



City of Melville

Community Development and Place Activation Plan

We acknowledge the custodians of this land, the Whadjuk Noongar and their Elders past, present and emerging. We wish to acknowledge and respect their continuing culture and the contribution they make to the life of this city and this region.

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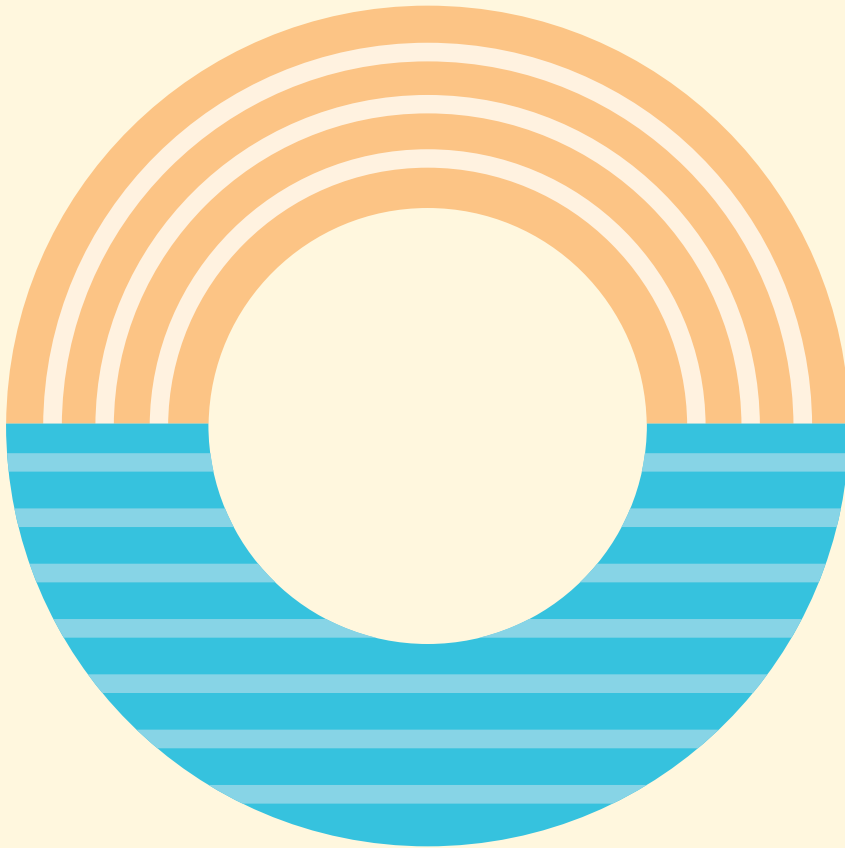
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Executive Summary



Known for its beautiful parks and sweeping reserves alongside popular local destinations such as the South of Perth Yacht Club, Raffles Hotel and Heathcote Cultural Precinct, the Canning Bridge precinct ('the precinct') has long been an aspirational place for families to live, characterised by large freestanding homes, leafy streets, local amenity and a highly valued outdoor lifestyle.

Throughout 2019 and into 2020, the City of Melville (the City) delivered the 'At Canning Bridge' social research and place planning project with the aim to gain a deeper and more comprehensive understanding of the precinct and the priorities and future aspirations of its local community, businesses, visitors and strategic stakeholders.

Delivered in partnership with urban strategy firm **element**, the project's key objectives were to:

- Improve the City's understanding of the requirements for community services and facilities into the future
- Identify appropriate infrastructure, facilities and spaces that could be delivered within the precinct, including pertaining to 'community benefits' as set out in the Canning Bridge Activity Centre Plan (CBACP)
- Identify community development opportunities in the precinct such as partnerships, programs and services
- Trial community activities at the newly established Cirque Community Space, and place activation more broadly, with the outcome of a sustainable model.

A comprehensive Needs Analysis was delivered to support the project objectives, painting a fuller picture of the precinct's identity, assets, priorities and opportunities, including. A suite of activities was conducted including:

- Demographic data analysis – current state and future trends,
- Place audits – in-place assessments, intercept surveys and business surveys,
- Extensive community and stakeholder engagement – surveys, online mapping, workshops and events, and
- Analysis of trends impacting delivery of community infrastructure and spaces, including standards of provision.

For the purposes of the project, the study area was defined in consultation with the City and takes into consideration the potential catchment for community facilities in the precinct, along with Australian Bureau of Statistics defined statistical geographies (i.e. Statistical Area 1s). It primarily includes the suburb of Applecross and parts of Ardross and Mount Pleasant and extends to the following:

- Swan River to the north
- Canning River to the east
- Coogee Road to the south, and
- Conon Road and Hope Road to the west.

It should be noted this is slightly different to the area defined in the CBACP.

A true innovation for a social research project of this kind was a trial of the City's latest community facility, the Cirque Community Space, with a wide range of activities taking place to not only test the functionality of the space to inform future improvements, but also tap into the pulse of the local community, to uncover what social events, classes and activities they prefer.

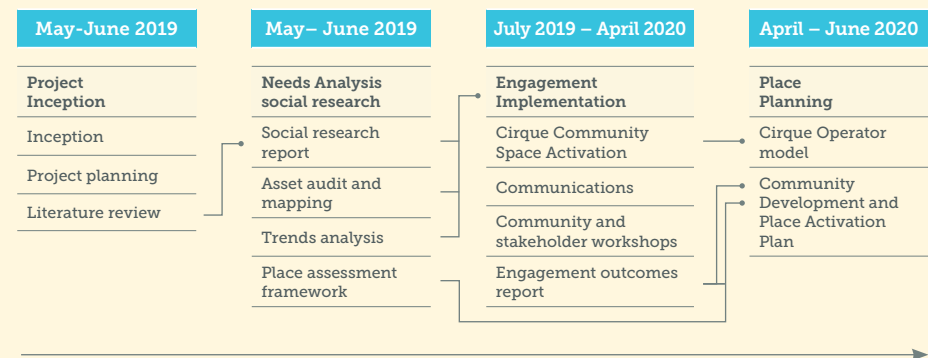


Figure 1. Canning Bridge Social Research and Place Planning project timeline

This Community Development Plan and Place Activation Plan (CDPAP), draws on the findings and insights from this social research and looks to best-practice place planning from across WA and the world. It provides strategic direction for the social elements of the precinct by:

- assessing the current and future needs, values and priorities of Canning Bridge's users – the local community, businesses and visitors, and
- determining the assets and activities needed to deliver positive development, programming, promotion and management of the precinct over time.

This CDPAP is supported by the interim Needs Analysis report, Community and Stakeholder Engagement Summary report and a Cirque Community Space Operator Model.



Part 01: Local and strategic context

Created in partnership between the City of Melville, City of South Perth and State Government and released in 2014, the Canning Bridge Activity Centre Plan (CBACP) has set the tone for an unprecedented transformation of the precinct – transitioning it from a riverside, residential community to a mixed-use activity hub with a growing regional catchment.

‘The Canning Bridge area will evolve to become a unique, vibrant, creative community centred on the integrated transport node of the Canning Bridge station. The area will be recognised by its unique location, its integrated mix of office, retail, residential, recreational and cultural uses that create areas of excitement, the promotion of its local heritage and as a pedestrian friendly enclave that integrates with the regional transport networks while enhancing the natural attractions of the Swan and Canning Rivers.’

Canning Bridge Precinct Vision

The CBACP establishes a foundation for the future of the area including objectives for its ongoing development, guidelines for built form and an implementation framework for infrastructure and land improvements. Anticipated to become home to over 24,000 people by 2051, Canning Bridge is set to transition into a precinct that:

- Welcomes new residents through a wide range of housing options,
- Is easy to access and navigate via major public transport boulevards,

- Introduces a diverse mix of retail, commercial and food and beverage opportunities, and
- Caters to its new residents and workers by delivering a variety of community activities and facilities.

Shaping the precinct’s evolution through a place-based approach

With a number of significant developments (15 to 30 storeys) now complete, under construction or approved in the Kintail and Ogilvie Quarters of the precinct, the issue of perceived ‘over-development’ has featured prominently in community dialogue and strong debate has ensued around what is justified or unjustified discretionary height relative to the value of community benefits on offer. Similarly, developers have been looking to the City for a more definitive direction around the type, location and configuration of community facilities they should provide to demonstrate more considered and valued development outcomes, facilitating more streamlined planning approvals.

To this end, **element** has worked in close partnership with the City to conduct a highly rigorous assessment of current and future community values and priorities to guide future decision making. Through extensive engagement within the City and externally with user groups, stakeholders and the local community, there has been a noticeable shift in dialogue around the CBACP – elevating it ‘beyond the buildings’ by demonstrating the potential for community programming, partnerships and activities and the positives that increased density can bring in the form of new and successful local businesses, vibrant public places and a wider mix of social activities and services.



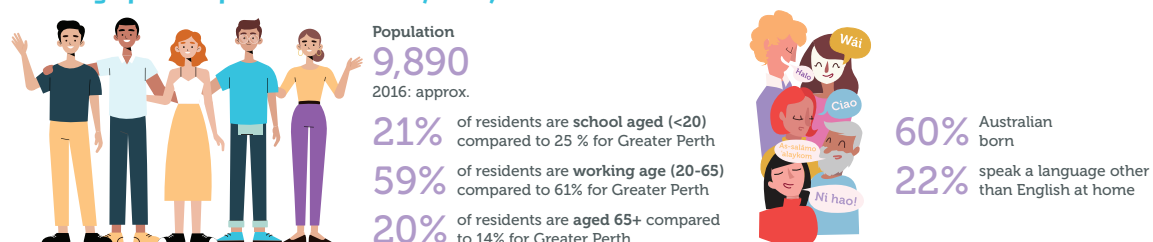
Part 02: Social research

This CDPAP is informed by extensive qualitative and quantitative research from local insights collected through on the ground observations and community engagement, stakeholder discussions and analysis of demographic data and trends.

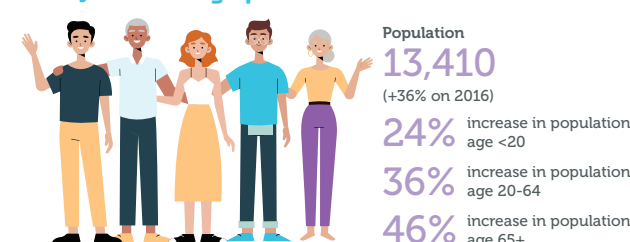
Precinct Profile

The following statistics are taken from Ethos Urban's Canning Bridge Demographic Assessment prepared for the City of Melville July 2019.

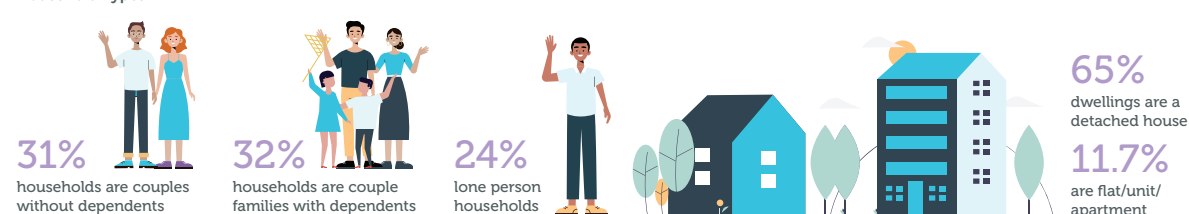
Demographic Snapshot for the study area, 2016



Projected demographics for 2031:



Household Types:



Household Types:



Quotes from .id Consulting:

"Attraction of young and mature families with older parents (0-17 and 35-49 years), but a loss of younger homemakers (25-34 years), seeking affordable family housing elsewhere"

"Gain of young adults, students and professionals (18-29 years) accessing rental accommodation within higher density development close to key transport networks"

"Little change through net migration of retirees and empty-nesters (55-79 years)."

Quote from Ethos Urban:

"The analysis presented in the report illustrates that considerable change is forecast to occur in the Study Area in the coming years. This includes a rate of population growth that has not occurred for some time, growth in smaller households including couples without children and lone person households, and growth in young professional and 'empty-nesters' seeking apartment-lifestyle living within the Study Area. These changes will have implications on the future demand for community facilities."

"The requirements of the existing community will also need to be catered for and in this context, the existing community reflects a rather affluent, older population with a high share of persons working in white-collar occupations."



Precinct Profile

In support of the broader study, Ethos Urban produced a Demographic Assessment (2019) with forecasts of population and demographic characteristics for the study area based on recent trends, demographic characteristics of comparative higher density communities and a review of other relevant forecasts prepared for areas, including the Canning Bridge precinct.

While it is important to understand past demographic trends and the characteristics of the current population, it is also important to understand how the precinct is likely to change in the coming years. While demographic profile implications have informed this CDPAP, the Demographic Assessment report provided a baseline for this understanding, which was given further context in the interim community needs assessment prepared by **element**.

The analysis confirms that considerable change is forecast to occur in the precinct in the coming years. This includes a rate of population growth that has not occurred for some time, growth in smaller households including couples without children and lone person households, and growth in young professional and 'empty-nesters' seeking apartment-lifestyle living. These changes will have implications on the future demand for community facilities.

The demographic characteristics of the precinct's residents confirms the population as an affluent community, and a generally older demographic when compared to Greater Perth. More than half of employed residents work as managers or professionals.

A review of the current demographic characteristics and recent trends of the precinct's residents illustrates that limited population growth has occurred in recent years; however, this is expected to change significantly as recently approved apartment developments are completed.

Based on the Demographic Assessment report, the precinct's population is forecast to increase from approximately 9,840 persons in 2018 to 12,120 persons by 2026, representing a total increase of approximately +2,300 persons over the next 8 years. By 2031, the population in the study area is forecast to increase to approximately 13,410 persons representing an increase of +3,570 persons compared to 2018 levels.

With the significant wave of apartment development that is both occurring and proposed, the demographic characteristics of the precinct are likely to change as new populations are attracted to the area. The broader study considered the existing community and their demographic profile as well as those who are attracted to the area as a result of higher density residential development.

Measuring Place Performance

Using the City's Place Assessment Framework developed by **element**, place audits were conducted to measure the baseline performance of the Kintail and Ogilvie Quarters, with observations being carried out along both sides of Canning Highway and deeper within the urban precincts. Through a mix of in-place assessments, intercept and business surveys, supplemented by an analysis of City datasets, scores were given against a range of place indicators across the focal areas of Experience, Image and Identity, and Investment and Capacity.

Consistently, the place attributes of Canning Highway scored lower across all categories than the side streets and spaces within Kintail and Ogilvie Quarters. This was primarily due to the fast-moving regional traffic and resulting noisy and seemingly hostile urban atmosphere. The audits confirmed Canning Highway's role as a regional movement corridor with investment in improving place attributes better focused on side streets, public gathering spaces and foreshore areas. This is in line with best-practice Movement and Place research.



	Strengths	Weaknesses	Recommendations / opportunities
Experience	<ul style="list-style-type: none"> The relationship to the river and foreshore for recreational pursuits, e.g. walking, cycling, fishing, barbecues. The views towards and across the river. Connection to transport: road, rail, bus and cycling. The streets off Canning Highway are quiet and pleasant for pedestrians and cyclists. 	<ul style="list-style-type: none"> Canning Highway forms a physical barrier to pedestrians and cyclists wanting to connect to the train station. The noise and speed of traffic on Canning Highway is perceived as a threat to pedestrian safety and enjoyment. Wayfinding is unclear, cycle paths and footpaths narrow and inconsistent. Few places to linger and no sense of destination within the precinct. Lack of pocket parks and children's play areas. Ground floor street frontage lacks animation. Of note is the lack of shops and cafés to attract people to the precinct. There are few public amenities to encourage the community to enjoy the public space, e.g. seating, public toilets, water fountains, dog walking areas. 	<ul style="list-style-type: none"> Introduce a safe crossing / overpass for pedestrians and cyclists. Promote non-car dependent activities. Provide wayfinding to support access to the station and active transport options. Consider shared cycle and footpaths alongside clear signage and lighting, separated from the busy highway. Create a public piazza for the community to meet, with seating and shading. Create landscaped park areas with children's play and shaded seating. Activate the street level with more shops, food and beverage outlets. Encourage more pedestrians to enjoy the public spaces by providing water fountains for people and dogs, shaded seating areas, public
Image and identity	<ul style="list-style-type: none"> Raffles Hotel and Canning Bridge are considered feature local landmarks. Street banners and public art by the river create some visual interest in the streetscape. New high-rise developments are creating a new identity for the area. The library is considered a local community asset. The native landscaping is considered a positive contribution to the local identity. 	<ul style="list-style-type: none"> There is no sense of an established identity or 'heart' to the precinct. The noise and rush of traffic along Canning Highway distract from the public art. The architectural style is considered bland and inconsistent. 	<ul style="list-style-type: none"> Create a cohesive streetscape through paving, seating and lighting design. Incorporate more public art. Improve the appearance of the precinct with more trees and planting. Use design codes to encourage architectural interest in new developments.
Investment and capacity	<ul style="list-style-type: none"> Significant investment by the private sector in the form of new apartment buildings and adjacent upgrades to footpaths and public realm. 	<ul style="list-style-type: none"> The streets appear poorly maintained. Established businesses appear tired in comparison to new developments. Not much community offer beyond a library. 	<ul style="list-style-type: none"> The new developments and associated increase in local population create an opportunity to improve local facilities and invest in street improvements from the precinct to the train station and foreshore. Create a new focus to the precinct, e.g. an alfresco dining and cultural quarter to attract and support local business.

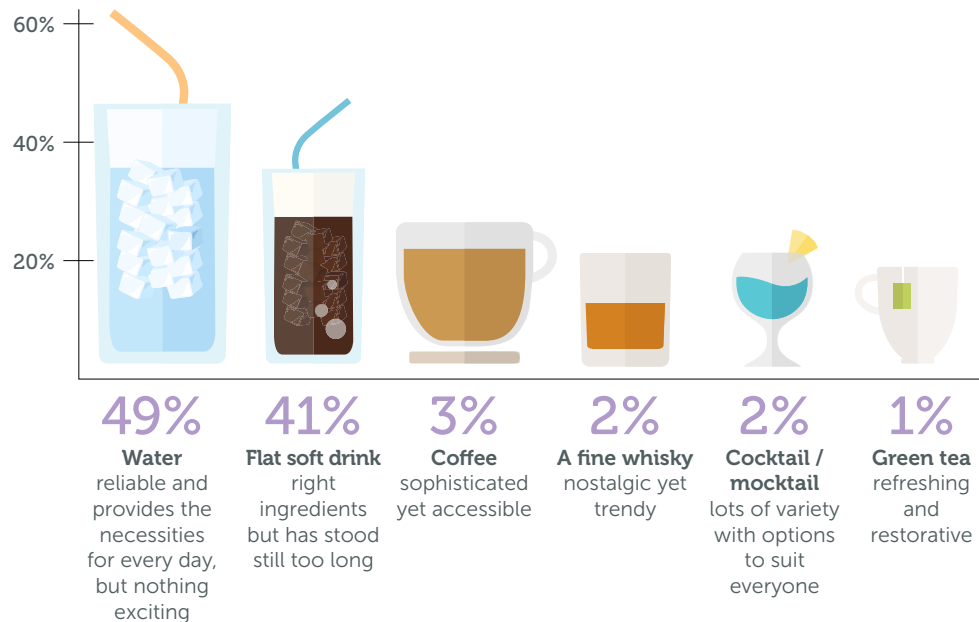
Tapping into local knowledge – community and stakeholder engagement

Between August 2019 and February 2020, the City, in collaboration with **element**, delivered a suite of engagement opportunities and activities within the area including stakeholder workshops, community events and online engagement. By ensuring multiple methods of engagement, both digital and face to face, the project gave opportunity to many different stakeholder groups and community members to shape the social research outcomes.

In total over 620 individuals contributed to engagement outcomes that have fed into this CDPAP document.

Discovering the character and identity of the precinct was captured in many ways, including through a creative question within the online survey:

Community survey question, 'If the Canning Bridge area was a drink, how would you describe it' (n=206)



A summary of the key findings collected from community and stakeholders includes:

- **A desire to see more access to facilities, programming and infrastructure to enhance outdoor recreation**

Leveraging a combination of the precinct's unique, riverside location and positive steps taken by the City to beautify the area through public art, the community is supportive of more initiatives to encourage outdoor recreation and community connection. People identified quick wins in this space such as improving the pedestrian experience (paths, trees, water fountains, toilets), wayfinding, a sculpture trail, places for outdoor dining and more local-scale community events such as markets.

- **Advocacy for better accessibility and movement across and along Canning Highway**

Community and stakeholders were keen to find solutions to better connect the Ogilvie and Kintail Quarters for those on foot, cycling or in private vehicles. Safe access both across the north-south of Canning Hwy and connection to the train station was a key priority uncovered across the different engagement activities.

- **Aspirations for activation are closely tied to an increase of patronage of hospitality businesses**

Participants support enhanced food and beverage offerings as a key attractor for locals and visitors to the area, including broadening the range of businesses in this sector, reducing red tape and encouraging more alfresco dining both day and night.

- **Improving integration of activities and programming to accommodate all ages**

Participants recognise the value of creating intergenerational spaces, programming and activities for a range of ages, beyond the typical provision for older residents in the area. By embedding quality infrastructure catering to these needs, e.g. toilets, seating, playgrounds, bike racks, there is more opportunity to attract a diverse range of people to add to the vibrancy and opportunities for activation.

- **Negative sentiment around planning decisions remains a concern for long term residents**

As evidenced primarily within the community survey data (approximately 10-15% of respondents) and residents workshops, there continues to be an underlying concern about what impacts higher residential buildings will have to the surrounding suburban landscape, and the planned transition from a suburban to urban environment.

More detail about the engagement approach and outcomes may be found in the *City of Melville Social Needs Assessment Canning Bridge Community and Stakeholder Outcomes Report (May 2020)*.

Standards of provision

It is important to complement engagement insights with a data driven approach to what community infrastructure and facilities the future community will need. Parks and Leisure Australia (PLA) (WA)'s draft Community Facility Guidelines (October 2019) provide a robust framework to determining the quantity of sport and leisure and other community facilities and services required in a typical community in the Perth and Peel regions. The guidelines use population data to determine triggers for new services / infrastructure. A population forecast to 2031 of 13,410 as per the CBACP has been used for this assessment.

Sports and leisure facilities

Sport	PLA guidelines population ratio	Recommended provisions as per PLA guidelines	CDPAP recommended provision – to 2031	Rationale based on demographic data, existing infrastructure, trends and community priorities
Community based recreation / gathering space	1:5000	2 x 0.4-1 Ha within 400m/5min walk	2	Urban piazzas recommended as central spaces for events, social activities and informal gatherings (1 north and 1 south of Canning Highway)
Neighbourhood park	1:5000	2 x 1-5 Ha within 800m/10min walk	0	Three (3) neighbourhood parks within 800m of precinct and expansive foreshore reserve deemed sufficient. Opportunity to review operational and maintenance scheduling to maintain long term quality of landscaping and infrastructure needs.
Aerobic / fitness / gym	Local need	Optional	1	Indoor fitness centre recommended, potentially standalone or as part of multi-purpose facility. Note private fitness centres / gyms likely to be delivered throughout precinct.
Basketball courts	1:3000-4000	3-4 courts (4 courts = Regional/sub-regional facility)	3-4 courts	Recommended as part of multi-purpose indoor recreation centre. Courts to be designed to accommodate multiple sports, e.g. basketball, netball, badminton, indoor soccer.
Netball courts	1:3000-4000	3-4 courts		
Tennis courts	1:15,000	(almost) 1 x 8-court club	0	Not recommended due to precinct's geographic constraints and proximity to Applecross Tennis Club.
Skatepark	1:10,000-25,000	1 x district level facility	0	Not recommended due to precinct's geographic constraints and relatively low youth population. Integration of youth spaces within multi-user / intergenerational facilities recommended.
BMX dirt track facility	1:10,000-30,000	1 x district level facility	0	
Sports Space	1:4,000-5000	2 x ovals, one floodlit	0	Not recommended due to precinct's geographic constraints, proximity to existing district scale outdoor sporting precincts (Shirley Strickland Reserve and Tompkins Park), and low level of community priority.
AFL oval	3:15,000	2-3 ovals	0	
Diamond oval	1:8000-10,000	1 x Junior oval	0	
Soccer pitch	1:3000-4000	3 x soccer pitch if demographics demand	0	
Cricket oval	1:8000-10,000	1 x cricket oval	0	

Community facilities and services

Sport	PLA guidelines population ratio	Recommended provisions as per PLA guidelines	CDPAP recommended provision – to 2031	Rationale based on demographic data, existing infrastructure, trends and community priorities
Neighbourhood library	1:6000-15,000	1	1	Recommended as part of multi-purpose facility, e.g. library lounge, meeting rooms, co-working spaces, art exhibition spaces.
Neighbourhood community centre	1:5000	2	1-2	Recommended as part of a multi-purpose facilities with defined and flexible spaces to accommodate a range of indoor activities for small to large groups, ideally located centrally.
Play space	1:8000-10,000	1 x district level facility	1-2	To meet needs of local families and children visiting grandparents. Recommended to identify a location for one in the Ogilvie and one in the Kintail Quarter.
Men's and/or Women's Shed	Local need	Area / location-specific	1	Due to demand from older population following loss of private hobby spaces as part of downsizing into apartments.
Community Garden	Local need	Area / location-specific	1	Recommended community garden, ornamental and/or food-producing integrated within established park setting or multi-purpose community space. Opportunity to leverage sensory play/sensory therapy for intergenerational passive activity.
Youth centre / Youth Space	Neighbourhood level	Not triggered by low population	1	Recommended in lieu of outdoor youth spaces, e.g. skate park. Integrated into multi-purpose community space to achieve community priorities for intergenerational activities. Reflect needs of inner-city community of 'high advantage' (SEIFA).
Seniors' centre	Neighbourhood level	Not triggered by low population	1	Integrated into multi-purpose community space to achieve community priorities for intergenerational activities. Co locate within a community centre.
Arts, culture, heritage amenities	Neighbourhood level	Not triggered by low population	1	Reflecting priorities of inner-city, affluent community, and strong cultural identity.
Play group	1:4000-6000	2-3	0	Standalone public facility not recommended due to low long term growth of children demographic. Likely to be delivered within primary schools and by local private operators. Note potential for low-cost City services to be delivered within neighbourhood community centre / library. Note occasional care not recommended due to provision not being fully tested within PLA guidelines.
Outside school hours care	1:4000-6000	2-3	0	
Childcare centre (long day)	1:4000-8000	1-3	0	
Occasional care	1:12,000-15,000	1	0	

See Appendix 2 for greater detail supporting recommendation provisions in the table above, as well as further suggestions of implementation opportunities to fill gaps of needs analysis.

Part 03: CDPAP implementation framework

Based on findings, trends and insights gained from social research, this CDPAP provides the framework to strengthen the social fabric of the precinct in line with shifting community priorities brought about by a growing residential and worker population, and the resulting requirement for increased investment in spaces, facilities, services and activities.

Implementation of the directions outlined within the Canning Bridge CDPAP in line with the objectives and sought outcomes provide opportunities for the precinct's community and identity to flourish. With a focus on enhanced liveability and strong governance, the implementation framework sets out strategies for:

- programming and activation of key focal points across the precinct,
- community capacity building,
- stakeholder engagement and communications, and
- governance and management.

Objectives – what we want to achieve

1. Support the Canning Bridge Precinct Vision, ensuring the precinct evolves as a community that:
 - builds on its unique local characteristics, and
 - integrates with the surrounding area as a regional destination.
2. Identify opportunities to deliver community vibrancy by activating:
 - public spaces – piazzas, foreshores and footpaths,
 - community facilities – within existing City-owned assets and new mixed-use developments, and
 - the precinct's commercial and retail areas.
3. Define engagement and governance strategies that leverage stakeholder networks and empower residents, businesses and community groups to take stewardship of their community.

Outcomes – what we want to see when we achieve them

- A strong sense of place, developed by leveraging the precinct's physical assets
 - leafy streets, expansive foreshores,
 - network of footpaths and cycleways, public transport connections,
 - civic and cultural facilities – Tivoli Theatre, Swan River Rowing Club, Cirque Community Space, Canning Bridge Library Lounge, and
 - views to the CBD, Kings Park and Perth Hills.
- A palpable local identity focussed on active, healthy and connected lifestyles, and cultural and creative pursuits.
- A variety of lifestyle choices for a multigenerational community – empty nesters, downsizers, growing families and fresh starters.
- Strategic activation of public open spaces across the precinct through planned programming and infrastructure, as well as passive and active recreation.
- An engaged community that participates in their community life and wellbeing, with the capacity to retain active involvement in the long term.
- Partnerships between the City, community groups and businesses that share ownership and responsibility in the precinct's future.



Programming and activation

The strategic planning of programming and activation across the precinct aims to:

1. Inject vibrancy into strategic focal points across the precinct through both social infrastructure and programming.
2. Cluster community uses and activities to multiply impact and achieve maximum return for effort.
3. Establish scalable activities that will bring benefits in the short term whilst planning for long term activation.
4. Identify community capacity building strategies to promote community participation, build partnerships and encourage local ownership and decision making.
5. Support the local economy through promotion and profiling of local businesses.

Activating the precinct through facilities and activities will bring people together, provide opportunities to create connections with neighbours, and enhance wellbeing through belonging and involvement.

Place activation

To support CDPAP objectives by injecting life and vibrancy into the precinct throughout the year, a hierarchy of activation activity is recommended ranging from permanent activation anchors to large scale annual activities, regular programming and incidental activation.

Activity	Description
Town Square	A new civic space in the heart of the precinct at the juncture of Moreau Mews and Kishorn Road. Interfacing with a multipurpose recreation and community facility, it will be a safe, playful and attractive place for community events and special celebrations.
Foreshore reserves	Better enable incidental and small-scale community gatherings with new seating, shade, public toilets, wayfinding signage, water fountains and upgraded paths and lighting.
Apex Reserve	Investigate development of a river-based swimming pool (similar to Bicton Baths) to meet demand for water based activities. Explore opportunities for small-scale events in the grassed areas adjoining Swan River Rowing Club (SRRRC) with a focus on active travel (e.g. walking groups, GlowRides, Ride to Work Day breakfasts etc). Investigate potential to utilise the SRRRC car park for markets and fetes, ensuring parking needs are managed.
Canning Beach Road	Explore requirements to host riverfront events and activities, including road closures, hire facilities etc. Such opportunities include: <ul style="list-style-type: none"> • 'Flicks on the Foreshore' - a seasonal outdoor film nights with a floating screen set up in the Swan River and deck chairs, food trucks along the foreshore/roadway. • 'Celebrate at Canning Bridge' - annual festival celebrating the precinct's identity and local community with a focus on its riverside lifestyle (picnicking, rowing, sailing) and linking in with the local creative and cultural scene (Tivoli Theatre, arts community etc).
Street markets	Monthly markets at Moreau Mews and Kishorn Road in warmer months, featuring food trucks, fresh produce and artisan stalls. Explore opportunities for partial street closures. Test space for eventual investment in town square as part of redevelopment of City-owned land.
Outdoor recreation	Throughout the year, hold group exercise classes along the foreshore reserves, e.g. ParkRun, bootcamps, yoga, tai chi.
Active transport	Encourage passive recreation and active transport through TravelSmart events, maps and a network of wayfinding signage.
Arts and creative classes	Regular programming held at the Tinker Shed / Maker Space and Cirque Community Space, appealing to a mix of ages and backgrounds. Local art exhibition events in local spaces to showcase emerging and professional artists' work.
Family programming	Children's activities at the Library Lounge, e.g. Story Time, Rhyme Time etc.
Youth programming	Ongoing engagement with young people to understand their priorities / needs. Explore potential for youth hub within recreation precinct, offering sports, gaming centre, arts space, drop-in centre etc.
Aged programming	Regular programming at the Library Lounge and Cirque Community Space including group games, light exercise classes and guest speakers / presentations.
Support services	Provide referral information on support services as part of library / future community centre service. Continue to monitor the need for a dedicated centre for vulnerable community members and advocate to State government and social support sector for its delivery if/when required.
Street activation	Linking incidental activation to existing commercial uses by encouraging alfresco dining, footpath trading, and street entertainment through improvements to the City's approvals processes and partnerships with proactive businesses.

Focal points for community life

Programming should seek to leverage the precinct's established civic places and patterns of use, while maintaining flexibility for the potential for new gathering spaces brought online as part of future mixed-use developments.



Legend

- Canning Bridge Activity Centre Plan Boundary
- Connectivity**
- ↔ Primary public transport routes
- ⋯ Key pedestrian connections / desire lines
- ⋯ Improved Canning Highway pedestrian crossings (indicative)

Zones (indicative)

Town Square	The defined heart for community life emanating from the juncture of Moreau Mews and Kishorn Road
Healthy Living precinct	Centralised offer of health and recreation as part of mixed use developments incorporating complementary uses such as civic (seniors, youth, families etc), commercial and residential spaces
Canning Bridge Cultural node	Mix of local creative and cultural spaces centred on the Tivoli Theatre
Foreshore reserves	Enhanced passive and active recreation opportunities fronting the Swan and Canning rivers
Waterfront lifestyle nodes	Leisure, community and dining options along Canning Beach Road and Apex Reserve, punctuated by the Raffles Hotel and Swan River Rowing Club
Mixed-use zones	Network of pocket parks and indoor community spaces complementing commercial, retail and hospitality uses
Living areas	Upgraded footpaths, lighting, shade and rest areas
Canning Highway	Major movement corridor sleeved with daily uses and services, providing convenient access

Supplementary zones

A South of Perth Yacht Club	Place for river recreation, dining and functions
B Heathcote Cultural Precinct	Established regional destination for culture, creativity, events and riverside dining
C Reynolds Road	Local node of commercial and daily uses

City of Melville assets

- 1** 23-31 Moreau Mews, 50-52 Kishorn Road
- 2** Canning Bridge Library, Tivoli Theatre, Carpark
- 3** Cirque community space, 63 Kishorn Street, Mt Pleasant
- 4** Heathcote Cultural Precinct
- 5** Warwick Wild Park
- 6** Gairloch Reserve and Changerooms

Infrastructure to support community life

Strategic investment in physical infrastructure is required to support activation, place positioning and community development. While some focal points are already well used and suffer from an undersupply in infrastructure, other will take time to evolve as local populations grow and community needs shift. Recommended implementation has been determined in line with population triggers (refer to Part 02 Social Research - Standards of Provision) and the following timeframes:

- Immediate: 0-2 years
- Short term: 2-5 years
- Medium term: 5-10 years
- Long term: 10 years +

Across the entire precinct, investment in baseline infrastructure is required to improve the user experience, encourage passive recreation and celebrate the precinct's identity as a people friendly, welcoming and interesting place:

- Upgraded network of footpaths, public seating and bins
- Improved lighting for enhanced security
- Shade – street trees and shelters
- Brand identity assets – signage, flags, banners
- Wayfinding system – signage, totems
- Public art – murals, sculpture walk etc

Timing for the investment in this baseline infrastructure will primarily be determined by the City's capital works program and maintenance schedule. Investment in addition to this, or in advance of the City's plans, may be triggered by a number of activities including external funding opportunities, e.g. new grants programs, and private sector investment, e.g. upgrades to footpath areas adjacent new developments.



	Activities, programs and services	Physical infrastructure supporting activation	Opportunities and considerations	Implementation
Town square	<ul style="list-style-type: none"> • Monthly markets • Mini-concerts and performances • Street entertainment – buskers 	<ul style="list-style-type: none"> • Slow traffic environment – raised carriageway • Stage • Blank wall doubling as outdoor screen • Seating, tables, landscaping • Lighting • Public art • Small outdoor play area separated from street • Free Wi-Fi 	<ul style="list-style-type: none"> • Benefits surrounding private uses – commercial, retail, food and beverage etc • Strong interface with Healthy Living precinct • Ease of ability to close off street for larger events – embedded bollards etc • South-facing town square difficult to activate during winter months – potential to realign Kishorn Road to north and designate southern side as town square 	Medium term
Healthy Living precinct	<ul style="list-style-type: none"> • Indoor sports - Badminton, Basketball, Netball, Soccer, Volleyball etc • Group fitness • Children's play • Youth activities - sports, gaming, social 	<ul style="list-style-type: none"> • Leisurefit indoor recreation centre – playing courts, group fitness studio • Indoor playground, creche • Intergenerational facilities – youth hang-out space, parent groups, aged • Underground parking • Public amenities – bike parking, toilets, change facilities 	<ul style="list-style-type: none"> • Strong interface with town square • Benefits surrounding private uses – food and beverage, retail etc • Delivered as part of mixed-use development along with commercial and residential uses - e.g. student accommodation, aged care, offices, short stay etc. • Requires careful consideration of surrounding residential community 	Long term

	Activities, programs and services	Physical infrastructure supporting activation	Opportunities and considerations	Implementation
Canning Bridge cultural node	<ul style="list-style-type: none"> Arts and craft activities Performances - indoor and outdoor 	<ul style="list-style-type: none"> Enhanced performance venue and rehearsal rooms – enhancing Tivoli Theatre Creative workshop space / art studios Enhanced Library Lounge – digital collection, reading areas, meeting rooms, co-working space, free Wi-Fi 	<ul style="list-style-type: none"> Creative uses: ensure offer complements, not competes with, Heathcote Cultural Precinct and maker space proposed within development at Canning Beach Road and Moreau Mews. Explore opportunities for more professional art spaces, galleries and studios (e.g. artist in residence), CBAC exhibition programming prepared to 'fill the gaps' in Heathcote exhibition calendar. Tivoli Theatre: expand opening hours and for-hire uses. Use for events during colder/wet months Upgraded Library Lounge: note proposal to relocate within development at Canning Beach Road and Moreau Mews Strengthen interface with Raffles Hotel – requires traffic calming of Canning Beach Road Explore opportunity to close off Canning Beach Road for expanded cultural activities, e.g. performances, films, art exhibits 	Long term
Foreshore reserves	<ul style="list-style-type: none"> Recreation classes – ParkRun, bootcamps, yoga, tai chi etc Outdoor movie nights Water activities 	<ul style="list-style-type: none"> Seating, shade (trees / shelters) Upgraded paths and lighting Small-scale playgrounds (noting space limitations) Public toilets, change rooms, water fountains Public barbecues, picnic tables River pool, e.g. like Bicton Baths Provision for ferry stop connecting to Como, UWA, Claremont, CBD, South Perth Signage to communicate programming and active transport wayfinding 	<ul style="list-style-type: none"> Design paths to separate cyclists from pedestrians Network of wayfinding and public art important to encourage passive recreation Viability of bathers' pool and ferry route requires further investigation Design playgrounds that address space limitations and leverage riverside environment, e.g. water, adventure, nature-based, and appeal to a wide range of ages and abilities Continue advocacy to State Government for expansion of Apex Reserve (e.g. new river wall) to facilitate swimming pool 	Immediate

	Activities, programs and services	Physical infrastructure supporting activation	Opportunities and considerations	Implementation
Waterfront lifestyle nodes	<ul style="list-style-type: none"> • Markets / fetes • 'Flicks on the Foreshore' events (requires road closure and floating screen due to space limitations) • Intergenerational activities – indoor and outdoor 	<ul style="list-style-type: none"> • Intergenerational community centre and outdoor civic space – complementing Swan River Rowing Club • Multi-purpose space proposed within development at Canning Beach Road and Moreau Mews (including relocated library lounge, meeting rooms, tinker shed, maker space etc) • Food truck trading areas – power, access, lighting 	<ul style="list-style-type: none"> • Grow Swan River Rowing Club building capacity to host wider range of events / activities. Make available to other community groups • Ease of ability to close off streets for larger outdoor gatherings – especially Canning Beach Road 	Short to medium term
Mixed-use zones	<ul style="list-style-type: none"> • Indoor group classes / activities • Street entertainment – buskers 	<ul style="list-style-type: none"> • Multi-purpose rooms, e.g. Cirque Community Space • Pocket parks and forecourt areas adjoining new developments 	<ul style="list-style-type: none"> • Community spaces proposed within new developments need to be co-located with complementary uses to ensure adequate exposure and maximum usage 	In line with private development
Living areas	<ul style="list-style-type: none"> • Online neighbourhood groups, e.g. Facebook 	<ul style="list-style-type: none"> • See baseline infrastructure provision 	<ul style="list-style-type: none"> • Interface of social activities and place activation with predominately residential neighbourhood – noise, privacy etc 	Ongoing
Canning Highway	<ul style="list-style-type: none"> • Social services – group activities providing support / reducing isolation 	<ul style="list-style-type: none"> • Entry statements – signage, artworks • Referral information on support services as part of library / future community centre offer • Additional pedestrian crossings – overpasses / underpasses • Improved public and active transport access to the train station – bus priority, wider footpaths, signage, shelter, lighting 	<ul style="list-style-type: none"> • Limited opportunities to cultivate strong place performance due to predominance of movement network • Investment has been identified as required to upgrade access to the bus and rail transfer station including a duplication of Canning Bridge • The potential for a future light rail service to Curtin University and beyond could be extended through the precinct • Regional traffic should be encouraged to explore Kintail and Ogilvie Quarters 	Short to medium term



Stakeholder Engagement and Communications

Engagement and communication objectives:

- Ensure residents and key stakeholders are kept engaged, well-informed and connected to their community through regular communication and updates
- Provide opportunities for effective input into the development and implementation of CDPAP strategies and initiatives by all key stakeholders and the community
- Manage stakeholder expectations and effectively address any issues/ concerns in a timely and responsive manner
- Successfully integrate community development initiatives with marketing and media communication strategies to achieve social objectives

Community and stakeholder engagement

The local community is engaged and aware and will play an active role in guiding future development of the precinct's social identity.

Engagement is currently being managed by the City's Neighbourhood Development team and this should continue. A summary of key stakeholders, their roles and project benefits from effective stakeholder management of these relationships is outlined below.

Resident and business communications

A focus on proactive communication and engagement with residents and businesses, along with place activation and programming, will help to reposition relationships within the precinct. Keeping local residents interested, engaged and actively participating in community development initiatives is fundamental to building a positive, can-do culture and achieving long term success.

Adopting a proactive approach to communication, through implementation of a communications plan which ensures frequent and positive correspondence to residents, will enhance connections and engagement whilst also mitigating issues through advanced communication. This can be extended to encouraging face to face dialogue with the City through social events and drop-in sessions.

Stakeholder	Focus	Purpose Of Engagement	Outcomes / Benefits
Established and new residents	Local community interests	Ensuring residents have input into community development and place activation strategies will build ownership, momentum and capacity, improving the likelihood of long term success.	<ul style="list-style-type: none"> Engage and empower residents to take stewardship of their community Secure future advocates within the community
Whadjuk Noongar community leaders	Recognition and celebration of cultural connection and significance	<p>Involvement of the local Whadjuk Noongar community to recognise and celebrate Aboriginal connections and cultural significance within the precinct – for example:</p> <ul style="list-style-type: none"> Welcome to Country ceremonies at public events Art commissions Co-design a means to convey the cultural significance of the meeting of the Swan and Canning Rivers 	<ul style="list-style-type: none"> Promote leadership and protect significant Aboriginal historical and cultural heritage knowledge Stronger awareness, appreciation and respect for Aboriginal cultures, knowledge and values within the broader community
Established community groups, sporting clubs and organisations servicing the local area	<p>Special interest groups with a particular focus, e.g. sporting, arts, environment, education or business.</p> <p>Established groups with a membership base and existing programs and services.</p>	<p>Engagement with these community groups would be focused on opportunities to introduce their services and programs to existing and future residents. This might also include working in partnership with them to bring their activities into the public realm and community facilities – for example</p> <ul style="list-style-type: none"> Applecross ParkRun or Perth Integrated Health Cycling Group adapting their circuits to start / end in the precinct - in partnership with a café Tivoli Club producing an outdoor performance to take place along the foreshore (note road closures likely to be required) Applecross Toastmasters hosting one of their classes in a restaurant / bar <p>In the case of public interest groups, e.g. urban development, environment, proactive consultation can also help manage expectations and mitigate concerns around potentially contentious issues.</p>	<ul style="list-style-type: none"> Engage and empower community groups to take stewardship of their community Support the regional economy, with emphasis on local services and facilities Secure long term partnerships and attract funding and sponsorship Manage expectations and address issues / concerns before they become counterproductive
Local facilities / service providers, and local businesses	Provide an adapted version of a traditional business service for the community	<p>This engagement aims to build residents' knowledge and awareness of the existing commercial / not-for-profit networks within their local community, which boosts support for local services and may enhance vibrancy across the precinct – for example:</p> <ul style="list-style-type: none"> A local pet store or vet offering puppy training classes along the foreshore. A local cooking school partnering with a restaurant / café 	<ul style="list-style-type: none"> Leverage existing facilities and services Active community involvement and increased usage Opportunity to partner on services of specific interest to the community

Stakeholder	Focus	Purpose Of Engagement	Outcomes / Benefits
Local schools – primary and secondary	Learning and volunteer opportunities for students	Proactive engagement should be sought with school management and staff to identify partnered learning opportunities which contribute to activation and programming, whilst providing integrated learning opportunities for students – for example: <ul style="list-style-type: none"> • Sharing knowledge of technology / smartphones / internet with older persons in return for building tinkering / handyperson skills • Music performances at aged person homes 	<ul style="list-style-type: none"> • Partnered integrated learning opportunities which contribute to activation of public spaces and community facilities • Stronger intergenerational connections and skill sharing
Developers	Construction and sale of housing / apartments within the precinct	Ensuring developers are well informed of and supportive of the City's community development objectives will be crucial to delivering design outcomes for residential and commercial buildings and their public spaces that provide for the community's needs and create opportunities for activation and socialisation.	<ul style="list-style-type: none"> • Place activation and community development outcomes are considered in the design of buildings and public spaces

Capacity building

The City should continue its impressive efforts of partnering with the community to delivery social, environmental and economic outcomes for the precinct. The City's North East Neighbourhood Plan, insights from activation of the Cirque Community Space over 2019, and efforts to support formation of the Applecross Town Team all provide a strong foundation on which to grow community capacity.

The CDPAP identifies community capacity building strategies over the short to medium term, which aim to promote community participation, build partnerships and encourage local ownership and decision making. It will be important for the City to test these strategies in partnership with the community to understand which have the strongest potential.

In addition, strategies for proactive and ongoing communication and engagement with residents are critical to keep them interested, engaged and actively participating. Updates should be shared through social media, the City's website, local media and direct mail (newsletters etc).

Growing community networks

A number of local community groups are already active across the precinct and surrounds. Many of these groups have specific interests / focus areas or membership bases. Local community groups (in alphabetical order):

- Applecross Ladies Probus Club
- Applecross Tennis Club
- Applecross Toastmasters
- Applecross Town Team
- Combined Probus Club of Melville
- City of Melville Bridge Club
- City of Melville Residents and Ratepayers
- Perth Bushwalkers Club
- Perth Integrated Health Cycling Group
- Perth Rowing Club
- Rotary Club of Applecross
- Rowing WA
- RSL Applecross Sub-Branch
- South of Perth Yacht Club
- Swan River Rowing Club
- The Coffee Pot - Applecross Church of Christ
- The Penguin Club - Applecross Group
- Tivoli Club (Theatre)
- Tivoli Youth Performers
- Waylen Bay Sea Scout Group

There are various opportunities for the City to partner with many of these organisations to support capacity building and place activation objectives within the precinct. This would also have the benefit of building the profile and membership bases of each group.

Groups	Partnership Opportunities
Sports clubs	<ul style="list-style-type: none"> Participation in events and programming, e.g. volunteering, fundraising, promotion of activities to membership bases Have-a-go days in different parts of the precinct, e.g. rowing machine competition in the town square, tennis lessons in a suitable car park
Running / cycling clubs	<ul style="list-style-type: none"> Opportunities for extension of running programs into the precinct, especially along the foreshore areas
Arts groups and schools	<ul style="list-style-type: none"> Visual and performance arts - temporary public art murals in partnership with professional artists, students sculptures / artworks displayed in a public exhibition format, pop-up drama, musical and dance performances, video and photographic works of the precinct's history and identity to be displayed in the public realm
Urban Bushland Council	<ul style="list-style-type: none"> Environmental protection / enhancement programs, e.g. planting days, clean-up days, provide support for a new 'friends of' group

Funding community initiatives

The City have a range of established grant programs to support its local community groups including:

Name	Funding available	Projects supported
Project Robin Hood	\$20,000 (total funding pool of \$100,000)	Community ideas, projects or events that bring people together and build better neighbourhoods.
Community Partnership Funding	Up to \$5,000 p.a.	Programs, events or activities that enhance community wellbeing – available for local not-for-profits and community groups.
Friendly Neighbourhood Grants	Up to \$200	Events that help connect local communities - available for individuals and community groups.

Other funding sources that may be suitable for the community to access include:

- Department of Communities – Youth Activities Grants
- Department of Local Government, Sport and Cultural Industries (WA) – Sporting and Recreation Facilities Fund, Culture and the Arts
- Department of Social Services (Commonwealth) – Volunteer Grants
- Healthway (WA) - Health Promotion Grants and/or Sponsorship
- Lotterywest (WA) – various community grants
- Office of Multicultural Interests – Community Grants Program
- Road Safety Commission – various project grants
- Waste Authority WA – Community Grants Scheme
- Private organisations including various banks, telecommunications companies etc

Governance and management

Governance framework

About 80% of the success of any public space comes down to its ongoing management.¹ Well performing places are used differently depending on the group, day, week or season, making the ability to respond and adapt quickly and effectively critical. A strong management structure provides the level of flexibility needed.

Place-based community development has been a focus for the City for many years, led by its Neighbourhood Development team. Neighbourhood Plans are developed that reflect each community's identity and diversity. They embody the community development goals of community connectedness and belonging, capacity building and active civic participation and form a strong foundation on which to build a place management approach for the precinct.

City of Melville Place Management Model

A key milestone in the Canning Bridge Social Research and Place Planning Project occurred when representatives from a cross-section of the City's business units came together to workshop their current suite of projects and future plans for the precinct. Discussions covered strategic planning, capital works, maintenance and management, stakeholder engagement and place activation. Many synergies were uncovered which laid the foundation for a richer understanding of the various levels of investment flowing through the area. Opportunities were identified to align project resources, budgets and timing that have strong potential to lead to improved financial and administrative efficiencies.

This management model should continue with formalisation into a Canning Bridge Place Management Network with the following objectives:

- Comprise representation from key City business units
- Improve resource efficiencies by seeking better alignment of project resources, budgets and timing
- Contribute to annual / biannual workshops to share upcoming projects / plans

- Share information, plans and updates, e.g. changes to project scope, new / unplanned projects, regularly through a digital team platform
- Meet as required to identify solutions to projects, issues or unexpected opportunities, e.g. new funding streams, community demands etc

It is recommended a champion is identified to take a leadership role and maintain momentum, encourage information sharing, and organise and facilitate the planning days / meetings. It is recommended this champion comes from a team within the City with oversight across a wide cross-section of the City's functions.

Applecross Town Team

There is an opportunity for a local group to take the mantle of the precinct's champion, advocating for community connectedness across social groups, activation of the public realm and support for sustainable development outcomes. In many communities across Western Australia, this role has been adopted by local Town Teams. The City has invested significant time and effort in supporting formation of such a group and in mid 2019 the Applecross Town Team was established, comprising resident and business members. Applecross Town Team has already been active; running a range of community events including street parties and foreshore picnics to bring the community together.

The City should offer to support the Applecross Town Team by facilitating development of an action plan, with strategies and initiatives based on committee members' areas of interest and findings from further engagement with locals. This will ensure efforts are channelled in areas that will achieve maximum impact, grow the membership base and improve the likelihood of attracting grant funding and sponsorship.

There is strong potential for the Applecross Town Team to expand focus from ephemeral social activities into activation and transformation of the public realm. Other successful Town Teams have delivered community art projects, upgrades to the public realm in the form of seating and landscaping, and promotion of their local areas through collective marketing campaigns.

¹ A Neighborhood Guide to Placemaking in Chicago – www.placemakingchicago.com

At the same time as providing assistance – funding, administrative support etc – to develop the action plan, the City should continue to support the group to achieve small wins, so momentum and interest is maintained. It is recommended the City dedicates an annual grant stream for its local town teams to provide certainty of funding and demonstrate its seriousness of supporting such groups. This would be in line with many other Local Governments, which provide between \$10,000 and \$20,000 per year.

Canning Bridge Community Group Network

Building on its Neighbourhood Development process, the City – in partnership with the Applecross Town Team – should reach out to local established groups to determine levels of interest in forming a community network. The objectives of the network are to:

- Regularly share updates of developments, projects, opportunities and issues with each other
- Solve problems in a proactive manner before they require escalation to the City or other authorities to manage
- Meet periodically, e.g. quarterly, to improve knowledge and understanding, and build rapport
- Identify and act on opportunities to co-deliver initiatives, share resources, assist each other etc.

Management and operation of community facilities – Cirque Community Space as a test case

Made possible through the community benefit provision within the CBACP and permanently transferred to the City for ongoing use and management, the Cirque Community Space (CCS) is the City's newest community asset. It is located on the ground floor of the Cirque Apartment building at 63 Kishorn Street, Mount Pleasant.

Activation of the CCS was trialled as part of the At Canning Bridge project to investigate what types of activities the space could accommodate and attract, whilst exploring the potential to fill a service gap for the immediate and surrounding community. **element** took carriage of collaboratively managing the space, liaising with potential operators and organising logistics, access and co-ordination with the City. The City played a key role in approving suitable activities and promoting them to the local community.

Throughout the trial period, data and feedback was collected from operators and participants to gauge outcomes for the project and as input into a sustainable governance model. The following key observations were made:

- The space functions well to accommodate specialised art and craft classes, upskilling courses and as a meeting / small function space.
- Several limitations of the room facilities, such as lack of wet area and toilet accessibility, saw several potential services opt out of the trial opportunity.
- Regular and timely coordination of media advertising is critical to ensure local uptake of classes.
- Fees for room hire and room hire classifications were examined at the end of the trial to determine how best to attract more potential operators in the future for long term viability as a community space for local activation and connection.
- There are opportunities to use the space to increase partnership opportunities with local champions and businesses to fill service need gaps within the community (see Part 03 CDPAP Implementation Framework - Capacity Building).

A detailed examination of the CCS and the trial period has been provided to the City in the *Cirque Community Space Operator Model Report (May 2020)*.

Part 04. Monitoring and reporting

The City will develop and approve an implementation plan to guide delivery of the initiatives set out in the CDPAP. It is recommended the City's Canning Bridge Place Management Network plays an active role in identifying priority initiatives and associated budgets, roles and responsibilities.

The implementation plan will:

- Guide City investment to deliver community outcomes,
- Detail actual initiatives and activities that will be delivered,
- Articulating clear strategies to improve longevity of initiatives,
- Outline proposed delivery models (e.g. City, State, private, community inputs) and the net community benefit to be gained by each initiative, and
- Specify place management and governance directions covering roles, partnerships, revenue and funding considerations.

To maintain a delivery focus, each initiative will be documented to incorporate the following:

- Description
- Objective/s
- KPI/s
- Infrastructure requirements
- Timing and frequency
- Cost – to City and/or partner
- Roles and responsibilities

It is recommended the implementation plan is reviewed by the Place Management Network on an annual basis to maintain relevance. In addition, this CDPAP should be reviewed every 3-5 years depending on the level of growth and change witnessed within the precinct.



Appendix 1:

Place Assessment Framework findings

In-place assessments

- Conducted mid-week in July and August 2019
- 10 assessments of Kintail Quarter
- 9 assessments of Ogilvie Quarter
- City of Melville officers and **element** staff



SUB-PRECINCT	Kintail Quarter – along Canning Highway	Kintail Quarter – off Canning Highway	Ogilvie Quarter – along Canning Highway	Ogilvie Quarter – off Canning Highway
1. EXPERIENCE				
Diversity of users				
1.1 Visitor profile	3.0	4.9	3.3	4.3
1.2 Activities and uses	3.4	5.2	4.6	4.1
1.3 Patterns of use	3.3	5.4	4.3	4.2
1.4 Special events and attractions	N/A	N/A	N/A	N/A
Public realm and transport				
1.5 Comfort and amenity	3.1	6.5	4.3	5.6
Business offer				
1.6 Business performance	4.3	5.5	4.2	4.2
2. IMAGE AND IDENTITY				
Place Attachment				
2.1 Pride in Place	3.0	5.9	5.9	5.8
Place Management				
2.2 Presentation and maintenance	3.4	5.7	5.7	5.7
2.3 Safety and security	4.4	6.4	6.4	5.8
Place Identity				
2.4 Identity assets	3.1	4.4	4.4	4.7
2.5 Identity awareness	N/A	N/A	N/A	N/A

SUB-PRECINCT	Kintail Quarter – along Canning Highway	Kintail Quarter – off Canning Highway	Ogilvie Quarter – along Canning Highway	Ogilvie Quarter – off Canning Highway
2.6 Identity sentiment	3.8	5.3	5.3	5.1
3. INVESTMENT AND CAPACITY				
Capital works				
3.1 Infrastructure and facilities	5.0	5.8	4.9	5.6
Private sector investment				
3.2 Infrastructure and facilities	6.8	5.3	6.0	6.9
3.3 Skills	N/A	N/A	N/A	N/A
User spend				
3.4 Sales	N/A	N/A	N/A	N/A
Partnerships				
3.5 Collaboration	N/A	N/A	N/A	N/A
3.6 Social justice	N/A	N/A	N/A	N/A

In-place assessment commentary

Kintail Quarter:

Experience	Image and Identity	Investment and Capacity
<p>User groups:</p> <ul style="list-style-type: none"> • More men than women seen on the streets, walking, cycling, in or outside cafés. • Very little to attract families and children to the precinct. <p>Business:</p> <ul style="list-style-type: none"> • Businesses are predominantly retail with some childcare and night-time activity through pubs and bars. • Shop signage is not considered to be of great quality. • Approximately 12% of businesses are closed or premises vacant. <p>Streetscape:</p> <ul style="list-style-type: none"> • Streets are busy with car traffic, with few people around. • The highway is a hostile environment; the side streets in Kintail Quarter are more pleasant, well maintained and shaded by trees. • Lack of pocket parks and green space. • Lack of footpaths on both sides of the road. • Not enough cycle paths. • River foreshore is an easy area to walk and ride. • Routes could be improved with better wayfinding through clear signage and landscape design. • Better access is needed to the train station by bike and foot. <p>Parking:</p> <ul style="list-style-type: none"> • There is plenty of parking but signage and pedestrian wayfinding to/from bays is unclear. <p>What's missing?</p> <ul style="list-style-type: none"> • Street furniture including shaded seating and lighting • Good quality landscaping including trees, pocket parks • Wayfinding and signage • Public toilets 	<p>Character:</p> <ul style="list-style-type: none"> • Existing vibe was graded 3.5/10, brought down by the experience of Canning Highway • The precinct needs to offer a better human experience to attract more people on to the streets: cafés, picnic and children's play areas <p>Maintenance:</p> <ul style="list-style-type: none"> • Street maintenance is perceived to be fairly average, better off Canning Highway. <p>Safety:</p> <ul style="list-style-type: none"> • Perception of personal safety is fairly high, but concerns were made over the safety at night of the alleyways and poor connections to parking areas. <p>Identity:</p> <ul style="list-style-type: none"> • The paving is uninspiring and could unify the area with a consistent identity. • The native landscaping is a positive feature of the precinct. • The Raffles Hotel, Canning Bridge and the tall buildings mark a sense of arrival in the precinct. • A few artistic murals and the Highway to Hell sculpture contribute to the local identity. • The Tivoli Theatre's art deco design is a unique feature of the area. <p>What would strengthen the local identity?</p> <ul style="list-style-type: none"> • Signage and public art. • Coordinated street furniture and a consistent streetscape design. • A walkable destination like a shaded piazza for al fresco dining. 	<p>Current state:</p> <ul style="list-style-type: none"> • There is little evidence of city investment in the area, the streets are generally considered to be poorly maintained. • Business investment is evident in the new developments. • Established businesses are in poor condition. <p>Quick wins:</p> <ul style="list-style-type: none"> • Improve street maintenance • Improve the streetscapes with planting and better landscaping. • Improve signage • Investigate Town Team approach <p>Bigger investment:</p> <ul style="list-style-type: none"> • Large developments should lead to improved facilities including pocket parks and community facilities eg: meeting spaces. • Create better, wider pedestrian and cycle routes, including access to the train station.

Ogilvie Quarter

Experience	Image and Identity	Investment and Capacity
<p>User groups:</p> <ul style="list-style-type: none"> A variety of people seen on the street, but noticeably missing elderly and young people. People were generally walking and cycling with the odd person fishing. <p>Business:</p> <ul style="list-style-type: none"> Very few businesses along the Esplanade and Helm Street except for a few offices. The precinct is missing hospitality and retail, with very few cafés, supermarket or leisure offer. The quality of the business signage was deemed pretty poor with 10% not open or vacant at ground level. <p>Streetscape:</p> <ul style="list-style-type: none"> Car dominant with few people on the streets. Mix of scales and contrasting identities between Canning Highway and below. Canning Highway is an unpleasant environment for pedestrians, but the back streets are more inviting. The bicycle paths are not consistent and confusing in areas. Routes could be improved by clear wayfinding and signage <p>Parking:</p> <ul style="list-style-type: none"> Paid parking is not at capacity, lots of bays were available. Parking could be improved by variety of parking options including reduced hourly rates or first hour free. <p>What's missing?</p> <ul style="list-style-type: none"> Good bicycle parking Overpass connection to the train station Missing ambience and character Clear signage Water fountains 	<p>Character:</p> <ul style="list-style-type: none"> Vibe was considered pretty low. The area needs to attract more people to increase street activity, suggested by introducing more retail and hospitality and/or improving the appearance of the streetscape. <p>Maintenance:</p> <ul style="list-style-type: none"> The streets are in average condition. <p>Safety:</p> <ul style="list-style-type: none"> The perception of safety in the area was lower around the station than in the quieter streets off Canning Highway and generally low at night. <p>Identity:</p> <ul style="list-style-type: none"> The artworks by the river contribute towards a local identity. There is a lack of consistency in the buildings and streetscape, the architectural style considered bland, the bridge a 'dogs breakfast'. There is not much locally to create a sense of place. The river and trees are aesthetic the features of the precinct. <p>What would strengthen the local identity?</p> <ul style="list-style-type: none"> The area would benefit from a destination for congregation. The streetscape should relate to the river and open space. Interesting retail offer would be an asset to the local community. 	<p>Current state:</p> <ul style="list-style-type: none"> The City has invested in street art but not in street maintenance. There is no sense of local identity. Business investment is evident in the new developments, but not in the older businesses. <p>Quick wins:</p> <ul style="list-style-type: none"> Improved landscaping including: trees, open spaces, improved street design. Clean up and improve maintenance. More art, signage and wayfinding <p>Bigger investment:</p> <ul style="list-style-type: none"> Remove the 90 degree parking Promote the precinct centre Set up a Town Team Upgrade the streets Build a bridge between the station and the North approach. Clear, concise and identifiable wayfinding devices and signage.

Intercept surveys – summary of findings

	Kintail Quarter	Ogilvie Quarter
Usage patterns	<ul style="list-style-type: none"> • Ranged from daily to weekly 	<ul style="list-style-type: none"> • Ranged from daily to monthly.
Reason for visit	<ul style="list-style-type: none"> • Daily visits: Live/shop/work • Weekly visit: rover walk, cycle, chill. • Enjoy visiting the area, it's convenient 	<ul style="list-style-type: none"> • Work, live, shop, lunch.
Experience – positive	<ul style="list-style-type: none"> • The river • City views • Train connection • IGA 	<ul style="list-style-type: none"> • Convenient, close to home • Really like Raffles
Experience – negative	<ul style="list-style-type: none"> • The area is tired. • Hard to park • Impossible to cross the Highway 	
Busy areas	<ul style="list-style-type: none"> • Highway, Raffles, tattoo parlour, river walk, Esplanade, Kintail 	<ul style="list-style-type: none"> • Raffles, Clancies and construction sites
Used by	<ul style="list-style-type: none"> • Young people at night (Raffles), • Anti-social groups around the Caltex Starmart, • Builders • Generally nice and older people • Families by the river 	<ul style="list-style-type: none"> • Mainly adults at Raffles and a mixture of ages elsewhere.
Best thing	<ul style="list-style-type: none"> • Views • River • Cycling 	<ul style="list-style-type: none"> • Easy to get to • Close to amenities • Low crime rate
Don't like	<ul style="list-style-type: none"> • Difficult to access the shops on Canning Highway • The traffic on Canning Highway is too busy 	<ul style="list-style-type: none"> • Not many places to go • Parking is difficult • Rent is high
Improve	<ul style="list-style-type: none"> • Better facilities, open spaces and recreation. 	<ul style="list-style-type: none"> • Need more F&B options and places to hang out
Would you bring a tourist here?	<ul style="list-style-type: none"> • Generally yes, to go to the river and Raffles. 	<ul style="list-style-type: none"> • Generally yes, to the foreshore, Raffles and river walks
What's unique about the area?	<ul style="list-style-type: none"> • Connections to the foreshore, the river and library. 	<ul style="list-style-type: none"> • The native plants, greenery and street art

	Kintail Quarter	Ogilvie Quarter
Where should City Investment be directed?	<ul style="list-style-type: none">• Look less boring – add more art• Offer more activities for kids and in the evening on the foreshore• Improve the landscaping with shared paths, more parks, trees and places to sit and linger.• Address the traffic and parking• More restaurants, culture and alfresco living off the Highway	<ul style="list-style-type: none">• Improve access across the Highway• Better bus stops• More art and parks

Business surveys – summary of findings

In August 2019, a mix of retail and hospitality businesses were interviewed by City of Melville staff regarding their perspectives and insights into the precinct's current state and what could be done to improve it. Key findings are shown in the table below.

Experience	Image and Identity	Investment and Capacity
<p>Current state:</p> <ul style="list-style-type: none"> Limited foot traffic, footpaths notably used for exercising purposes Few shopping opportunities Parking and accessibility issues Vagrants and misconduct <p>Accessibility and transport:</p> <ul style="list-style-type: none"> Limited customer parking currently available, a need for increased parking is identified Free 1-hour parking is highly valued Future vehicle access and parking at Canning Bridge Station is desired Upgrade bus stops with attractive shelters Improve parking signage Widen footpaths Improve Canning Highway pedestrian crossing access <p>What's missing?:</p> <ul style="list-style-type: none"> Public spaces and seating Lighting Public art 'Hustle and bustle' Shopfront signage 	<p>Current rating:</p> <ul style="list-style-type: none"> An average rating of 5/10 was achieved regarding how the precinct 'looks/feels', with the highest score achieved being 8 and the lowest being 1. <p>Opportunities to improve identity:</p> <ul style="list-style-type: none"> Landscaping/greenery Public art Community centre Public open space Traffic management Street furniture Improved maintenance, e.g. pavement, gardens, and cleanliness <p>Opportunities to improve vibrancy:</p> <ul style="list-style-type: none"> Markets Festival type events Ground floor activation Community events Parking and accessibility improvements General streetscape improvements and tidy-up 	<p>Past investment:</p> <ul style="list-style-type: none"> Large investments such as full shop refurbishments mainly occurred 3-6 years ago Smaller investments such as signage installations and interior painting has occurred within the past 3 years <p>Economic performance rating:</p> <ul style="list-style-type: none"> Interviewees claimed the economic performance of the business over the past 3 years has not changed. Economic performance across all businesses were given low ratings <p>Amenity opportunities:</p> <ul style="list-style-type: none"> Increased public open space and street furniture to encourage people to stay/linger Bike racks Improved pavement and gardens <p>Priorities:</p> <ul style="list-style-type: none"> Traffic management and parking availability Public open space upgrades Streetscape upgrades (footpaths, paving, curbs, regular cleaning regimes) Tourist attractions, e.g. public artworks

Experience	Image and Identity	Investment and Capacity
<p>Opportunities:</p> <ul style="list-style-type: none"> • Density increases to strengthen local use and expenditure • Improve accessibility for elderly locals who prefer to shop during quiet periods • Make the place more interesting and attractive through public art and activities <p>Maintenance and management:</p> <ul style="list-style-type: none"> • Businesses regularly maintain shopfront walls, windows and pavement • City requested to better upgrade/maintain footpaths and gardens • Introduce set of streetscape management guidelines/schedule to easily delineate responsibilities of the businesses and the City 		

Appendix 2

Standards of Provision Detailed Assessment

The following table provides supplementary information and recommendations regarding the provision of community facilities, infrastructure and services within the precinct. While most facilities would best be delivered and managed by the City, there is the potential for private stakeholders to offer such assets within their developments dependent on their location and overarching community need.

Community priorities	Guiding place principles	Recommendations
Public spaces and connections		
Outdoor community hub <ul style="list-style-type: none"> Benchmark analysis indicates a community recreation space of 5-13Ha to service a population of 13,000 Community expressed a desire for regular outdoor markets, outdoor concerts and/or outdoor cinemas within the precinct Outdoor space was preferred that afforded some connection to the river (e.g. summer markets) 	<ul style="list-style-type: none"> Multi-purpose space when not in use (e.g. markets on a Saturday morning and park rest of the week) Accessibility for all ages, variety of transport options (walking, cycling, public transport) Affordable/free community meeting spaces used throughout the day/week 	<ul style="list-style-type: none"> R1. Investigate feasibility of multi-purpose outdoor spaces that may accommodate markets and other community local-scale outdoor events R2. Work with key stakeholders associated with Swan River Rowing Club to identify strategic partnerships in the delivery of a community hub and associated activation activities within surrounding land R3. Examine CPTED design as part of feasibility of new outdoor hub, including lighting, to allow for transition from day to night activities
Pedestrian links <ul style="list-style-type: none"> Community identified need for more shade trees in the public realm along roads and footpaths Key commuter and recreation paths are concentrated along the foreshore north and south of Canning Hwy, funnelling to the civic centre and train station 	<ul style="list-style-type: none"> Safe, active pedestrian links with good surveillance (natural or CCTV) and street lighting Attractive pedestrian links with cohesive streetscape, shading, planting and street furniture Accessible pedestrian links designed for all users including the elderly and families with young children and prams 	<ul style="list-style-type: none"> R4. Review maintenance scheduling of parks and streetscapes within the precinct, particularly along key pedestrian routes R5. Install additional seating, shade structures, water fountains and accessible public toilets along the foreshore R6. Consider providing interesting play spaces for children alongside footpaths to encourage take up of walking over driving

Community priorities	Guiding place principles	Recommendations
Education and culture		
Community library <ul style="list-style-type: none"> Benchmark analysis indicates a neighbourhood library of approximately 500sqm Stakeholder and community feedback noted a lack of local services Low capacity for Canning Bridge Library Lounge (currently closed) to accommodate growth Community and stakeholders noted desire for a continuing local library service 	<ul style="list-style-type: none"> Multi purposes space/ flexible spaces Widen the community benefit by integrating a food and beverage offer Include meeting rooms, co-working spaces, gallery spaces Link to other community provision to build on partnerships. 	<p>R7. Encourage delivery of community library within appropriate private developments (central / high amenity). Otherwise, include library space as part of multipurpose arts and cultural facilities within Canning Bridge cultural node</p>
Heathcote Cultural precinct <ul style="list-style-type: none"> City of Melville stakeholders noted a 2-year plan to upgrade the lower level Heathcote Cultural Precinct for outdoor activities (i.e. extension of Makers Markets, outdoor cinemas) Heathcote art and gallery facilities highly valued by local community No local arts centre in the precinct 	<ul style="list-style-type: none"> Cultural precincts draw pedestrian activity and create local identity Link to other community provision to build on partnerships 	<p>R8. Support opportunities for arts and crafts activities and programming within the precinct that complement but not compete with the offering at Heathcote</p> <p>R9. Explore partnerships and opportunities with Heathcote management and tenancies to bring temporary / pop-up art and cultural experiences to the precinct where appropriate</p>
Tivoli Theatre <ul style="list-style-type: none"> While performances are often sold out, the community perceived the Tivoli could be used midweek and programming could be explored to widen audience appeal 	<ul style="list-style-type: none"> Local architectural / heritage landmark with strong potential to influence the precinct's identity Adapt existing facilities to accommodate new activities to create multipurpose spaces with improved long-term viability Support and expand cultural precinct/ cultural heart through diversifying offer to accommodate a range of activities 	<p>R10. Look at options to hold non-theatre community events within Tivoli Theatre, such as indoor market space events, workshop space, etc</p> <p>R11. Explore options for sharing tenancy of the theatre on days/times the theatre group is not operational e.g. intergenerational activities</p>

Community priorities	Guiding place principles	Recommendations
Public art trail <ul style="list-style-type: none"> Canning Bridge art trail extending from Heathcote Reserve to Mount Henry Bridge, focused on the rivers' edge 	<ul style="list-style-type: none"> Public art animates space and aids wayfinding Reflecting past, present and future identity of the community Public art defines an urban trail and encourages pedestrian footfall 	<p>R12. Explore opportunities to continue to extend art trail into the civic heart, particularly within the proposed Town Square, Canning Bridge cultural node and Healthy Living precinct</p> <p>R13. Identify vacant spaces within the heart of the precinct for artist-in-residence spaces for professional and emerging artists where community can contribute to future public artworks</p>
Targeted support – children and youth		
Playgrounds <ul style="list-style-type: none"> Benchmark analysis indicates the need for a district play space to serve a local population over 8000 Noted lack of publicly accessible playgrounds or dedicated unstructured play areas within the centre of the precinct Heathcote playground highly valued by community, though noted as too far to access by foot. Desire for local play space 	<ul style="list-style-type: none"> Playgrounds should appeal to a range of ages from toddlers to teenage children and to all abilities Wider appeal, and extended use, can be achieved by integrating sensory play and fitness trails Playgrounds should be stimulating and safe with shaded seating areas for carers Trends are towards unstructured natural play and exercise 	<p>R14. Identify areas along the foreshore close to Canning Bridge, that may accommodate Nature Play and outdoor gym structures sympathetic to the riverine environment</p> <p>R15. Explore opportunities for mobile food trucks to locate at play areas at certain times/days of the week that may not be nearby to brick and mortar food and beverage (e.g. ice-cream truck, coffee cart)</p>
Youth/teenager facilities <ul style="list-style-type: none"> No nearby dedicated youth centre within the City Noted low participation rate of teenager age group No clearly defined hangout space for teenagers 	<ul style="list-style-type: none"> Teenagers seek free, safe spaces to independently meet groups of friends, close to their home or school Study area is a community of considerable 'advantage' (SEIFA 10th decile), so services to youth should focus less on disadvantage and more on connection, fostering interests, developing skills and community 	<p>R16. Deploy targeted youth engagement to investigate emerging needs for young people within the precinct</p> <p>R17. Engage with businesses in the precinct that tend to attract young people, e.g. independent 'hang out' spaces such as food and beverage businesses. Look for opportunities to increase reach to this cohort</p> <p>R18. For existing and emerging multi-use recreational spaces (e.g. Heathcote Cultural Precinct, Cirque Community Space) support targeted activities and programming aimed at attracting youth (e.g. short courses, performance, arts and craft, health and well-being)</p> <p>R19. Explore opportunities to support/sponsor the Tivoli Youth Performers to engage and retain more with older youth (high school and early 20's)</p>

Community priorities	Guiding place principles	Recommendations
Targeted support – Aging and seniors		
Aged service centre <ul style="list-style-type: none"> • Future demographics indicates an increase in aged population • No dedicated aged services programming or spaces within the precinct beyond potentially specialised clubs 	<ul style="list-style-type: none"> • Co-location with other services • Provide multi-generational spaces to bring the community together • Coordinated transport effort to bring aged persons to the services (e.g. shuttle bus from aged residential home) • Reflect priorities within City of Melville Age Friendly Plan (AFP) 2017-2021 	<p>R20. Review AFP to address needs of aging persons in apartment living as a growing housing choice within the precinct</p> <p>R21. Foster partnerships with existing businesses and service providers to meet the needs (infrastructure, goods and services) for the aging population</p> <p>R22. Incorporate seniors spaces/programming in identified multi-use spaces</p> <p>R23. New Changing Places public facilities (e.g. toilets, seating) to accommodate elderly people, their mobility aids (e.g. wheelchairs) and needs of carers</p>
Sport and recreation		
Pocket parks <ul style="list-style-type: none"> • Pocket parks situated away from the civic centre, servicing local residential catchment outside of the precinct • Community showed a strong desire for spaces for organised group fitness activities (e.g. yoga in the park, bootcamp) 	<ul style="list-style-type: none"> • Multigenerational appeal will optimise activation of the space. • Mixture of passive uses such as barbecues/picnics, reserving of spaces for family parties/gatherings • City of Melville Public Spaces Strategy 2017 • Accommodate daily recreation and as a social space 	<p>R24. Pursue opportunities to retain/create and maximise reserve space with new developments to meet local POS needs</p>
Rowing Club <ul style="list-style-type: none"> • Swan River Rowing Club is a prominent and well-loved facility by the locals • Offers a range of rowing leisure and competition activities for a range of ages • Community would like to see the building more accessible to a wider range of user groups (noting current management arrangements) 	<ul style="list-style-type: none"> • Providing the local community with access to rowing facilities. • Better use of building and surrounds as part of multipurpose precinct 	<p>R25. Explore opportunities to support/sponsor the rowing club for intergenerational rowing activities (e.g. grandkids and grandparents, children and parents)</p> <p>R26. Explore opportunities to widen access for the whole community.</p>

Community priorities	Guiding place principles	Recommendations
Aquatic facility <ul style="list-style-type: none"> Closest swimming pool facility is Leisurefit Booragoon Community saw opportunity for either an indoor swimming pool or outdoor river bathers beach (similar to Bicton Baths) 	<ul style="list-style-type: none"> Providing the local community with access to swimming facilities 	<p>R27. Investigate feasibility of a swimming beach along the Swan or Canning river foreshores</p> <p>R28. Include secure changeroom facilities for any new public toilets along the foreshore to support any future outdoor bathing facility</p> <p>R29. Investigate barriers or challenges for local Applecross and Mount Pleasant residents to utilise/travel to closest established swimming pool facility. Opportunity to review membership rates, class types, travel arrangements etc for certain demographics in the community (e.g. children, elderly)</p>
Transport and movement		
Local and district roads <ul style="list-style-type: none"> Community and stakeholder noted dissatisfaction of congestion along both Canning Highway and local arterial roads (e.g. Ullapool Road) 	<ul style="list-style-type: none"> Separate cycle ways and footpaths distance cyclists and pedestrians from traffic pollution and congestion and encourages street activity 	<p>R30. Review management for traffic management</p> <p>R31. Investigate potential for introducing separate cycle and footpaths alongside Canning Highway</p>
Bike infrastructure <ul style="list-style-type: none"> Community in favour of improved cycling facilities 	<ul style="list-style-type: none"> Separate, safe cycle paths, away from vehicles and pedestrians, increase the take up of cycling as an alternative to driving 	<p>R32. Conduct an audit of cycling infrastructure (location of bike racks, end of trip facilities etc) to investigate gaps in infrastructure vs current/future demand</p> <p>R33. Install bike repair stations at key community hubs and along cycle routes</p> <p>R34. Seek partnerships with local bike shops to promote cycling as a preferred mode of transport and to engage with cyclists to identify problem areas within the CBAC</p> <p>R35. Investigate paths of high foot traffic where cyclists may be separated from pedestrians (e.g. The Esplanade and Canning Beach Road)</p> <p>R36. Review shop front guidelines to encourage bike parking at local cafes to increase patronage</p> <p>R37. Expand TravelSmart initiative to local residents to encourage use of active and public transport, reducing local congestion</p>

Community priorities	Guiding place principles	Recommendations
Ferry service <ul style="list-style-type: none"> • Currently no metropolitan ferry service operating outside of central Perth CBD/South Perth • Local community and business owners indicated strong preference for a new ferry jetty/terminal to connect to Perth CBD / Crawley • Feasibility of an local ferry service has been a long-term conversation for many years 	<ul style="list-style-type: none"> • Ferry connection to the CBD would increase local connectivity and potential tourism opportunity 	<p>R38. Engage PTA to investigate long term economic feasibility of a new ferry service to CBD / Crawley</p>
Parking <ul style="list-style-type: none"> • Strong community and business demand for more flexible parking arrangements including expansion of short-term free parking • Demand for more visitor parking for residents within apartment buildings 	<ul style="list-style-type: none"> • First hour free parking across the precinct would help to boost local economic performance • Inner city locations require sound parking management to discourage long-term parking by commuters reducing turnover of parking bays 	<p>R39. Continue with newly-adopted approach to provide first hour free parking across City-managed parking spaces</p> <p>R40. Explore opportunity for provision of more public parking within private developments to accommodate visitors to local businesses and resident</p> <p>R41. Promote new public parking made available as part of private developments through City communication channels and wayfinding signage</p>

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