

**CEO Institute WA member Dominic Snellgrove is the managing director of Cameron Chisholm Nicol, one of Perth's oldest and largest multi-disciplinary design practices. Dominic sits on a number of design review and advisory panels, and was invited to be a member of the Department of Planning's practitioner working group 'Planning Reform for Better Design'. The working group was part of the State Government's Design WA initiative.**



Here Dominic shares more about Design WA, and why it is important to our city.

We all want the places we live, work and play to be 'liveable' - functional, attractive and sustainable. Our city is experiencing unprecedented growth, and it is essential that we take a holistic approach to planning and design. Good policy making is fundamental to success.

The best results don't come from a set of strict rules that have to be followed. Good design is a considered response to a unique set of problems. Many home constructions in WA have issues with tree retention, public open space and privacy. Apartment sizes are reducing, giving little to no access to natural light or ventilation; lower ceiling heights; smaller balconies and storage. Apartment residents are also being exposed to noisier environments, due to thin walls.

Design WA aims to support designers and decision makers to come up with alternative and better designs. We are really pleased to be involved in this great initiative, and to share the expertise we have as designers and problem solvers to deliver a great future for Perth and the people who live here.

### **What is Design WA?**

The State Government recognises the importance that good design plays in creating great cities, towns and neighbourhoods. Design WA is a State Government initiative with the aim of ensuring that our built environment is of a consistently high quality through good policy-making.

Drawing on input from expert stakeholders, Design WA starts by defining a set of ten universal good design principles. These principles underpin planning reforms that will give greater consistency across local government and design review processes.

One of Design WA's key documents is the Apartment Design guidelines. The guidelines aim to ensure that the state's increasing number of multi-residential developments conform to benchmark design standards.

### **What makes The Pocket an exemplar for good design?**

The Pocket is the first project to be completed in the new Claremont on the Park precinct. A vertical village built around a central communal courtyard, it brings together many of the design principles our practice has developed over the last five years.

It sensitively handles scale so that it relates to the large football stadium to the south and the smaller homes to the north. On the Davies Road frontage, double-height townhouses form a podium which creates a strong public interface and adds visual interest.

Within the complex, circulation areas, such as foyers, corridors and walkways, are wide and give high regard to privacy. A notable feature is that walkways are offset from the building mass. This maximises air circulation, light penetration and privacy, and gives the building an openness which belies its size.

All apartments have excellent amenity, with cross ventilation, natural light, generous balconies and storage, and concealed air conditioner condensers.

Market expectation, supported by the Design WA guidelines, will help drive a stronger design culture in our city and State. We are proud to make a contribution, in collaboration with good developers who share our commitment to continual design innovation.

More on The Pocket can be found [here](#).

The Design WA Stage One brochure can be viewed [here](#).