



URBIS

DUNSBOROUGH URBAN DESIGN ASSESSMENT

PREPARED FOR

CITY OF BUSSELTON

JANUARY 2021

FINAL REPORT

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1.0 EXECUTIVE SUMMARY

The following strategy provides a framework for initiating the transformation of Dunsborough Town Centre to ensure it maintains its competitive edge as a holiday and tourist destination whilst also retaining its role as the retail centre, meeting place and civic focus for the local community. This strategy will guide the future steps for the development of Dunsborough Town Centre.

In developing this strategy, an extensive urban analysis was undertaken to understand Dunsborough's role in its context at both a regional and local level. This analysis included:

- Identifying key characteristics of the various part of the town centre to capture the identity.
- Understanding the holistic structure of the town and identifying opportunities for change.
- Examining opportunities for activation and engagement with the town centre to ensure it remains a place for people of all ages and demographics.

From this analysis, and in alignment with an existing vision and principles for the town centre, a range of potential outcomes were tested with the community. The instruction from the community engagement process has informed the chosen approach.

Four urban focus areas were identified within the Town Centre and a series of urban strategies and opportunities for intervention were established and detailed. These urban strategies provide a framework to effect change within the Town Centre and include policy updates, major and minor physical actions that build on the existing City of Busselton work and improvements.

The identified strategies drive short, medium and long term outcomes and present a pathway for future precinct plans and policies to deliver the established vision and principles. These include:

- Temporary interventions to open streets up for markets and larger events.
- Streetscape improvements that reflect the character and nature of the adjacent land uses and surrounding environment.
- Continue to review and implement the parking strategy.
- Public realm interface recommendations that improve built form interfaces with streets and Dugalup Brook.
- Built form parameters (heights, setbacks, etc) to inform the development of design guidelines facilitating the transitioning of uses within the centre.

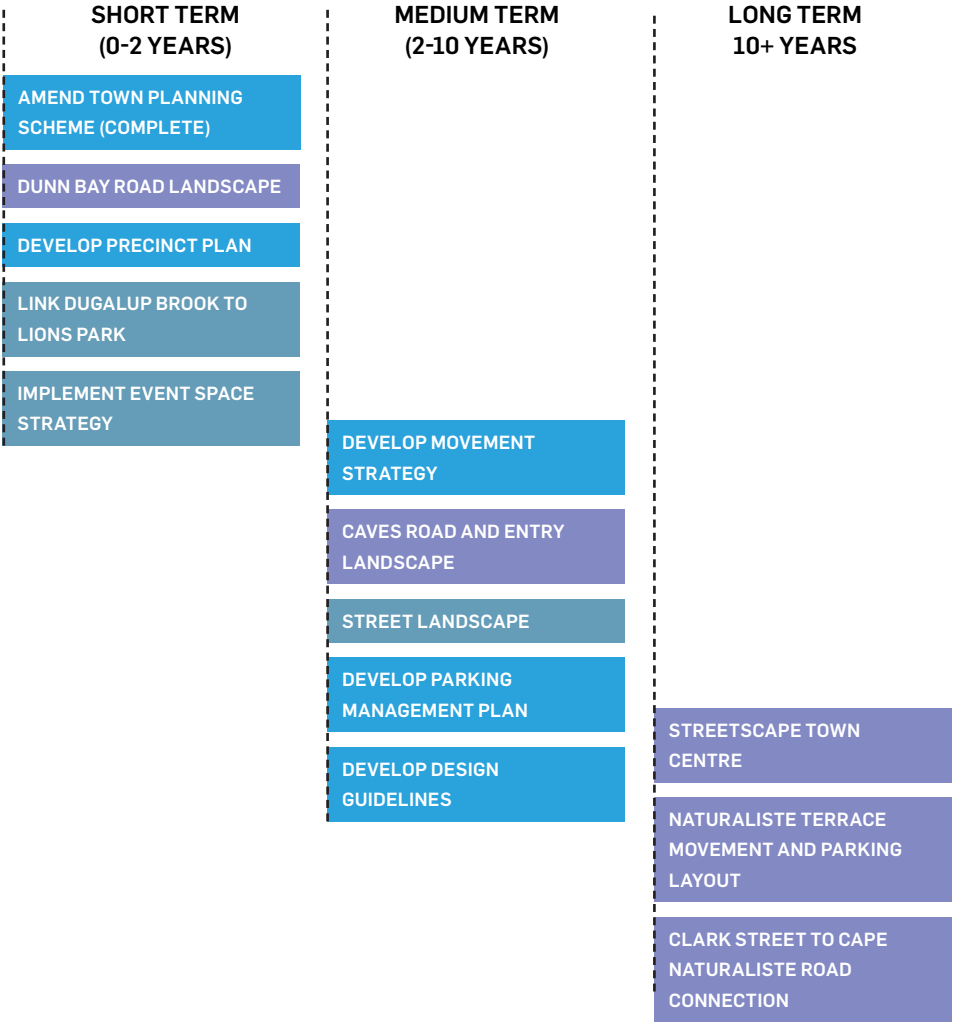
1.1 IMPLEMENTATION

The following provides an indicative timeframe for the implementation of these strategies based on the deliverability, implementation dependencies and anticipated funding implications.

High level recommendations are categorised into three areas:

STATUTORY UPDATE	Updates to existing planning policies and frameworks
MINOR ACTIONS	Physical upgrades and actions which can be undertaken at any time and would not necessarily rely on policy updates
MAJOR ACTIONS	Large projects and upgrades which will drive development into long term strategies and may require policy updates

Detailed explanations of these updates and actions are outlined in Section 5 of this report.



2.0 URBAN PLACE ANALYSIS

2.1 REGIONAL CONTEXT

The Dunsborough Town Centre is located in the South West Region of WA approximately 250km from Perth City and 25 minutes from Busselton City Centre, and is recognised as a regional attraction.

Dunsborough has effectively grown in recent decades as a holiday and residential destination, with new businesses and industry growing up around a rapidly developing community, with some strategic industry being located to capture the region's economic activities.

Dunsborough has unique natural assets and character which contributes an engaging sense of place for the local community and visitors.



LOCAL
COMMUNITY



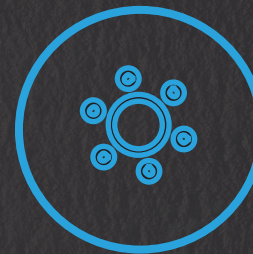
LOCAL TOURISM



PROXIMITY
TO REGIONAL
TOURISM



NATURE



HERITAGE



ACTIVITY CENTRE
& INDUSTRY

REGIONAL CONTEXT





STUDY AREA



2.2 STUDY AREA

The project area reflects the proposed Dunsborough Activity Centre as defined by the City of Busselton through a community consultation process.

The boundary encompasses Dunsborough's urban town centre and connection to the foreshore. This captures the active core and its uses for residents and visitors, and identifies room for growth as a developing town centre.

Access to the Town is via two main entry points off Caves Road which establish the axis on which the town runs, one along Dunn Bay Road towards Geographe Bay and one along Dunsborough Place/ Naturaliste Terrace north past the Dugalup Brook. This axis houses the majority of retail and recreation activities for the town, along with accommodation for visitors and residents.

2.3 VISION AND PRINCIPLES

In November 2018, the City of Busselton facilitated an open workshop with the local community to discuss the Activity Centre Plan and share discussion on the future of Dunsborough Town Centre. From this workshop and subsequent feedback the following vision was identified.

"THE DUNSBOROUGH TOWN CENTRE WILL BE DEVELOPED AS A VIBRANT, FUNCTIONAL AND ATTRACTIVE CENTRE OF THE LOCAL COMMUNITY, PROVIDING A HIGH LEVEL OF SERVICES AND EXPERIENCES FOR BOTH RESIDENTS AND VISITORS.

IN 2028, THE DUNSBOROUGH TOWN CENTRE WILL BE RECOGNISED AS THE PREMIER SEASIDE TOWN IN THE SOUTH WEST REGION..."

This vision was accompanied by a range of direction statements and ideas and opinions on the future of the town centre. To assist in the delivery of the vision we have further organised and consolidated the feedback into a series of principles. These principles form a baseline against which to measure design and development of the town centre and to help guide and shape the Centre's growth into the future.

These organising elements and principles provide a link between vision, design responses and implementation. They represent the key pillars that enable the vision.

PRINCIPLES

VIBRANT

Buildings, land uses and activities engage with the streets and spaces and offer activation, stimulation and interest.

AUTHENTIC

An authentic place that offers both locals and visitors the opportunity to be part of the community and engage in and contribute to its future.

EXPERIENCE

Reflect an aesthetic that blends the beach and bush within a contemporary human scaled village setting.

ACCESSIBLE

A pedestrian and cycle focused environment ensures it is easy to move around within, and to and from, the town centre.

OPEN

Green open spaces frame the centre and provide a unique main street setting. These spaces provide opportunity for community and cultural events.

ENDURING

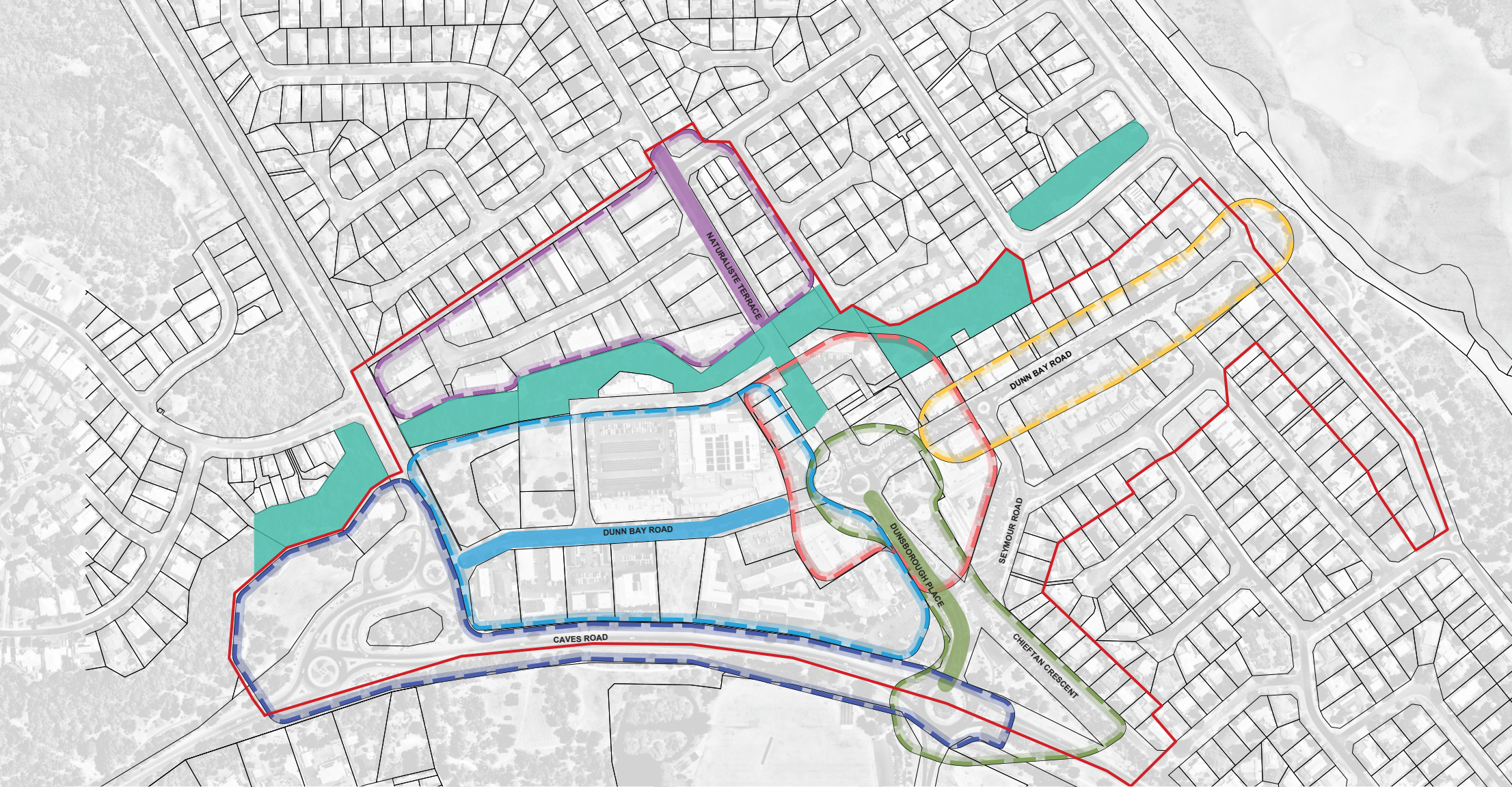
A centre that embeds into its natural environment and pursues sustainability to ensure ongoing viability and relevance.





2.4

URBAN PLACE ANALYSIS URBAN FORM AND ACTIVITY



THE CORE

- Town Centre
- Blend of Beach / Green and Commercial Precincts

THE SHOPPING CENTRE

- Large format
- Opportunity to increase active street interface
- Parking located at rear
- Opportunity for Caves Road & Dunn Bay Road exposure

THE CORSO

- Bringing beach presence into the town centre
- Natural elements
- Tactile paving

LIFE STREAM

- Hidden connection through Town
- Feature Dugalup Brook line link
- Cool and shaded

THE GREEN ARBOUR

- Entry to town centre
- Green edges
- Structures setback from street edge offers unique green interface

THE TRANSITION

- Close proximity to core
- Opportunity for connections and interface with Dugalup Brook
- Opportunity to add residential / mixed use and adaptive uses

THE GATEWAYS

- Entries to Town
- Opportunity to engage with remnant vegetation
- Opportunity to provide clear visual and pedestrian links
- Interface to Caves Road and Cape Naturaliste Road

CHARACTER ZONES

2.4.1 ANALYSIS: CHARACTER ZONES

Dunsborough is made up of a mix of different and unique characteristics each contributing to the setting of the Town Centre. These character zones are informed by built form and public realm elements and their contribution to the sense of place for Dunsborough.

Each character zone has its own distinct personality and often is accompanied by a set of land uses that also contribute to identity. These zones do not have a set boundary providing the opportunity to blend the characteristics as they intersect. It is often at these intersections where we get the true reflection of the Dunsborough's sense of place.

The Core is where several of these zones overlap bringing the beach to the bush. This is overlaid on a concentration of urban land uses in the coffee shops, bars and bakeries forming the centre of town. This area has an eclectic feel, but also captures what is quintessentially Dunsborough.

These character zones can be used to inform future decisions on planning and design policies and permits to ensure that future uses collectively contribute to the identity of Dunsborough.



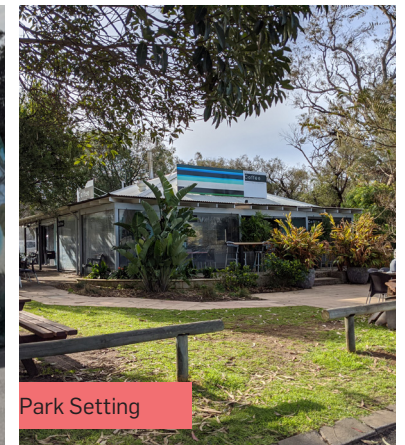
Street Frontage



Urban Interface



Public Artwork



Park Setting



Community Hub



Urban Interface



Streetscape



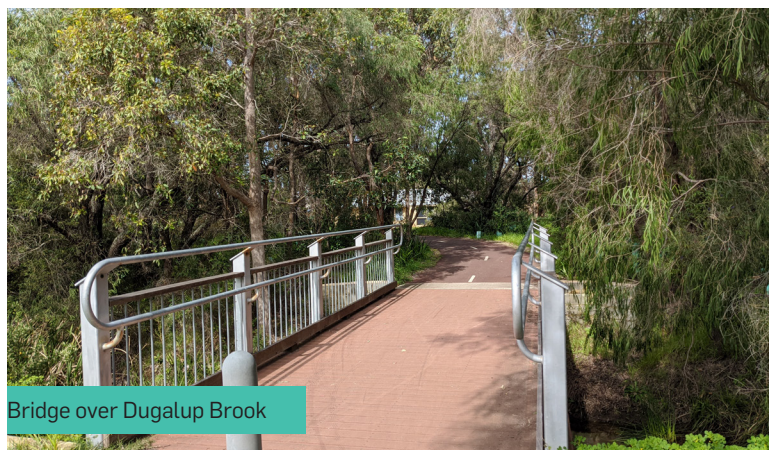
Local Economy & Industry



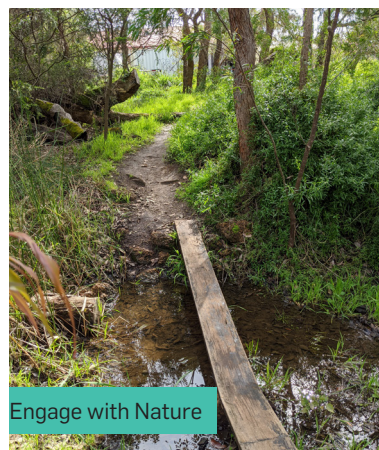
Beachscape



Nature Play



Bridge over Dugalup Brook



Engage with Nature



Green Entry



Active Public Space



Mature Trees



Streetscape



Caves Road



Contemporary Form & Materials



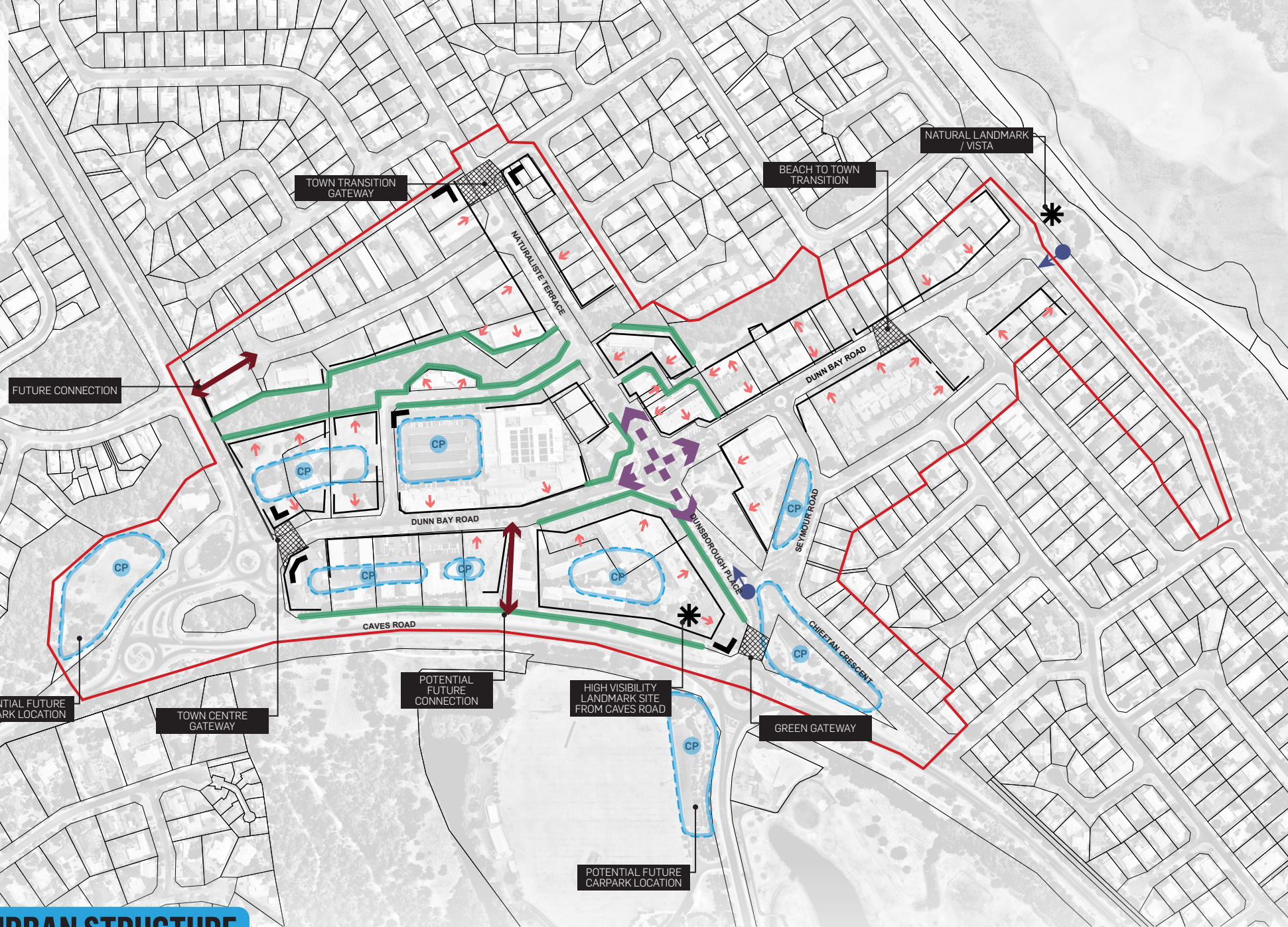
Breezeblocks & Natural Materials



Rural Aesthetic

LEGEND:

- Public Realm Interface
- Improve Interface
- Landmarks
- Gateways / Transitions
- Car Park
- View Corridor
- Central Axis
- Road Connection



URBAN STRUCTURE

2.4.2 ANALYSIS: URBAN STRUCTURE

In understanding a clear urban structure, opportunities for connections and links between different parts of a town can be leveraged to improve the overall function.

Successful town centres often have a robust crucifix form that establishes a core or centre and enables the plug in of different uses on the adjacent arms. Dunsborough Town Centre falls into this format centred around the intersection of Naturaliste Terrace/ Dunsborough Place and Dunn Bay Road. The centre is established away from the car dominated Caves Road bypassing unnecessary traffic away from the core.

Gateways are used to denote an entry to the town centre or urban core. Some gateway points exist already with varying degrees of success. For example, the entry from the east on Dunn Bay Road and west from Caves Road have strong landscape features (park/ treed avenue) that can be built upon to create a gateway feature. Entry points from the north and west need further enhancement to establish them as gateways signalling a transition into the town centre.

Also important to the effectiveness of a robust urban form are clear views corridors that provide links between different attractions. The link between the core and the beach front is now well established with Dunn Bay Road providing a consistent and attractive built and vegetated form. Other views are less well established or thwarted due to off centre road alignments with no clear termination landmarks or destination points.

The structural and public realm interface also contributes to an effective urban structure. As shown in the urban structure diagram, some sides of the centre have been well established with open and engaging interfaces. However, some areas lack a clear purpose and do not contribute to wayfinding or a sense of intensity. This may be assisted by a built form and scale appropriate to a centre including zero lot lines, interfaces with passive open spaces and the relocation of parking areas away from key street interfaces.



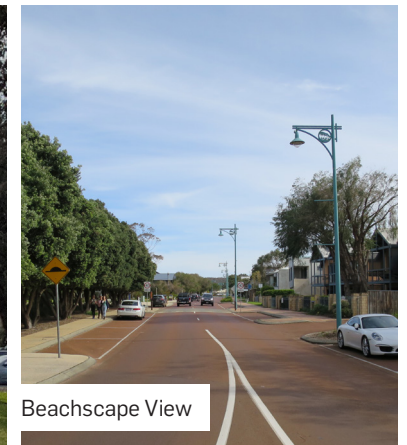
Street Interface



Public Space Interface







Landscaped Entry



Beachscape View

LEGEND:

-  Dugalup Brook Path
-  Break in Path
-  Difficult Pedestrian environment
-  Difficult Pedestrian environment & crossing point

LEVEL OF ACTIVATION:

HIGH

- Strong purpose
- Strong street presence
- High pedestrian traffic
- Active frontages

MEDIUM

- Obstructed street presence (setbacks and parking)
- Semi-active frontages
- Internal activation

LOW

- Ancillary Purpose
- Limited street presence
- Limited street frontage
- Vehicle oriented

ACTIVATION

2.4.3 ANALYSIS: ACTIVATION

Active and attractive centres with a strong sense of purpose tend to be more successful, facilitate an improved economy and foster engagement with their community.

Dunsborough Town Centre has a strong core on two and a half sides of the intersection of Dunn Bay Road and Naturaliste Terrace/ Dunsborough Place. This strong core presents an attractive frontage set at zero lot lines, fronted by on street parking or public open space. The buildings in the core are open to the street offering a high level of engagement and encourage pedestrian movements. These are the areas where visitors tend to congregate and are willing to spend time engaging with the public realm.

There are destination uses located adjacent to the centre such as the Dunsborough Centrepont and Dunsborough IGA that have a clear sense of purpose but do not offer the same level of street interaction to the core. This is due in part to the nature of grocery stores and a preferred layout that limits engagement with the public street. Pulling the built form to the edge of the street and opening these structures up further can offer additional activation of the town centre. It's worth noting that not all parts of the town centre need to be fully activated and in fact there is some benefit in concentrating high levels of activity to specific areas. Away from the core intersection, built form should decrease in intensity but still offer a similar level of engagement with the street.

This information has informed the urban design strategy and highlighted opportunities in the urban focus area to:

- Direct uses to the appropriate Urban Focus Area.
- Identify future expansion (and containment) of the town centre.
- Address built edges and spaces needing additional activation.



Dugalup Brook Activation



Street Activation



Dugalup Brook Path



Narrow Path

2.5 URBAN PLACE ANALYSIS PRELIMINARY STRATEGY

1. Enclose the Core

The south western edges of the core lack structure due to buildings being setback from the street. Extending the built edge to the street here will help to contain the core and provide a sense of enclosure and intimacy.

2. Green Connection

Dugalup Brook sits behind the town centre but can play an important role in connecting the town to its surrounding bush, beach, residences and potential overflow parking areas. The movement system here is underutilised but can connect potential overflow parking areas to the west.

3. Linking Green

Lions Park is a valuable open space and has potential to be used for markets and festivals but feels isolated in the centre of town. There is opportunity to add a green corridor along Naturaliste Terrace to link this space to the wider network of green spaces including Dugalup Brook and the Djiljit Mia Community Gathering Space. This sense of green connection could then extend further south to Caves Road and beyond. Development on the corner of Caves Road and Seymour Avenue should reflect and enhance this green link through the use of setbacks or green edges.

4. Dunsborough Place Shared Space

There is opportunity to close down Dunsborough Place during events and extend this into a pedestrian only space. Through traffic can be rerouted onto Seymour Boulevard to bypass this area providing a natural flow. An extended option could also use Cyrilleen Way and Hannay Lane to facilitate in closing down the central core around the roundabout.

5. Mix It Up

Clark Street properties have great proximity to the town centre and views and access to Dugalup Brook. Utilising the brook as an asset can facilitate the highest and best use of this land incorporating a mixed-use outcome.

6. New Connection

After Dunn Bay Road, the next opportunity to connect to Cape Naturaliste Road is from Marri Drive. Extending Clark Street to Cape Naturaliste Road will provide additional movement options and help in the transition of Clark Street.

7. Caves Road Green Screen

The presentation to Caves Road is largely of service operations (loading bays) or parking areas partially screened by old established or highly manicured peppermint trees. Additional plantings and a comprehensive landscape approach here can assist

in the screening of this back of house. This may also enable the development of larger buildings offering activation, passive surveillance and long range views over the fields and water courses opposite.

8. You've Arrived

Large roundabouts don't herald a sense of arrival to the town centre. The use of landmarks and gateway features can assist in ensuring that there is a sense of arrival to the town centre. This can be in the form of landmark buildings, changes in public realm materials, use of vegetation or public artworks.

9. Business Up Front / Party Down Back

There is a split in the offerings to the east and west of Naturaliste Terrace with the east side catering to entertainment and tourism and the west towards day to day shopping needs of locals. The built form and public realm within the town centre reflects that dichotomy with a more formal and urban built form on the west and a more casual and beach oriented approach to the east. This could be used to inform guidelines and help in wayfinding for visitors and the local community alike.

These strategies are illustrated in the sketch on Page 23.

PRELIMINARY STRATEGY



3.0 COMMUNITY ENGAGEMENT

A community workshop was undertaken on October 22, 2020 with representatives for the local community and the City of Busselton staff in attendance.

The purpose of this workshop was to:

- Test the spatial understandings of the site
- Seek inputs and ideas from the community
- Identify additional structural constraints and opportunities
- Provide a local sense check on ideas formed to date.

The review was limited to the boundary outline by the Activity Centre Plan although the context was also reviewed to identify additional opportunities.

A range of exercises were undertaken in the workshop to interrogate ideas in relation to the urban structure of the town centre.

Concepts and understandings developed by the project team were presented to the group and then work-shopped to confirm the understanding of the town structure from a local perspective, test ideas and concepts and identify any alternate thoughts or ideas. This included:

- A review of case studies and learnings
- An examination of character precincts
- Exploration of big ideas
- An understanding of the personality of the centre
- Identifying the heart of the centre
- Understanding parking and access
- Examination of height and scale.

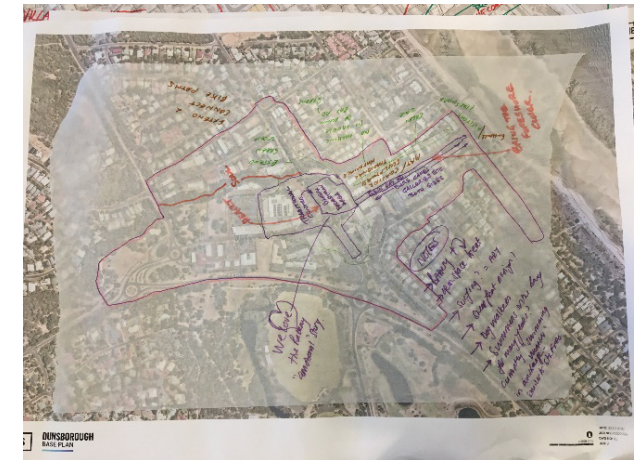
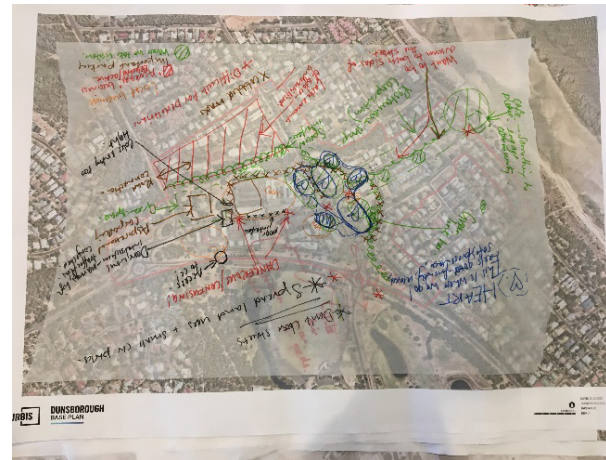


3.1 KEY DIRECTIONS

The key take aways from these discussions have been collated under broad headings and summarised. These take aways have informed the Urban Design Strategy to ensure the outputs align with the community vision and direction for Dunsborough Town Centre.

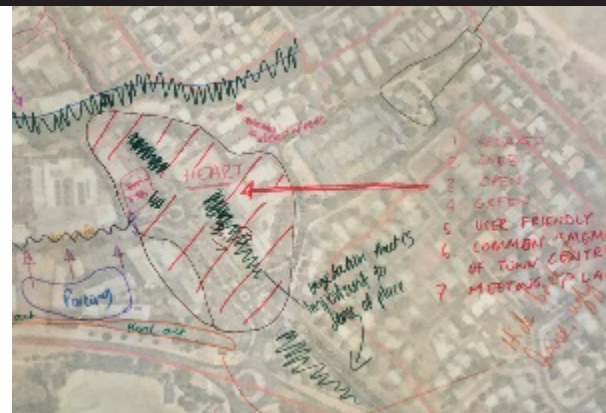
Personality and Sense of Place

- Architecture not as important as people and places.
- Maintain Dunsborough's low key friendly atmosphere.
- Architecture should reflect a contemporary seaside vernacular.
- The town should celebrate the village green open space in the main street (Lions Park and along Naturaliste Terrace) and offer places to sit and relax.



The Heart

- General Agreement to the Heart being located on Naturaliste Terrace. All suggestions focused around the section between Dunn Bay Road and Hannay Lane as being the core. This was noted as being the original town centre.
- It was noted that there was some capacity to extend the core to include Lions Park (referring to this as the 'Soul') and Dunsborough Tavern with opportunity to extend it further down Dunn Bay Road towards Geopaphe Bay.



Access and Parking

- Parking on the periphery is an option that should be explored including sites on Clark Street in co-ordination with Dugalup Brook crossing.
- The challenges on crossing Caves Road were noted but not felt to be insurmountable.
- Improvements to the pedestrian realm along Dunn Bay Road would help in movement.
- Parking adjacent to Caves Road should be screened from passing vehicles.
- A connection to Cape Naturaliste Road at the end of Clark Street should be investigated to improve circulation.



Height and Scale

Pros

Cons

- Retaining a village atmosphere was important.
- Managing scale between different areas was important so that there wasn't a harsh transition.
- View corridors are important both from the centre looking out and from outside looking in.
- There may be opportunities to utilise landscaping to screen height.

These key findings have instructed the development of the Urban Design Strategy as detailed in plans, sections and actions in Section 4.0 .

Dunn Bay East

Activate the foreshore
 Maximise views to the Geographe Bay.
 Improve relative affordability of oceanside views
 Residences above shops and restaurants can help activate the centre
 Push bulk into the middle of the lots to hide it.

Town Centre

Opportunity for height if setback
 Maximise use and access to Lions Park

Dunn Bay West

Easy to co-ordinate large land parcels
 Opportunity for landmark structure to town
 Landscape opportunity along Caves Road

Clark Street

Minimal impact on the Town Centre
 Opportunity to maximise views of the Dugalup Brook
 Locates residents close to town centre

Dunn Bay East

Minimise impacts of built form visible from the Geographe Bay
 Retain a view corridor down Dunn Bay Road
 Ensure scale and transition between areas is managed
 Potential for broken streetscape
 Must not block views
 Manage compatibility between uses (Residences and Bars)

Town Centre

Potential for Wind Tunnel
 Hard to co-ordinate smaller lots
 Difficult height/ scale balance with small lot frontage and deep lots

Dunn Bay West

Manage view impacts from Caves Road
 Potentially too tight corridor or canyon feel on Dunn Bay Road

Clark Street

No raised concerns

4.0 URBAN DESIGN STRATEGY

The following urban design strategy consolidates the analysis and community engagement process into a series of actions. These actions have been grouped into STRUCTURE actions that require a change in the urban form of the town and PEOPLE actions that facilitate change in how people use the town centre.

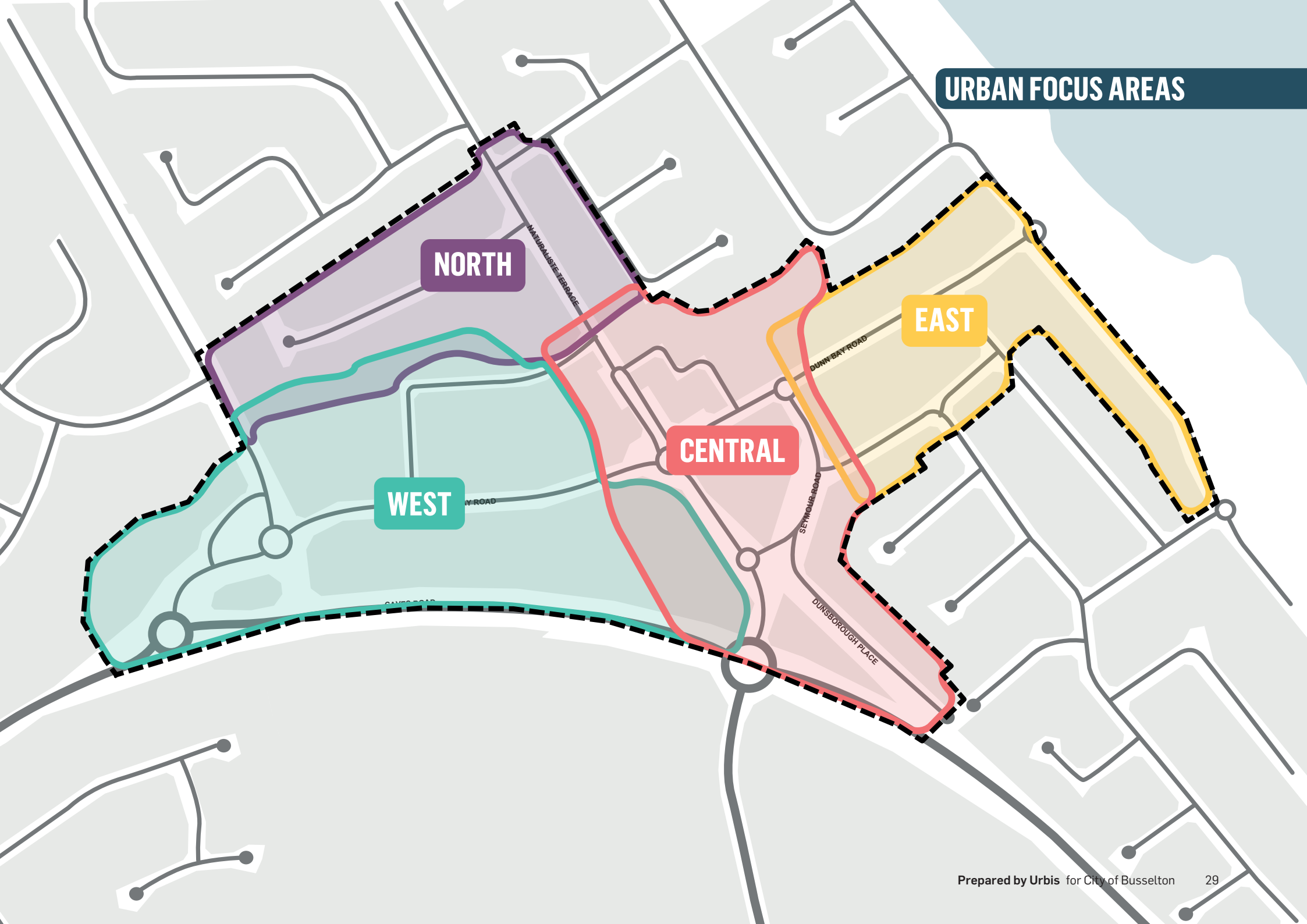
These actions relate to specific desired outcomes that are applicable at a town wide level and also within four identified urban focus areas.

Each of the four urban focus areas has:

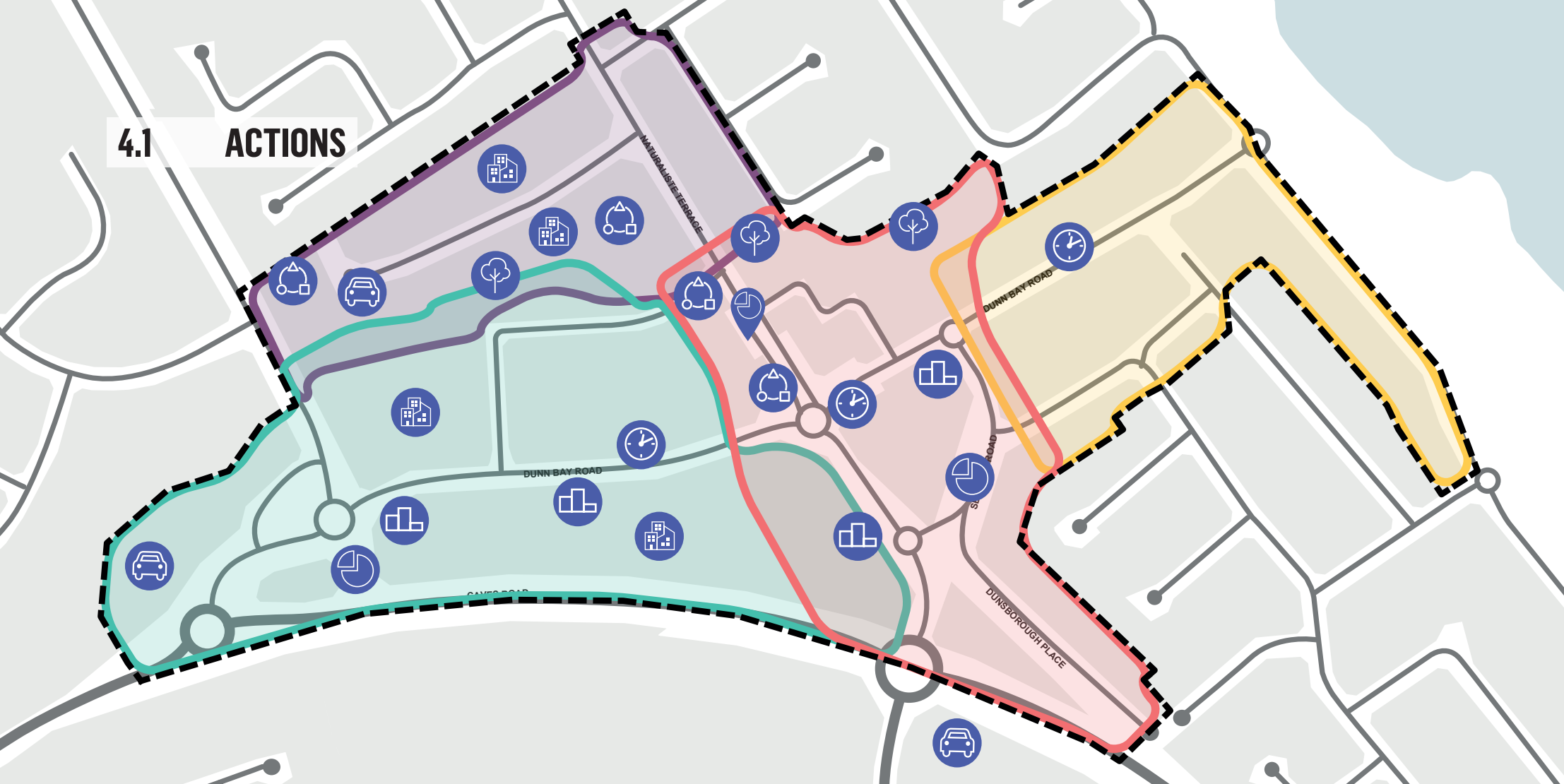
- A clear role and purpose. This informs what land uses and activities are appropriate.
- A series of key recommendations that link to the actions and specify intended outcomes.
- An urban section that presents a current and future street and built form condition.
- An urban character that identifies key themes that inform the focus area approach to materials and public realm.

Collectively these focus areas can be used to inform a precinct plan, future upgrades to the public realm or even test development applications against the intent and purpose of each area.

URBAN FOCUS AREAS



4.1 ACTIONS



STRUCTURE

PARKING: SHORT TERM

Designate parking within the town centre to be short term



PARKING: LONG TERM

Establish long term parking areas out of the concentrated town centre



ADAPTION

Adaption of uses to better support the growing town centre



INTENSITY

Identify suitable locations for increase in development



URBAN INTERFACE

Improve street presence of development and open spaces



BROOK INTERFACE

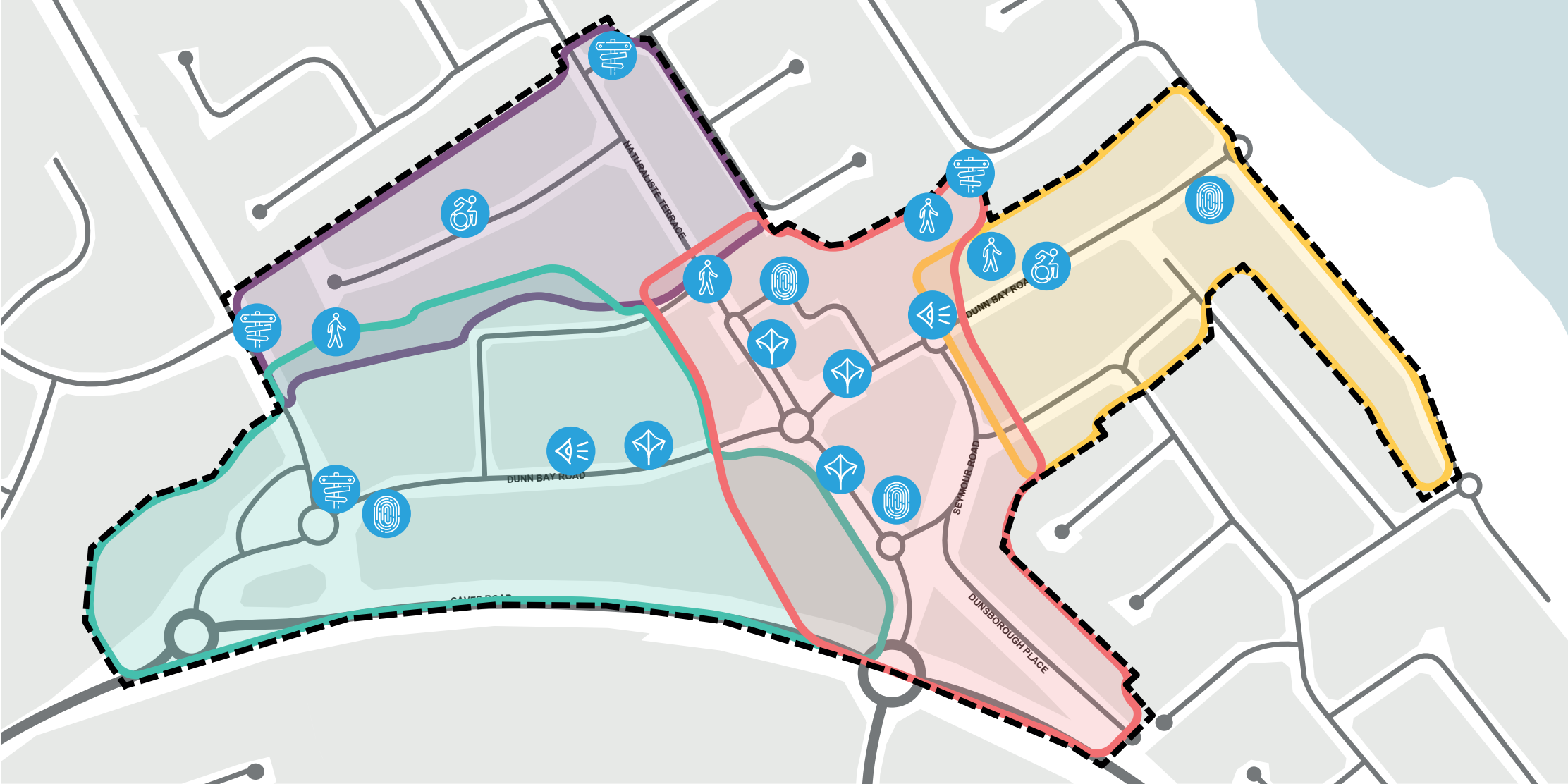
Acknowledge the presence of the Dugalup Brook and improve the interface and interaction



URBAN STRUCTURE

Define public and private realm boundaries to aid in future development





PEOPLE

FLEXIBILITY

Establish temporary event spaces / open spaces to facilitate more than one function



WAYFINDING

Provide wayfinding / clarity of major routes for pedestrians and vehicles



VIEWS

Maintain views to natural and physical assets



ACCESSIBILITY

Review accessibility to ensure engagement with all users



CHARACTER

Utilise urban characteristics that define urban focus areas



BROOK MOVEMENT

Utilise the Dugalup Brook as an alternate east-west movement system



4.2 URBAN FOCUS AREA - CENTRAL

4.2.1 ROLE AND PURPOSE

The Urban Focus Area - Central is located around the commercial centre of the town site which offers a unique country town centre experience. This area provides a range of activities and captures Dunsborough's essence which is a blend of retail activity and the surrounding natural environment.

As the traditional town centre this can provide local and boutique retail offerings for both locals and visitors alike with a focus for both formal and informal dining and entertainment.

Expansive grassed areas provide opportunities to slow down and enjoy the town atmosphere. The town centre around Lions Park can be expanded to accommodate a weekly market, a minor event or can pedestrianise the entire core for a major event.

The Town Centre also connects to the Dugalup Brook and the nature play areas on the periphery. The connection to Dugalup Brook extends into the town centre helping to green and soften the urban environment.

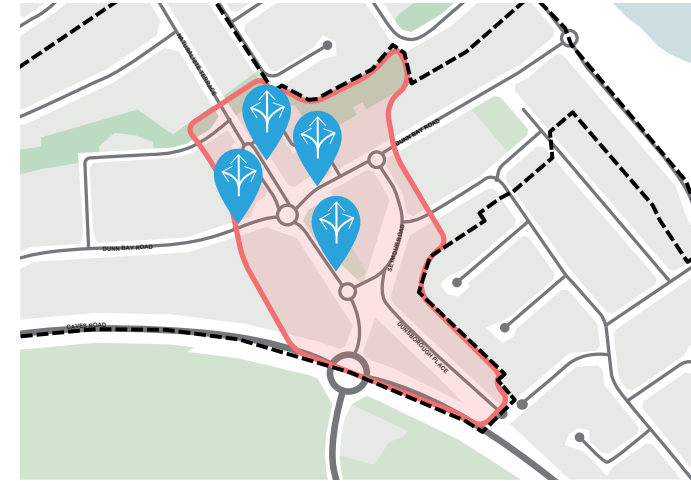
4.2.2 KEY RECOMMENDATIONS - APPLYING THE ACTIONS



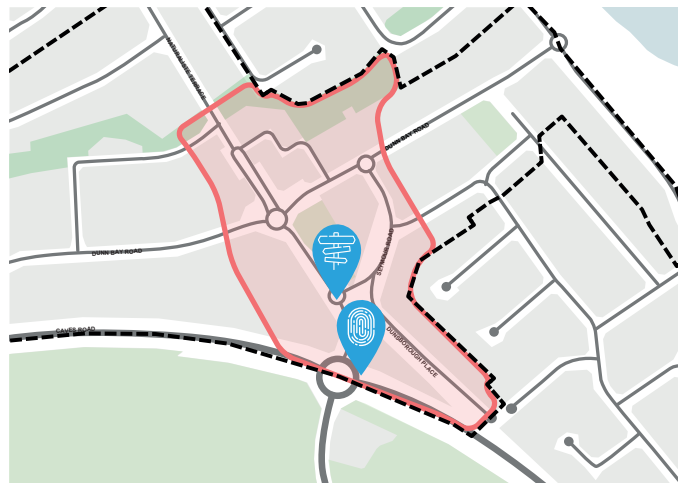
- Link Dugalup Brook to Lions Park through Hannay Lane and Naturaliste Terrace through art, paving and vegetation. Look to extend this further to Caves Road.



- Lease or obtain a licence for part of the Telstra site on Naturaliste Terrace and transform Naturaliste Terrace into a shared zone.
- Transition the service station in the town centre to a use that is more compatible to its central location and improve pedestrian connections across this frontage.



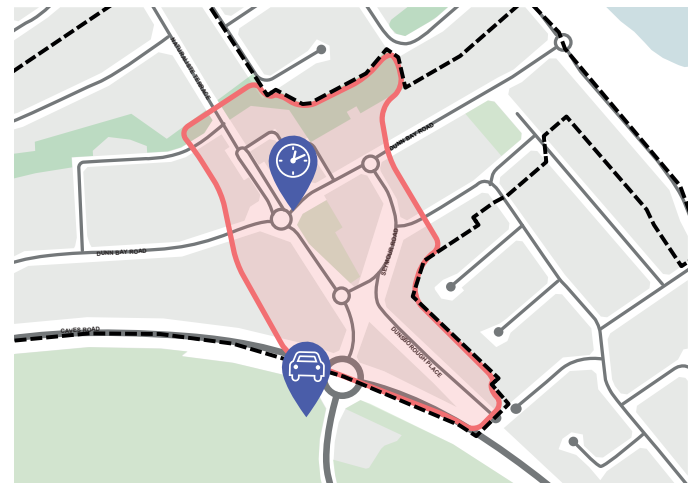
- Establish adaptable and expandable event space around the town centre to accommodate a range of events by utilising existing open spaces and implementing road closures.



- Consolidate the green entry to town and expand the pedestrian network to link Caves Road to Dugalup Brook.



- Maintain a low scale retail offering in keeping with a traditional town centre and enforce active edges along street frontages to provide a contiguous pedestrian experience.



- Rationalise and prioritise short term parking to minimise vehicle through movements and encourage frequent turnover.

4.2.3 URBAN SECTION

The street encourages an open, unique and expansive green entry from Caves Road through the use of wide set backs on the eastern edge and extensive planting. A tighter, more traditional town centre experience is provided between Dunn Bay Road and Hannay Lane.

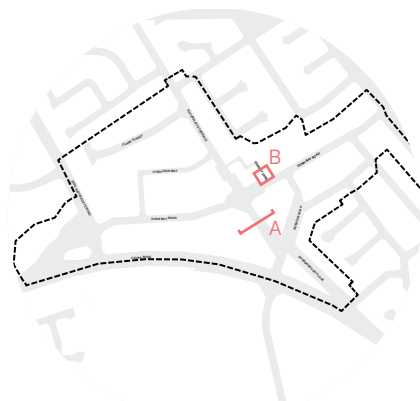
Parking should continue to be provided on street and, where possible, utilised to separate pedestrians from vehicles.

Buildings on the western edge of Dunsborough Place should be setback from the street to provide alfresco seating opportunities that take advantage of the green link opposite. This will create an active and attractive edge.

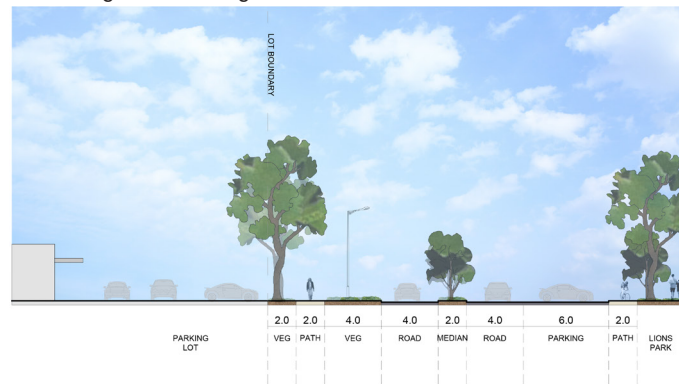
A gateway structure on the intersection of Seymour Boulevard and Caves Road is an ideal location for a landmark building. This building would denote the transition into the town centre and provide opportunity to extend the green edge to Caves Road through setbacks, a planted green wall or similar feature that enhances the green link.

Parking should be accommodated at the rear or internal to the lot, along with service accessways where possible.

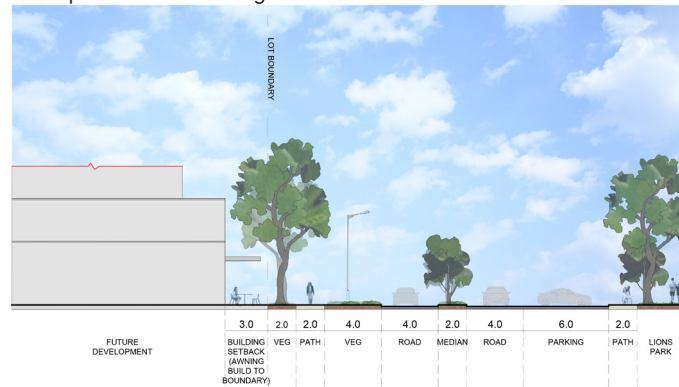
Heights in the core present a low scale retail offering to the street edge in keeping with a traditional town centre. Larger structures can be accommodated but should be set back from the street.



A Existing: Dunsborough Place

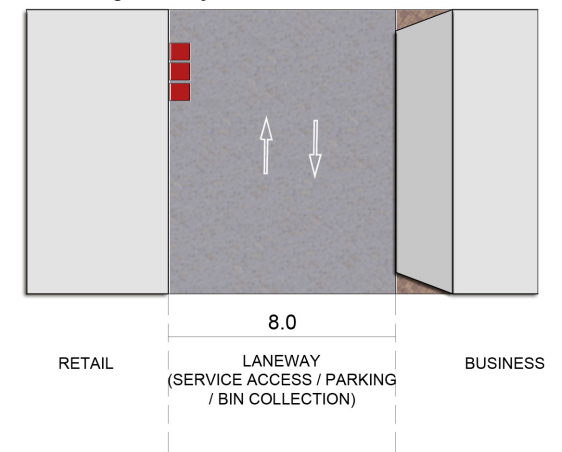


A Proposed: Dunsborough Place

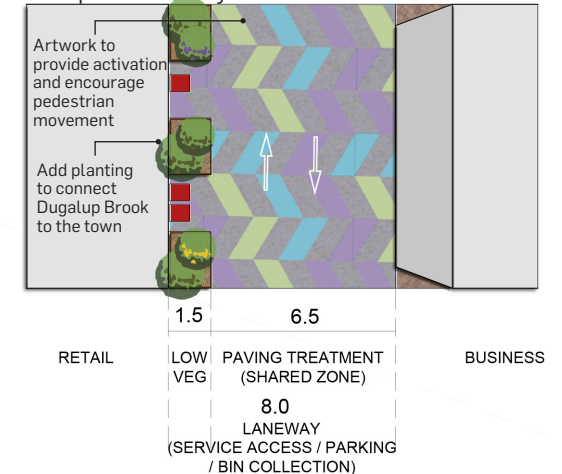


Built form and setbacks are subject to guidance in City policy

B Existing: Hannay Lane



B Proposed: Hannay Lane Activation



4.2.4 URBAN CHARACTER

The following features are representative of the desired Central Focus Area character. These both build on existing features and identify desired future conditions.

Traditional - the Town Centre character reflects a traditional village feel with low scale buildings framing the street. Display windows and entries face the active street edge and awnings provide shade and opportunity for signs. Opportunities for shop top exist above the ground floor. 6m to 12m wide retail street frontages allow for a wider range of business opportunities enabling more local and boutique retail offerings.

Formal/casual - the Central Focus Area provides an opportunity to experience a traditional town centre. The Town Centre includes both a gritty urban experience through its art covered laneways and a curated traditional centre in the formalised and manicured frontages and public realm.

Green - vegetation here builds off the verdant vegetation that lines Dugalup Brook and brings it into the town centre. A park setting of grassed areas with large trees provides uninterrupted views to the retail uses and also offers a place of respite.

Traditional town centre frontage



Traditional town centre elements



Active and engaging play



Formal green landscaped entry



Gritty urban laneway

4.3 URBAN FOCUS AREA - EAST

4.3.1 ROLE AND PURPOSE

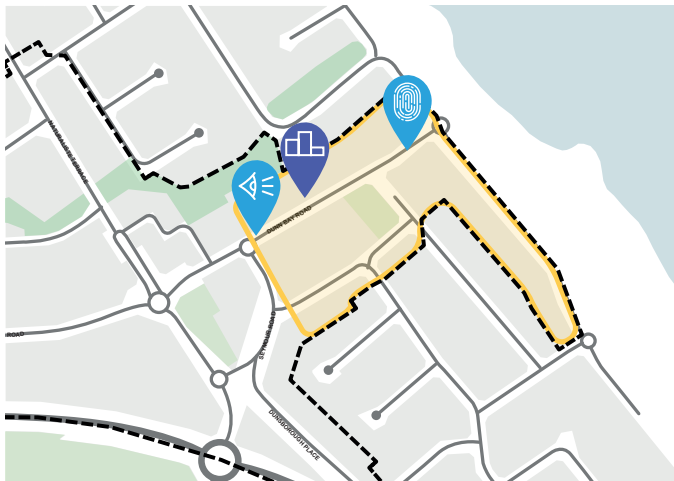
The Urban Focus Area East delivers a tourist experience focused on the beach, nature and a casual shopping and cafe lifestyle. This offers alfresco dining in the street, as well as open space and formal parks and playgrounds to enjoy the outdoors.

Mixed use activity is concentrated on the western end of Dunn Bay Road close to the town centre and transitions into residential uses closer to the foreshore. Tourism related activities are appropriate in this location.

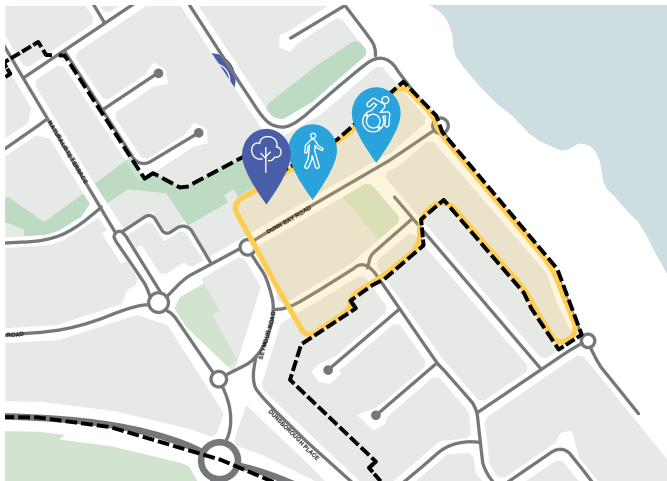
Residences here serve a supporting role to the town centre and offer an opportunity to establish density near the centre. These include a range of short stay and permanent dwellings that ensure the town centre is activated and has passive surveillance year round. This provides the centre with a consistent customer base and will enable the centre to offer a wider range of goods and services.

The street environment should encourage movement between the Town Centre and Geographe Bay to reduce unnecessary vehicle movements through town and to gain the commercial and social benefits of linking these assets. There is currently a disconnect between these two destinations as a result of limited wayfinding, interrupted footpaths and high exposure to the elements (sun, rain, wind). The reconnection of Geographe Bay to the town can be accentuated by the use of a coastal aesthetic being drawn from the beach edge back into the Town Centre. Wider footpaths will aid in making connections to Geographe Bay more obvious. A highlighted entry to the Dugalup Brook movement system will better connect the various pedestrian routes into town.

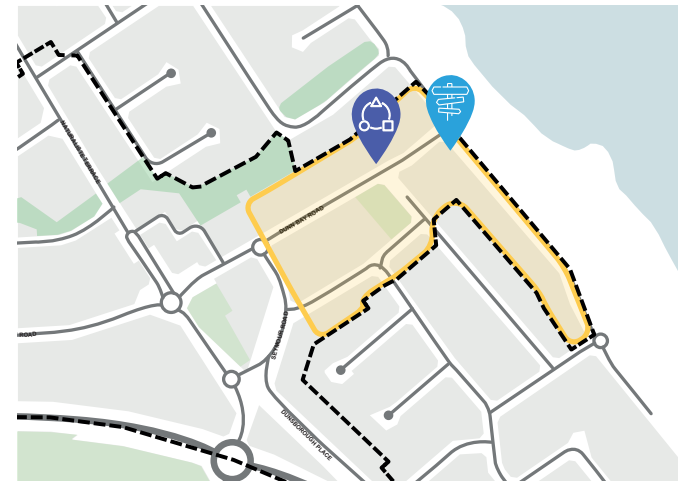
4.3.2 KEY RECOMMENDATIONS - APPLYING THE ACTIONS



- Connect the Town Centre to Geographe Bay through clear visual and textural connections including similar paving treatments, the use of decking similar to Seymour Park, vegetation that reflects the coastal nature and brings that into the town centre.
- Buildings frame the view down Dunn Bay Road but do not impede sightlines.
- Ground floor uses such as office or retail can help to activate the street, particularly on the western end closer to the town centre. This requires buildings with open and active edges (doors and display windows) and includes alfresco dining opportunities adjacent to the street edge.



- Provide unimpeded pedestrian movements between town centre and foreshore.
- Clarify and enhance the pedestrian connection from Dunn Bay Road to Dugalup Brook.
- Improve accessibility through widening pavement and minimising street infrastructure.



- Establish a clear gateway to the town centre from Geographe Bay. This may be in the form of a park feature or a built structure with additional height or detailing.
- Facilitate residential accommodation to better support the town centre and provide activation and passive surveillance to the street. This can be a range of permanent or shortstay accommodation.

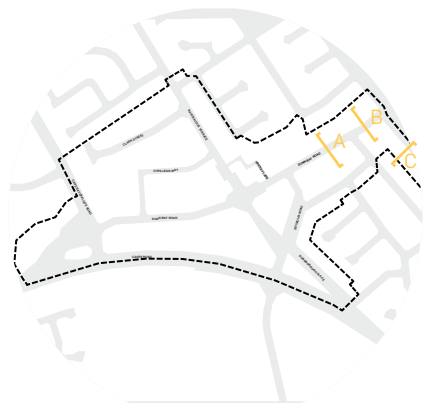
4.3.3 URBAN SECTION

Dunn Bay Road facing east should provide an unimpeded view corridor to encourage views down to Geographe Bay. This section of Dunn Bay Road can encourage pedestrian movements through footpaths on both sides of the street but with wider footpaths on the southern edge to maximise sunlight access and shade and access to open space. This can be achieved through narrowing the carriageway and reassigning this to the footpath.

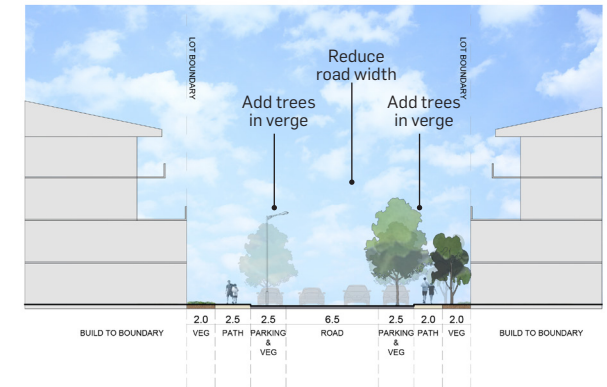
Parking should continue to be provided on both sides of the street to separate vehicles from pedestrian movements on the footpath.

Towards the town centre, buildings can be constructed to the property line to engage with the street with display windows and active edges (Section A).

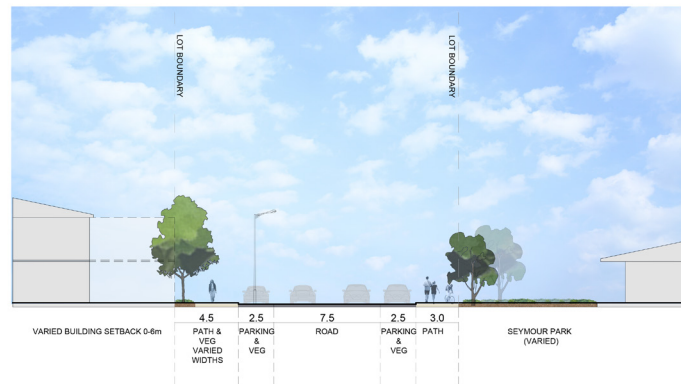
Buildings east of the Dugalup Brook access point on the northern side of the street should be set back a minimum of 2 metres from the property line (Section B). Floors above the 2nd storey should be further setback from the street. Balconies may project towards the street from the built line up to the 2m setback.



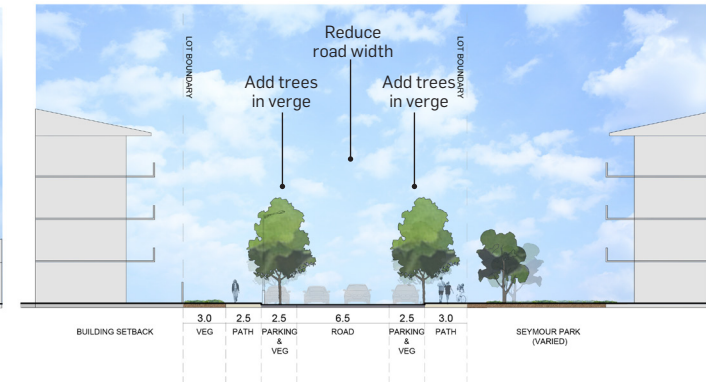
A Existing: Dunn Bay Road



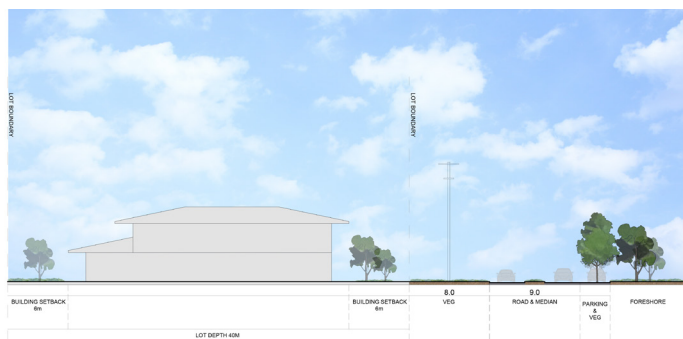
A Proposed: Dunn Bay Road



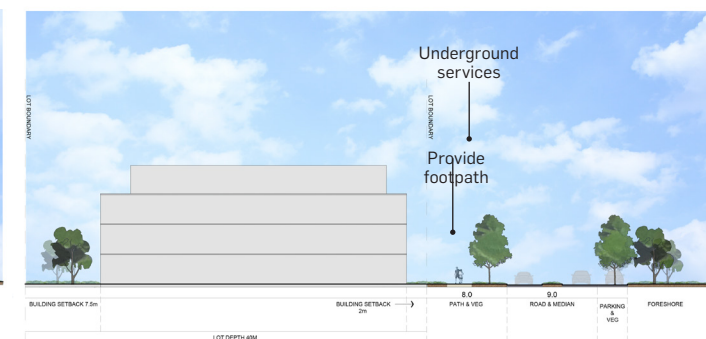
B Existing: Dunn Bay Road



B Proposed: Dunn Bay Road



C Existing: Geographe Bay Road



C Proposed: Geographe Bay Road

Built form and setbacks are subject to guidance in City policy

4.3.4 URBAN CHARACTER

The following features are representative of the desired East Focus Area character. These build on existing features and identify desired future conditions.

Coastal - the environment here reflects a coastal character. Buildings utilise natural materials and include large balconies to maximising views to the coast and assist in passive cooling. Buildings frame the street utilising open balconies to ensure passive surveillance and views of the street and to the coast and town centre.

Casual - the environment here is casual and informal which is reflected in the reuse and repurposing of materials for furniture. Green edges encourage pedestrian movements and opportunity for lingering. Opportunities for seating is provided at intervals on the street edges.

Green - vegetation here reflects the coastal environment through low scale trees offering shade and shelter but minimising impact on views. Low scale vegetation frames the public realm in the form of native coastal grasses and other native coastal plants.

Tree lined view to Geographe Bay



Casual dining and alfresco



Coastal vegetation



Buildings framing street



Decking

4.4 URBAN FOCUS AREA - WEST

4.4.1 ROLE AND PURPOSE

The western side of town provides a typical main street environment to accommodate the day to day needs of locals and visitors including grocery shopping, banks, clothing stores and medical centres. The main street is focused on Dunn Bay Road and contained between Naturaliste Terrace to Cape Naturaliste Road where it transitions into the surrounding bush. The southern edge fronts Caves Road making it highly visible to passing traffic but has limited access opportunities from here.

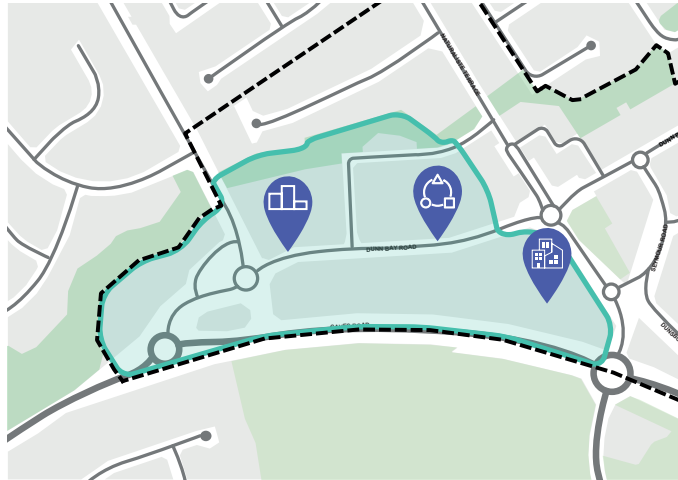
Buildings along the eastern end of Dunn Bay Road are closer together, offering a more pedestrian focused environment and enabling uses such as alfresco dining to better extend into the streets. Awnings provide year round shade and shelter and help to enclose the street edges making them more amenable to pedestrians. These treatments can be extended further and transitioned into the wider western end.

The western end of Dunn Bay Road includes a wider carriageway and can accommodate more vehicle intense uses. This also serves as an entry into town and helps to set the scene on what the town centre will offer.

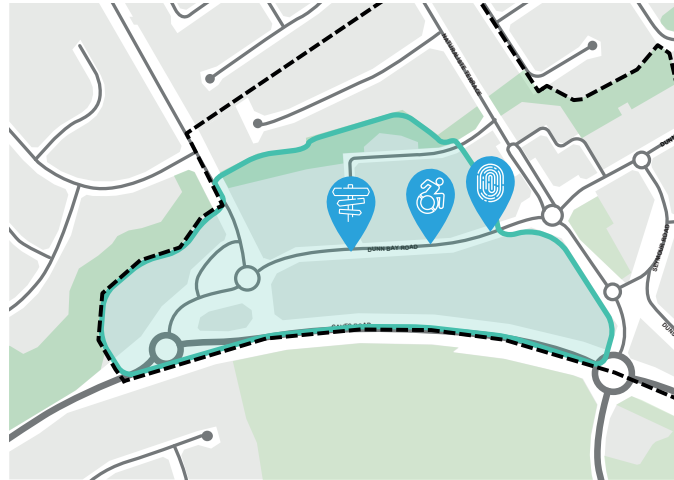
An improved interface with Dugalup Brook helps to activate the northern end of the focus area and provides amenity as well as an alternate pedestrian/ cycle movement system for the centre to engage with.

A green landscaped edge sits adjacent to the highly visible Caves Road frontage. This landscape edge serves as an attractive interface to Caves Road and provides a buffer for uses from this busy road and should be retained. The landscaping also shields the loading and servicing functions located along this edge.

4.4.2 KEY RECOMMENDATIONS - APPLYING THE ACTIONS



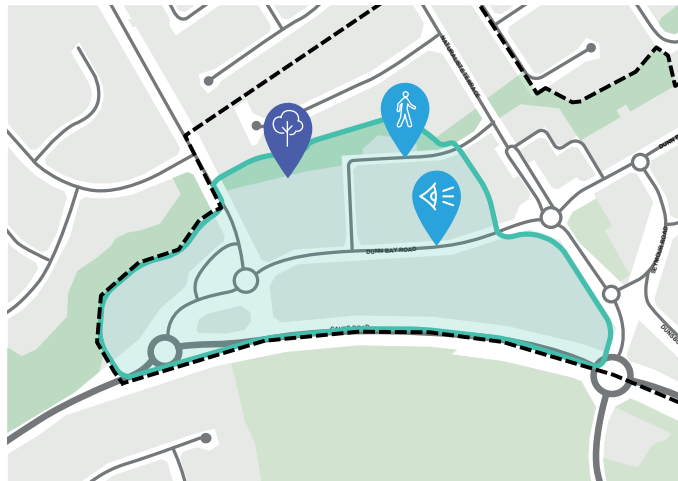
- Focus main street type uses between Cyrille Way and Naturaliste Terrace.
- Land uses address and engage with Dunn Bay Road as the primary frontage.
- Increase intensity of development to support town centre uses.



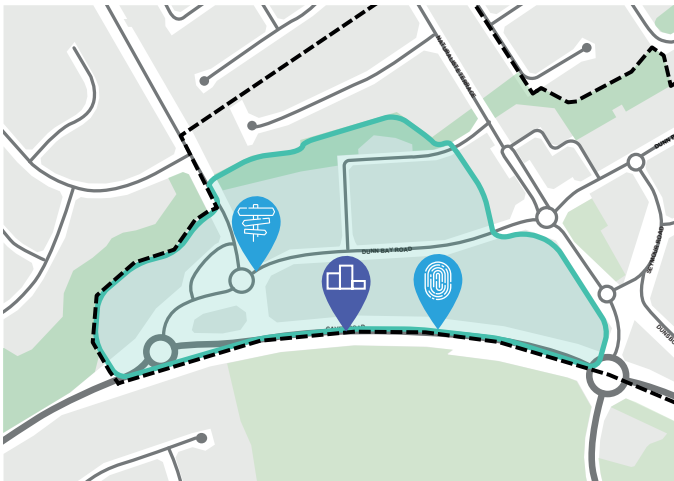
- Tighten carriageway of Dunn Bay Road between Cyrille Way and Naturaliste Terrace and extend pedestrian realm to establish a slow speed environment and encourage movement across the street.
- Provide a contiguous awning over a generous pedestrian environment to provide shade and shelter year round.



- Provide on-street parking to encourage regular turnover of activity.
- Locate larger parking lots internally to blocks.
- Establish public parking lots on the periphery of the focus area.



- Maintain views west of the bush and the hills in the background.
- Improve interface with Dugalup Brook and utilise as a secondary movement system.

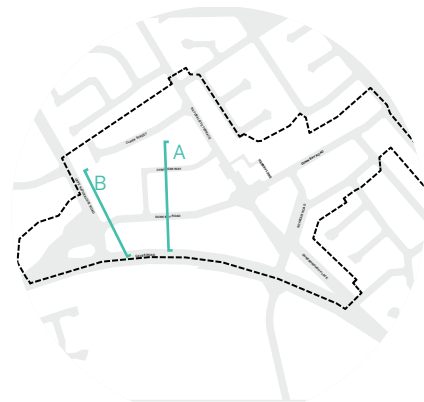


- Establish a landscaped edge to Caves Road to screen back of house uses and present a green facade.
- Establish a built structure with a highly detailed interface to signify the entry to the town centre as gateway entry from the western approach.

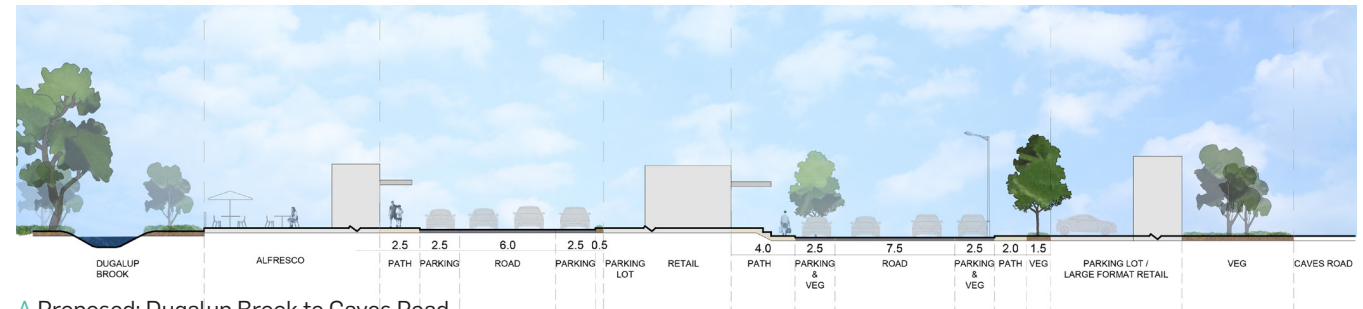
4.4.3 URBAN SECTIONS

Dunn Bay Road serves as the main retail focus for Dunsborough. The section of street between Cyrilleen Way and Naturaliste Terrace should have a zero lot setback and encourage direct interface with the street. The carriageway here can be reduced and reallocated to footpaths for pedestrian use. On street parking can be limited to rows of 3 bays before a planted nib is introduced. Trees for shade purposes should be included on each nib. Awnings can project into the street along this length providing shade and shelter for pedestrians. Buildings here are expected to present as two storeys to the street edge. Additional storeys beyond the second floor can be setback from the street edge.

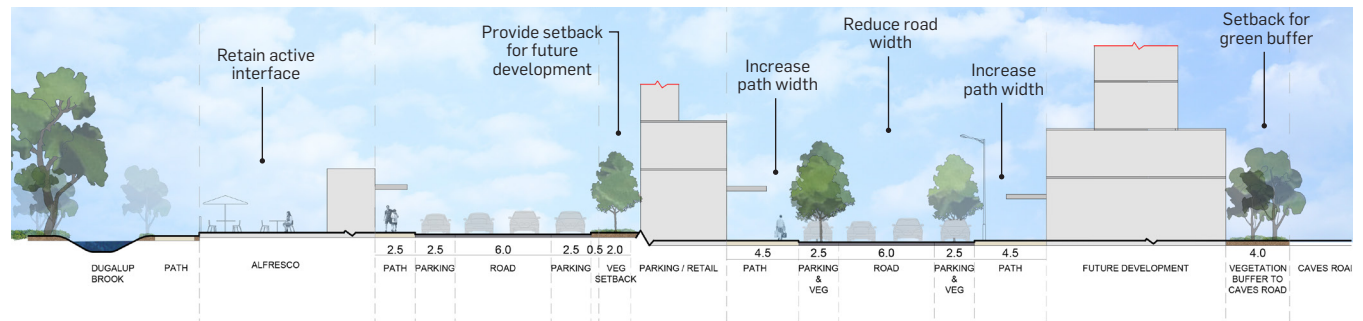
The remainder of Dunn Bay Road West can also retain a retail focus but can accommodate bulkier format uses. The carriageway remains as is providing for circulation and access into town as it approaches the slower central area. On street parking can be provided and accommodates an inset nib every 3 bays maximum. These nibs will introduce street trees at regular intervals. Footpaths are provided on both sides of the street. Buildings should address the street providing an accessible and active frontage to the street but may be setback from the street to preserve existing vegetation within the property boundaries. Buildings here should be expected to present as two storeys to the street edge. Additional storeys beyond the second floor can be setback from the street edge.



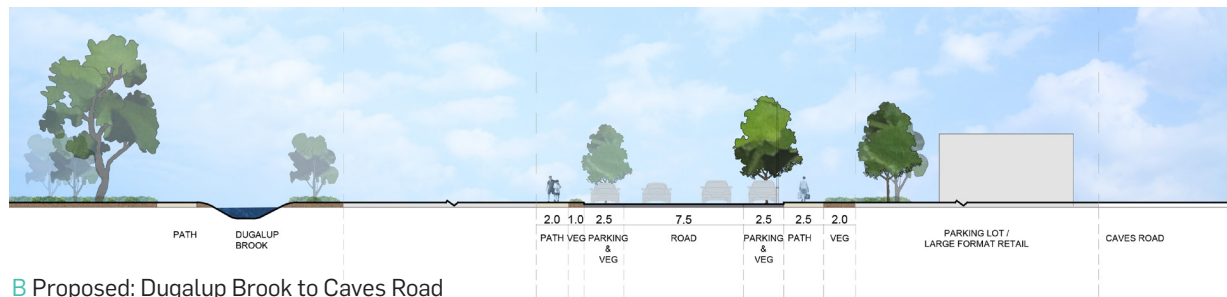
A Existing: Dugalup Brook to Caves Road



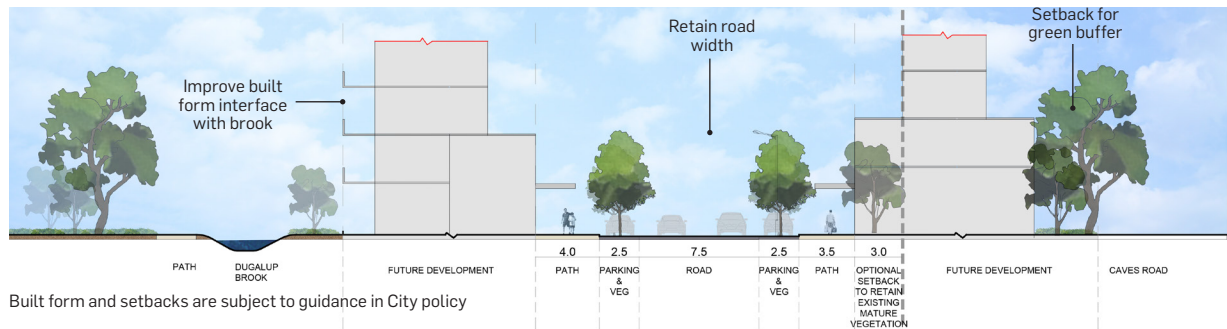
A Proposed: Dugalup Brook to Caves Road



B Existing: Dugalup Brook to Caves Road



B Proposed: Dugalup Brook to Caves Road



Built form and setbacks are subject to guidance in City policy

4.4.4 URBAN CHARACTER

The following features are representative of the desired West Focus Area character. These both build on existing features and identify desired future conditions.

Formal – this represents the formal end of town and presents as a typical main street environment. Awnings and street trees help to frame the street and provide a contained and sheltered environment. Large panel windows display goods and services and offer views into the premises.

Bush – Vegetation here reflects the transition from the surrounding bush into the town centre environment. Peppermint trees frame the entry into town from the west and provide a protective canopy and establish a tone for a green and shaded environment.

Pedestrian focused retail street



Pedestrian focused outlets with residences above



Retained vegetation



Landscape buffer



4.5 URBAN FOCUS AREA - NORTH

4.5.1 ROLE AND PURPOSE

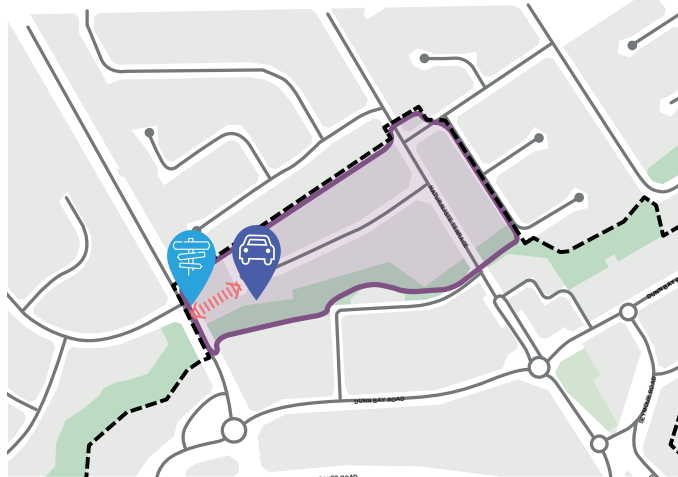
Clark Street should be re-purposed to a connecting road linking Cape Naturaliste Road to Naturaliste Terrace. Providing this connection will reshape the purpose and function of this street from an industrial backstreet, into a pedestrian focused street that will provide supporting uses for the Town Centre.

This transition area for the Town Centre is within walking distance of the core and should support the town centre with a variety of uses including mixed use residence, office, tourism accommodation, medical and consulting offices. With the built in amenity of Dugalup Brook this area can accommodate an increase in density to accommodate all of these uses. A structured parking area can also be accommodated within this peripheral zone.

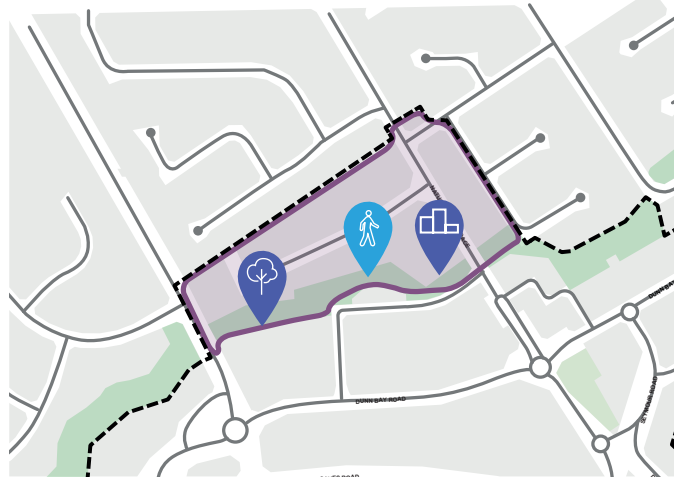
In addition to providing a pleasant vista and point of amenity Dugalup Brook also separates the Urban Focus Area - West from the centre and provides an opportunity for connection along this pedestrian movement network.

The northern end of Naturaliste Terrace serves as a gateway point into town and can utilise its existing wide verge and planted edge to facilitate pedestrian and cycle movement from residences to the north into town.

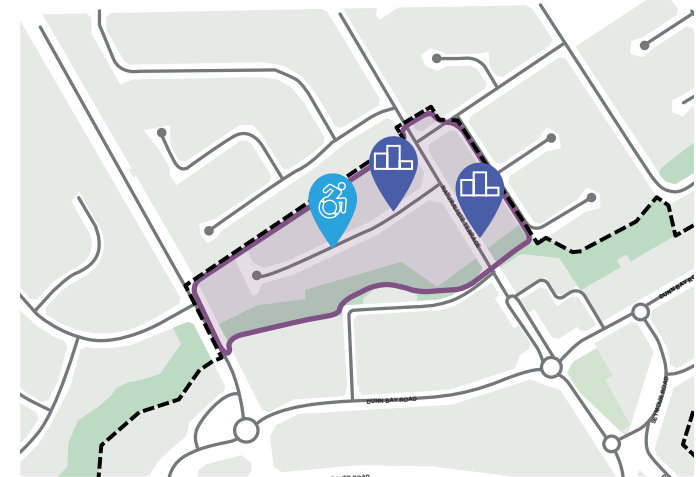
4.5.2 KEY RECOMMENDATIONS - APPLYING THE ACTIONS



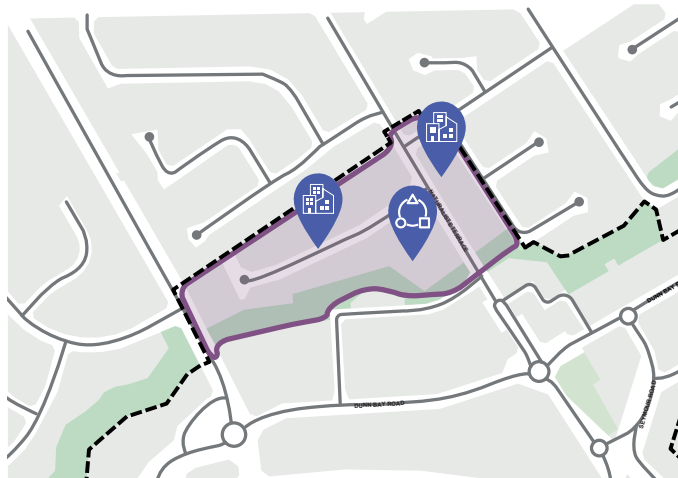
- Connect Clark Street through to Cape Naturaliste Road.
- Identify long term peripheral parking opportunities.



- Provide an attractive built edge to Dugalup Brook by ensuring that buildings have an active edge facing the brook and promote the ability to engage with the brook.
- Provide passive surveillance of Dugalup Brook.
- Provide connections to the Dugalup Brook pedestrian network.



- Establish a pedestrian friendly street environment on Clark Street with footpaths, shade and shelter and connect this into the town centre network.
- Consolidate driveway access onto Clark Street and to share parking across property lines and access through reciprocal easements.



- Encourage development along Clark Street and transition to support land uses for the town centre such as mixed use residence, office, tourism accommodation, medical and consulting offices.

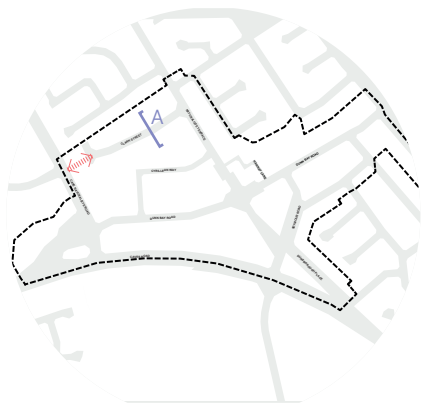
4.5.3 URBAN SECTION

Clark Street extends from Naturaliste Terrace through to Cape Naturaliste Road via a new connection and provides an additional opportunity for circulating around the town.

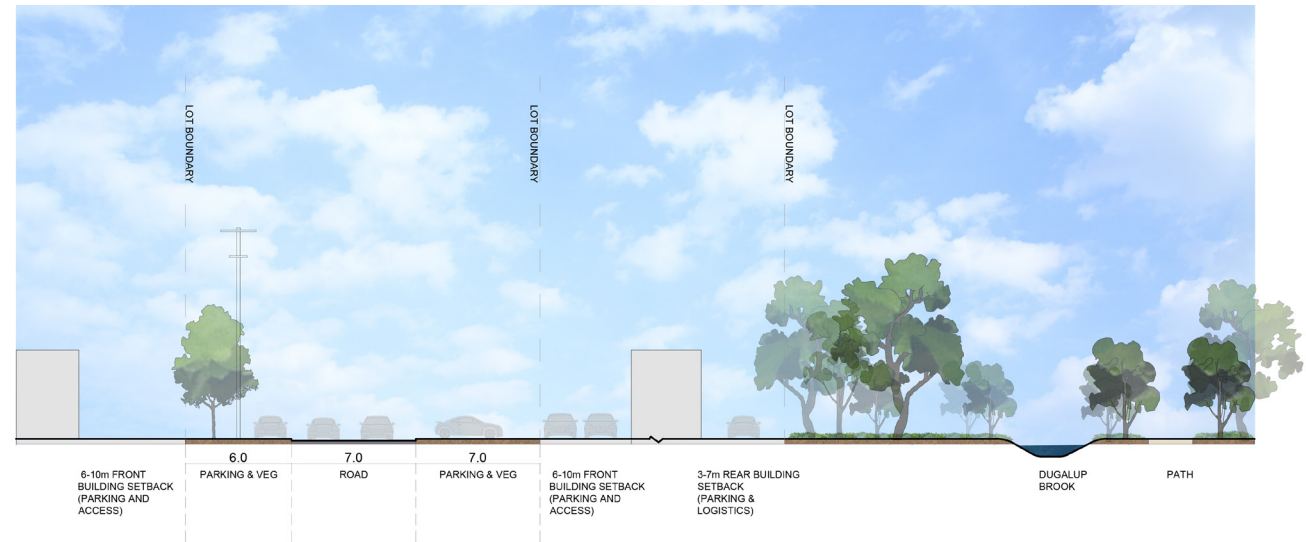
Clark Street can support angled and parallel on-street parking to maximise bays and also to assist in slowing speeds on the street. A wide footpath and shade trees along the southern boundary will promote pedestrian movement to and from the town centre.

Off street parking will be formalised within each site and opportunities for consolidating entries and parking can be sought across sites. Opportunities for shared parking and access easements across sites for compatible landuses can be explored.

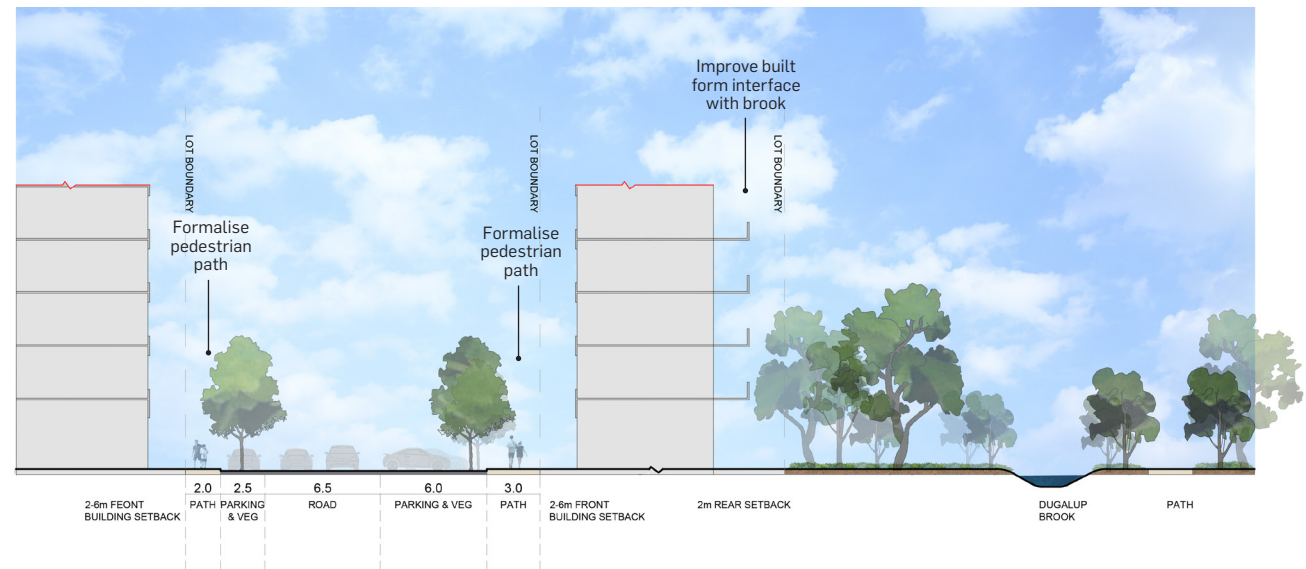
Buildings on the southern edge of Clark Street should have an interface with Dugalup Brook. Structures here should provide an attractive edge and offer passive surveillance to Dugalup Brook and its incorporated movement system. This interface should include alfresco opportunities fronting the brook, locating active areas like staff rooms with large windows and doors to enable access to the brook, and residential balconies from living spaces facing the brook.



A Existing: Clark Street



A Proposed: Clark Street



4.5.4 URBAN CHARACTER

The following features are representative of the desired North Focus Area character. These both build on existing features and identify desired future conditions.

Adaptive – This area allows for the adaption of existing structures but in a manner that better engages with the street. Structures here may be a mix of commercial and residential so may take a range of architectural forms but should address the street and Dugalup Brook although they may be setback from the street edge.

Materials and form may be varied in their selection reflecting the existing eclectic landuses but should utilise the existing palette including pitched tin roofs and the use of brick.

The street can be formalised with parking and footpaths on both sides. Parking may be located to the sides or rear of buildings to enable buildings to address the street.

Lush – Native vegetation can permeate out from Dugalup Brook between buildings to the street, providing a visual connection to the brook and adding a sense of lushness to the public realm.

Adapt and formalise industrial uses



Residences facing Dugalup Brook



Structures address the street



Lush bush to permeate between buildings

5.0 IMPLEMENTATION

This implementation schedule identifies short term, medium term and long term actions to be undertaken for the delivery of the strategy. These actions include statutory changes required to policy, plans and schemes, minor actions that can generally be implemented with minimal funding and infrastructure change and major actions that may require longer term planning, acquisition of land and funding.

Collectively these strategies will influence the shape of the town centre. The implementation strategy has been provided as a framework and can accommodate the inclusion of additional updates and actions as they are identified through further design and programming.

STATUTORY UPDATE

Updates to existing planning policies and frameworks

MINOR ACTION

Physical upgrades and actions which can be undertaken at any time and would not necessarily rely on policy updates

MAJOR ACTION

Large projects and upgrades which will drive development into long term strategies and may require policy updates

SHORT TERM (0-2 YEARS)

AMEND TOWN PLANNING
SCHEME (COMPLETE)

DUNN BAY ROAD LANDSCAPE

DEVELOP PRECINCT PLAN

LINK DUGALUP BROOK TO
LIONS PARK

IMPLEMENT EVENT SPACE
STRATEGY

MEDIUM TERM (2-10 YEARS)

DEVELOP MOVEMENT
STRATEGY

CAVES ROAD AND ENTRY
LANDSCAPE

STREET LANDSCAPE

DEVELOP PARKING
MANAGEMENT PLAN

DEVELOP DESIGN
GUIDELINES

LONG TERM 10+ YEARS

STREETSCAPE TOWN
CENTRE

NATURALISTE TERRACE
MOVEMENT AND PARKING
LAYOUT

CLARK STREET TO CAPE
NATURALISTE ROAD
CONNECTION

5.1 SHORT TERM

The following outlines short term strategies that can be undertaken immediately or with minimal built intervention. These strategies offer improvements to the town centre or establish a process that will facilitate benefits in the medium to long term.

Statutory Update - Amend Town Planning Scheme to increase intensity of development to support town centre uses (Complete).

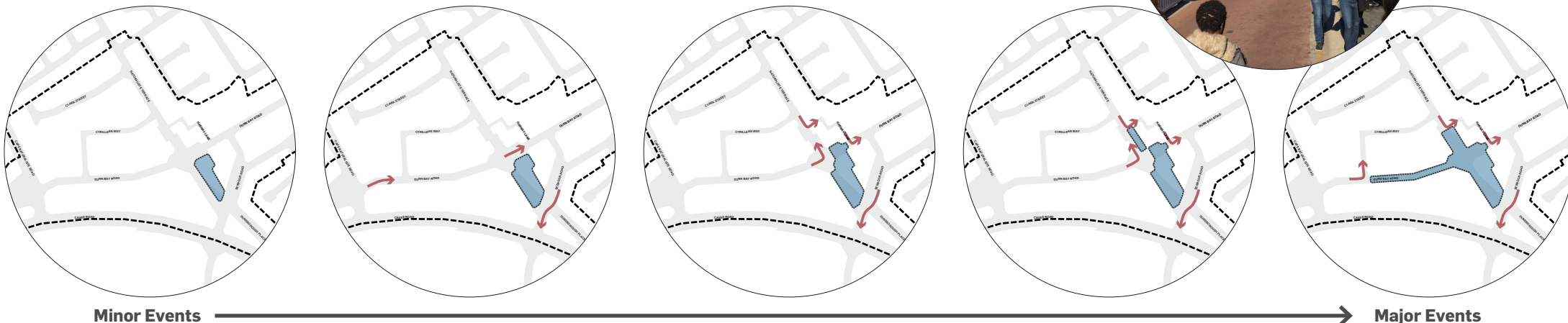
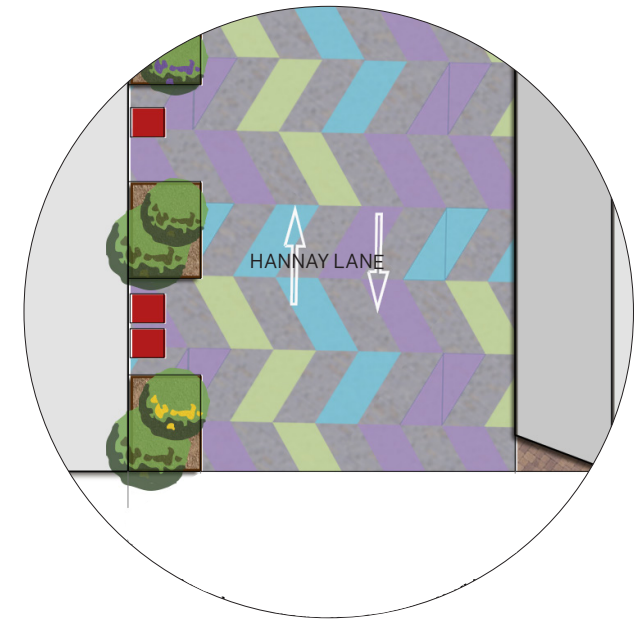
Major Action - Connect the Town Centre to Geographe Bay through clear visual and textural connections including vegetation that reflects the coastal nature and brings that into the town centre (In Process).

Statutory Update - Amendments may need to be made to align the town planning scheme with recommendations. (Specifically in relation to requirement for non-residential uses on ground floor at the eastern end of Dunn Bay Road).

Statutory Update - Development of a Precinct Plan for the Town Centre precinct in compliance with SPP7.2.

Minor Action - Link Dugalup Brook to Lions Park - This can be achieved in the short term through establishing new plantings along Naturaliste Terrace, extending planting along Hannay Lane in planter boxes; providing a painted/ art surface on Hannay Lane to visually and physically link to the Djiljit Mia Community Gathering Place.

Minor Action - Provide expandable event space in town centre - utilising the circulation offered by Cyrilleau Way, Hannay Lane and Seymour Boulevard, parts of Dunsborough Place, Naturaliste Terrace and Dunn Bay Road can be closed to create different scaled event spaces focused around the Town Centre. (See diagrams below). These diagrams illustrate the how the various streets can be closed off to accommodate a range of events whilst maintaining vehicle movements.



5.2 MEDIUM TERM

The following outlines medium term strategies that will need additional preparation and planning to implement.

Statutory Update - Develop a movement strategy that seeks to:

- Connect Clark Street through to Cape Naturaliste Road.
- Provide connections to the Dugalup Brook pedestrian network.
- Clarify and enhance the pedestrian connection from Dunn Bay Road to Dugalup Brook.
- Provide unimpeded pedestrian movements between town centre and foreshore.
- Improve accessibility through widening pavement and minimising street infrastructure.
- Establish a pedestrian friendly street environment on Clark Street with footpaths, shade and shelter and connect this into the town centre network.
- Consolidate driveway access onto Clark Street
- Improve interface with Dugalup Brook and utilise as a secondary pedestrian/ cycle movement system.

Major Action - design and implement landscape improvements that will:

- Consolidate the green entry to town and expand the pedestrian network to link Caves Road to Dugalup Brook.
- Establish guidelines for a gateway entry from the western approach.
- Replace existing vegetation that has been lost due to development.
- Establish guidelines for a clear gateway to the Town Centre from Geographe Bay.
- Establish a landscaped edge to Caves Road to screen back of house uses and present a green facade.

Minor Action - reintroduce vegetation into the street network by reducing length of parking bay runs to 3 and introducing planted nibs (see diagram).

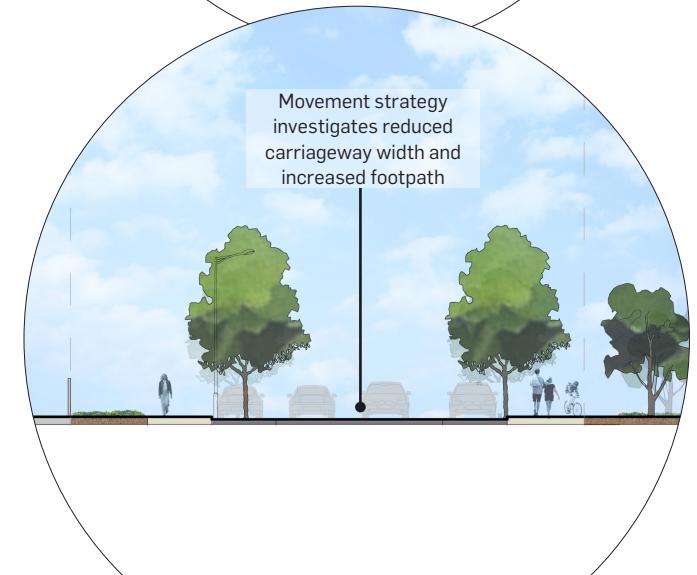
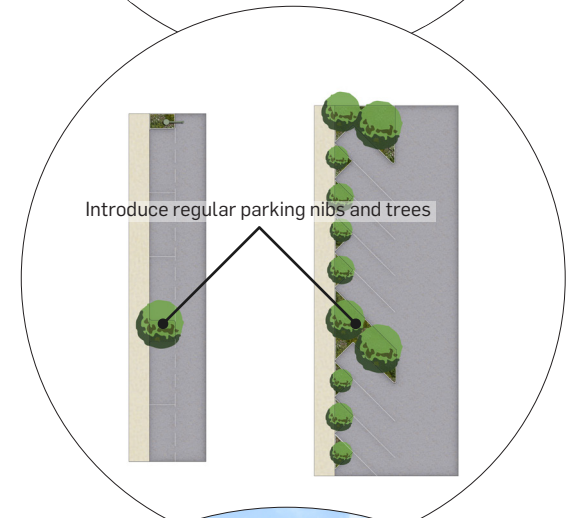
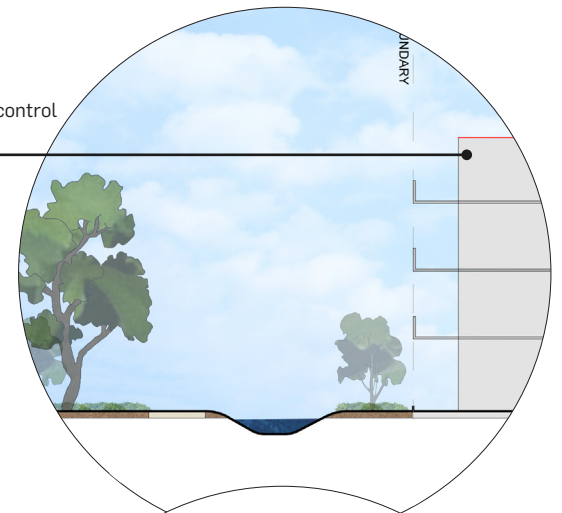
Statutory Update - Continue to review and implement parking policy that seeks to:

- Rationalise and prioritise short term parking to minimise vehicle through movements and encourage frequent turnover.
- Provide on-street parking to encourage regular turnover of activity.
- Locate larger parking lots internally to blocks.
- Identify long term peripheral parking opportunities.

Statutory Update - Establish Design Guidelines that:

- Maintain a low scale retail offering in keeping with a traditional town centre and enforce active edges along street frontages to provide a contiguous pedestrian experience in the Central focus area.
- Focus main street type uses along Dunn Bay Road between Cyrilleen Way and Naturaliste Terrace.
- Land uses address and engage with Dunn Bay Road as the primary frontage through display windows and entry points.
- Maintain views west of the bush and the hills in the background.
- Buildings frame the view down Dunn Bay Road but do not impede sightlines to Geographe Bay.
- Establish an attractive built edge to Dugalup Brook.
- Provide passive surveillance of Dugalup Brook.

Establish Design Guidelines to control interface with Dugalup Brook.



5.3 LONG TERM

The following outlines long term strategies that will need significant preparation and planning to implement including the purchase and amalgamation of land or significant funding.

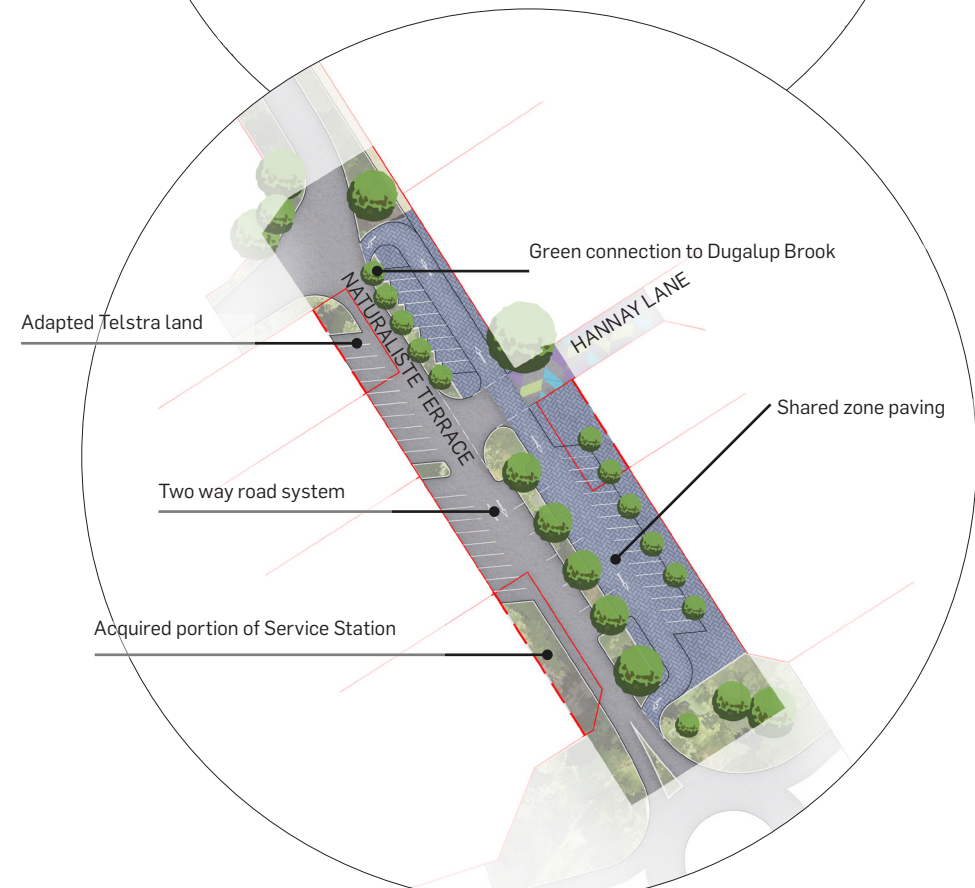
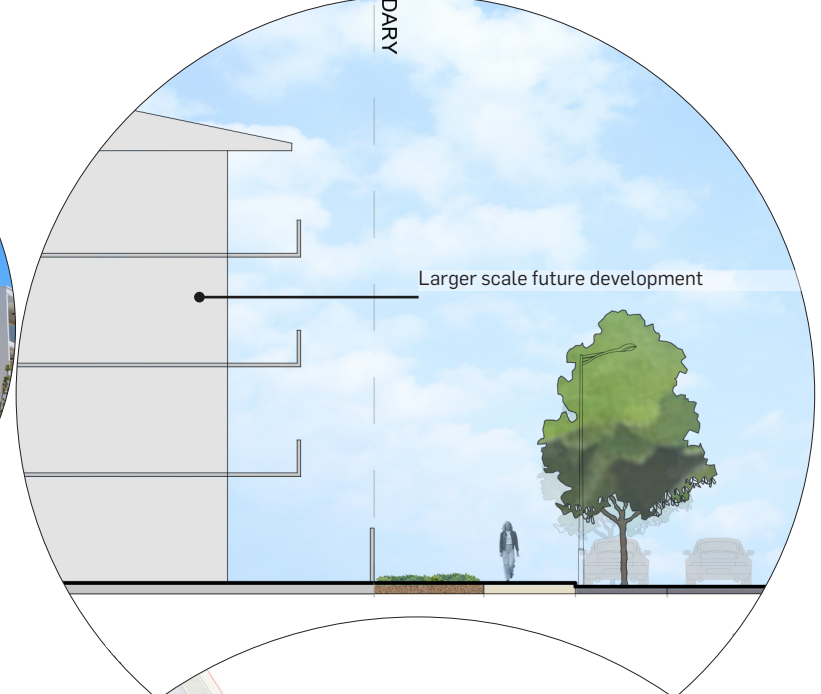
Major Action - upgrade the street environment within the town centre including:

- Tighten carriageway of Dunn Bay Road between Cyrille Way and Naturaliste Terrace and extend pedestrian realm to establish a slow speed environment and encourage movement across the street.
- Provide a contiguous awning over a generous pedestrian environment along Dunn Bay Road between Cyrille Way and Naturaliste Terrace.

Major Action - revise Naturaliste Terrace in the central focus area to provide additional parking and an adaptable shared space by:

- Lease or obtain a licence for the Telstra site on Naturaliste Terrace.
- Adapt the service station in the town centre to an alternate format more compatible with its location and improve pedestrian connections across this frontage. (See indicative layout).
- Transform parking area on Naturaliste Terrace into a shared zone through use of a one way system (e.g. Bay View Terrace).
- Convert road reserve near Dugalup Brook into additional parking.

Major Action - Purchase land to enable the connection of Clark Street through to Cape Naturaliste Road.



5.4 CONCLUSION

The Urban Design Study has demonstrated that Dunsborough Town Centre has an eclectic identity that includes both a casual and formal aesthetic. The Town Centre captures the convergence of the bush and the beach overlaid with a low scale cosmopolitan flair ensuring that users are equally comfortable in dress shoes as they are in hiking boots or thongs. This blend of casual and formal offers opportunities to capture a wide range of users.

The centre provides a place built around a large grassed central open space adjacent to a traditional town centre. The primary connection to the centre from Caves Road is a wide green arcade that provides a unique entry feature, showcasing the green credentials of the town. This open space also introduces the more formal retail strip in Dunn Bay Road heading west and a beach street vibe heading east. Dugalup Brook along the northern edge of the Town Centre provides a clear transition line between the core and the periphery and also serves as a secondary east west movement system providing a green alternative to Dunn Bay Road. Clark Street to the north of the centre provides a perfect supporting role to the core and can accommodate a mix of uses that can enhance and enrich the centre without detracting from the centres vibrancy. The strategy acknowledges these roles and offers opportunity to build upon and enhance these.

The ideas and approaches outlined in this urban design strategy provide a framework that can see the evolution of the Dunsborough Town Centre to become the vibrant, functional and attractive centre of the local community as envisaged in the community's vision. Given Dunsborough's location as a gateway into the southwest, this town centre is poised for change. The actions identified within this

strategy will assist in managing this change and help to ensure the services and experiences meet the expectations of both the local community and visitors without losing its sense of identity and the unique features that will make Dunsborough the future premier seaside town in the south west region.



