



## 500 - 502 hay street subiaco

CLIENT // SARACEN PROPERTIES

### // STRATEGY

Lot 1 Hay Street is a site of 8,500 square metres situated within a short walk to the Rokeby Road shopping strip, Subiaco Square and the railway station. The site enjoys three street frontages and is situated on the edge of the Subiaco Redevelopment Area, presenting an exciting opportunity to embark upon a comprehensive mixed-use urban renewal project in the heart of Subiaco.

Located on the site is an existing cinema complex. At the time of considering this proposal, the Elected Members of the Council were under pressure from ratepayers to protect established local community facilities from redevelopment, such as the Lords sports complex and the Station Street markets. Although the existing cinema complex on the site is a commercial operation, many people within the community expressed opposition to the loss of this facility and the apparent commercialisation of Subiaco.

In recognition of these high profile sensitive issues, Greg Rowe and Associates and Saracen Properties embarked upon a strategy to provide the Council with a unique opportunity to make a decision that would enable the proponent to integrate a cinema complex within the development in exchange for significant statutory concessions under the town planning scheme.

This approach proved successful, with the Council ultimately granting approval to a comprehensive redevelopment project incorporating a new cinema  
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**// PROJECT NAME**

Lot 1 (No. 500 - 502) Hay Street, Subiaco

**// SERVICE**

Town Planning

**// AREA**

Subiaco

**// CLIENT**

Saracen Properties

**// STRATEGY CONTINUED...**

complex, public fee paying car park, ground floor retail outlets, office accommodation and residential apartments on the upper floors. The development proposes a new internal public street that will effectively extend Denis Street northward to link into Railway Road.

The commitment by Saracen Properties to provide a cinema complex, together with the new internal street, provided the Council with the incentives needed to exercise discretion and grant significant planning concessions.

**// TOWN PLANNING**

Saracen Properties engaged Greg Rowe and Associates to co-ordinate the statutory approval processes and steer the development through a politically sensitive approval process.

The outcome is the urban renewal of an entire street block that will continue the regeneration of Hay Street west of Rokeby Road and deliver significant benefits to the Subiaco community.

Other consultants engaged during the approval process included Bollig Design Group (Project Architect) and Transcore (Traffic Engineering).

# 500-502 HAY STREET SUBIACO

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**GREG ROWE**

FOCUSED ON ACHIEVEMENT