

Property

The West Australian

CHINA GREEN COUNCIL PLANS TO SUE AUTHORITY P48

Edited by CATHY SAUNDERS

Morley and Maylands make plans for lively city hubs

CATHY SAUNDERS

Morley and Maylands are set to each have a defined city centre, Morley's revolving around the Centro Galleria shopping centre and boasting a big markets complex and Maylands' hub being a circle around the train station. The Bayswater City Council has appointed urban planners Hames Sharley to develop a master plan for a bustling, sustainable city centre for Morley. The core will be bounded by Wellington Road, Walter Road West, Brown Avenue, Drake Street and Smith Street and the surrounding frame will radiate from that.

Bayswater mayor Terry Kenyon said the former Coventry Motors site on the corner of Wellington and Walter roads would be transformed into premier markets with more than 100 shops plus alfresco cafes, restaurants, bistros and a microbrewery at the front. Coventry Square Markets, being developed by the Strzelecki Group, will cover 4.5ha and include a fresh produce mall, a section devoted to organic foods and a division for general wares, wine and bulky goods. There will be a total of 11,500sqm of retail.

Mr Kenyon said the markets would become a tourism precinct. "It will create a lot more vibrancy down there and bring a lot more people to the area," he said.

There would also be residential apartments of up to three storeys.

The master plan would help develop a lively city centre, making it ideal for families, local businesses and the community, creating a central hub of activity that would embrace many types of lifestyles, he said.

"Ultimately, this project will benefit the wider region as it breathes new life into the area and attracts more people who will, in turn, use local businesses and help to stimulate the local economy. And there will be lot more areas for people to relax and socialise."

Morley, which is about 7km north-east of central Perth, is recognised as a



Community-minded: Hames Sharley's Paul Drechsler and Bayswater mayor Terry Kenyon and (below) the Maylands hub vision.

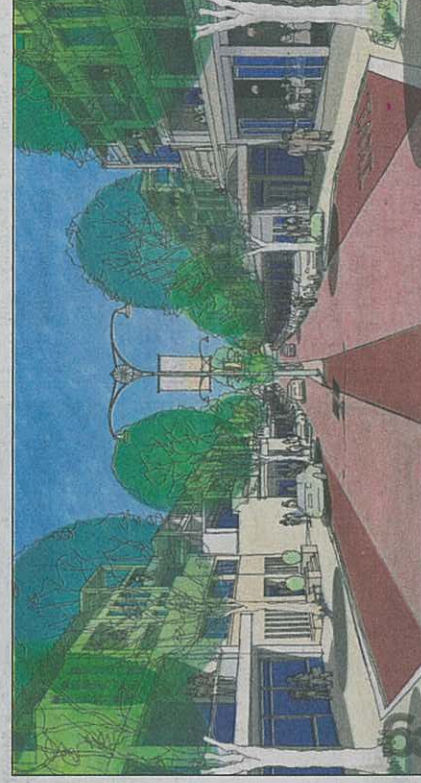
strategic city centre in the new draft State Government policy, Directions 2031 and Activity Centres Policy, which outlines how Perth can sustainably accommodate an increasing population and cope with the economic growth expected by 2031.

Hames Sharley managing director Paul Drechsler said the bold initiative of the City of Bayswater was a positive move towards the vision of creating more employment and diversity within an up-and-coming area.

Hames Sharley is working with Pracsys to determine opportunities available in Morley. A workshop with Hames Sharley and the council will be held on February 1 to thrash out some of the proposals for the new centre, taking into account the views of major stakeholders in the area, such as Centro Galleria and other retailers.

"There is a big retail-driven city centre that is lacking vision and that is what we will be looking at," Mr Drechsler said.

"We will be looking to exploit the opportunities afforded by rail access at present and in the future. There is



retail, commercial, leisure and residential uses.

It takes in the area that includes Railway Parade, Fifth Avenue, Guildford Road and Caledonian Avenue and was put together by town planning and urban design firm TPG WA. Measures to protect the character and heritage of Maylands have been included.

Eighth Avenue will be the main street with shops, restaurants and cafes topped by residential apartments while Guildford Road will become a boulevard with supermarkets, larger shops, services, doctors' surgeries, again with residential dwellings above.

Part of the 2010-11 council budget will be considered for a streetscape plan to upgrade and beautify local streets and infrastructure.

Mr Kenyon said the new \$16.7 million community cultural centre and more cafes would add to the life of the centre.

"There is a lot of redevelopment going on in the area," he said. The Sensus apartments, developed by Finbar on Guildford Road, and the transformation of the Peninsula Tavern into a six-storey residential and commercial site would also bring a lot more people to the precinct.

Last month the Whatley Crescent group of shops was listed permanently on the State Register of Heritage Places.

The precinct of single and two-storey shops, built between 1902 and 1924, incorporates Maymont, the mixed-use development by Match, in which 42 apartments are set back from street level behind the original, restored shop facades.

"With people adopting different lifestyles nowadays, people want to live close to transport, local services, shops and entertainment and feel they have a connection to the area they live in," Mr Kenyon said.

"The framework will also encourage more housing choices, such as townhouses and apartment-style living."

also a bus interchange, on Russell Road."

The master plan is expected to be completed by the middle of the year. In the Maylands precinct, the Bayswater City Council gave the nod at its December meeting to an urban design framework to guide the development of Maylands.

The framework, generally covering the area within a 400m radius of the Maylands Train Station, aims for the creation of a town centre with a mix of

ket gardens," Mr Drechsler said.

The master plan is expected to be completed by the middle of the year.

In the Maylands precinct, the Bayswater City Council gave the nod at its December meeting to an urban design framework to guide the development of Maylands.

The framework, generally covering the area within a 400m radius of the Maylands Train Station, aims for the creation of a town centre with a mix of

Brookfield changes branding

CATHY SAUNDERS

Canadian giant Brookfield has dropped Multiplex from its corporate logo for its Brookfield Multiplex arm — 16 months after it emphatically denied contemplating such a move.

A spokeswoman said the company was realigning the brand to "fit with Brookfield's global business model" but was not divesting itself of its subsidiary.

The company had many other businesses and although they would all carry the logo with Brookfield on it, they would continue to be known by their names, such as Brookfield Multiplex in Australasia and Brookfield Brascan in Brazil, she said.

The logo changed on New Year's Day. This is despite the fact that in August 2008, Brookfield said it would not drop the

Diploma to build swish city riverside towers

CATHY SAUNDERS

Diploma Group has snared a \$110 million contract to build stage 1 of the Queens Riverside project, a luxury development that combines retail, residential, hospitality and commercial.

Fraser Property Australia appointed Diploma to build the basement of its four buildings and the entire first stage of its development at 36 Adelaide Terrace on the site of the former East Perth bus depot.

Queens Riverside will have luxury apartments, shops, an apartment hotel and commercial space. There will be three inter-connected towers plus the hotel with serviced

apartments, to be called Fraser Suites Perth and run by Frasers Hospitality.

Diploma Group, whose two wholly owned subsidiaries are Diploma Construction and Diploma Properties, is responsible for the Sky, Rise and Peak Apartments on Adelaide Terrace in East Perth.

Diploma chief executive Nick Di Latte said Queens Riverside would be an important addition to the City of Perth landscape and would help complete the vision for the eastern end of the Perth CBD.

Work on the Queens Riverside development will start this month and the project is expected to be ready by mid-2012.

HOLD ON... IT MAY GET ROUGH!!

Variable from

6.6% pa

COMMERCIAL PROPERTY

• Construction Funding

• Subdivision

• Long term Funding

• Joint Venture

If your current property lender is not old enough or smart enough to have squeezed the last credit squeeze - call us now!

Perth's Property Finance Specialists can help you design the most flexible and economic package to suit you.

Call Mark Donovan, Denis Turner & Glen Bockley

SECURITY CAPITAL CORPORATION Pty Ltd

Tel: 9488 5000 Fax: 9488 5001

www.securitycapital.com.au

