Melville District Activity Centre Plan

Prepared by the City of Melville 2016
In accordance with *State Planning Policy 4.2: Activity Centres for Perth and Peel*
and the Structure Plan Framework 2015

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Endorsement

This Activity Centre Plan is prepared under the provisions of the City of Melville Local Planning Scheme No. 6.

IT IS CERTIFIED THAT THIS ACTIVITY CENTRE PLAN WAS APPROVED BY RESOLUTION OF THE WESTERN AUSTRALIAN PLANNING COMMISSION ON:

8 August 2017

Signed for and on behalf of the Western Australian Planning Commission:

An officer of the Commission duly authorised by the Commission pursuant to section 16 of the Planning and Development Act 2005 for that purpose in the presence of:

Witness

Date

Date of Expiry **8 August 2027**

Table of Amendments

No.	Summary of Amendment	Amendment Type (Minor or Major)	Date Approved by WAPC

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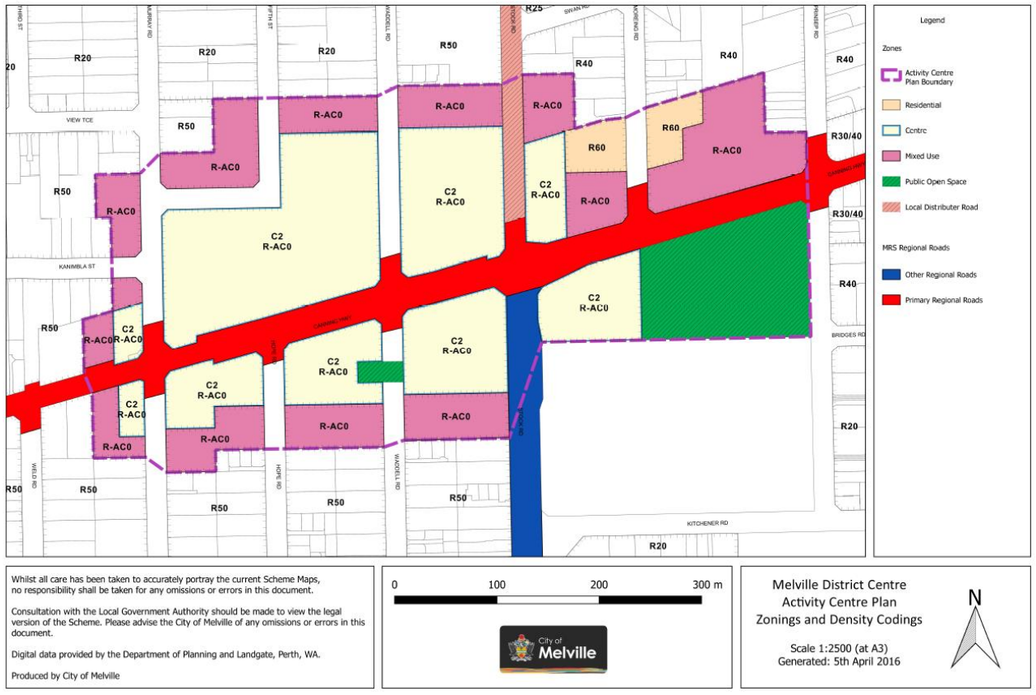
Executive Summary

The City of Melville's (the City) Local Planning Strategy seeks to concentrate population growth and development in activity centres and along key public transport routes. This approach allows suburban areas to generally remain similar or the same as they are now.

The Melville District Centre, which includes land in parts of Attadale, Melville, Palmyra and Bicton, is one of six strategically important 'District Centres' in the City that are the main focus for population growth and redevelopment. The activity centre is located on a major regional road – Canning Highway – and is well serviced by high frequency bus routes.

The Melville District Activity Centre Plan (the plan) will be the principal planning document for this activity centre. It aims to provide a clear and transparent planning framework to guide future redevelopment. The desired outcome is to create a vibrant, mixed use centre that is a great place to live, work, run a business, socialise, recreate and have fun. The lots included in the plan are shown in the Activity Centre Plan Map (Map 1) below.

Map 1 - Melville District Activity Centre Plan



Place-Based Approach

This plan is a place-based approach that provides specific development controls that are appropriate for the local context. This approach is different from utilising broad-based, generic zoning controls. New development is encouraged in the centre, but it must improve the look and feel of the area and contribute to creating a vibrant, mixed use place.

Local Planning Scheme 6 (LPS6) and the City's policies apply to development in this activity centre, unless specifically varied by this plan. The main changes to the existing policy framework are in the area zoned Centre C2 and have been proposed to achieve specific design outcomes.

Building heights are controlled by regulating storeys rather than the maximum height in metres. The built height controls range from three to five storeys depending on the location.

The expectations for the activity centre are summarised below.

Zone in LPS 6	Density Coding	Character Statement
Centre C2	R-AC0	The mixed use core of the activity centre. Retail and commercial uses are envisaged on the ground floor, with residential and office uses on the upper floors.
Mixed Use	R-AC0	Provides a transition area between the core of the activity centre and surrounding medium density residential areas. Residential and compatible commercial uses are promoted. Unsuitable commercial uses such as Shops, Restaurant/Cafes, Liquor Stores, Small Bars and Taverns are not permitted in this zone as per the LPS 6 Zoning Table.
Residential	R60	Provides for medium density residential close to the activity centre and the Canning Highway public transport corridor.
Public Open Space	N/A	Provides for local and district recreational and sporting uses.

Land uses are either controlled directly by LPS 6 or this plan in the area zoned 'Centre C2'.

Meeting Western Australian Planning Commission (WAPC) Targets

The plan estimates a total of 550 dwellings will be in the centre by 2031, which would be an additional 354 dwellings over 15 years (an average of 24 new dwellings per year). The plan aims to achieve 31 dwellings per gross hectare by 2031, which slightly exceeds the desirable target of 30 dwellings per hectare listed for District Centres in the WAPC's *State Planning Policy 4.2: Activity Centres for Perth and Peel* (SPP 4.2). This outcome would deliver on the expectations of *Directions 2031 and Beyond* and the City's Local Planning Strategy to concentrate development in strategic activity centres.

Streetscapes and Landscaping

The core of the activity centre is quite a harsh environment, with little shade or quality landscaping and few mature trees. The plan recommends that the City prepare a streetscape upgrade plan and that landscaping be required on private land. Upgrades to streetscapes and the public realm by the City would provide a tangible signal to landowners that there is a high level of commitment to facilitating the development of the activity centre. Residential density and high quality development is often attracted to places following physical streetscape or infrastructure improvements.

Social, Economic and Environmental Sustainability

Promoting sustainable transport choices (walking, cycling and public transport) would significantly assist the centre to become more economically sustainable and develop to its full potential.

"High quality pedestrian and cycling conditions are absolutely integral to retail and business success in activity centres. There is a strong business case for improving walking and cycling conditions.

Streetscape enhancement adds value to an area: this is associated with higher rents or the attraction of new tenants/ businesses. The reputation of certain areas and the businesses that are resident in them is based on the quality of the public realm. There is evidence that improving walking and cycling environments raises property values by statistically significant amounts.[1]"

[1] *Good for Busine$$: the benefits of making streets more walking and cycling friendly*. Heart Foundation 2011.

Objectives of the Plan

The objectives for the centre are to:

1. Facilitate a more sustainable urban form and environmentally sustainable development
2. Improve the ‘look and feel’ of the activity centre
3. Promote high quality, larger-scaled development along a key public transport route
4. Limit building heights in the Mixed Use and Residential zones to provide a measured transition from taller building heights in the core of the centre to surrounding residential areas
5. Allow intensive redevelopment of sites within the specified built form controls
6. Encourage walking, cycling and public transport use
7. Develop a new ‘main street’ environment over time along Waddell Road north of Canning Highway
8. Better connect and integrate the major land uses in the centre
9. Facilitate local employment and business opportunities
10. Provide certainty to encourage investment

Features of the Plan

The main features of the plan are:

- Carefully managing building heights to reduce from the middle to the edge of the activity centre. This will help provide a buffer between more intensive development in the middle of the centre and surrounding residential areas.
- Encouraging landmark buildings in central areas to help define the centre and stimulate redevelopment of underutilised sites
- A heavy focus on improving the design of buildings and their interaction with and activation of surrounding streets
- Improving streetscapes and public spaces
- Developing a new ‘main street’ environment over time along Waddell Road north of Canning Highway
- Encouraging local business and promoting local employment opportunities

Benefits of the Plan

The key benefits of the plan are:

- Involving landowners, businesses, visitors and residents in planning for the future
- Creating a place where people will want to live, shop, work, do business, relax, play sport, socialise and have fun
- Providing a catalyst for positive change. Few things change without some kind of trigger event
- Delivering on the expectations of the WAPC’s *Directions 2031 and Beyond* strategy
- Providing certainty to enable investment decisions to be made with reasonable confidence
- Improving the look and feel of the centre to create a place that people are proud of

This is a proactive, future-focussed plan that will help guide redevelopment to deliver a vibrant, mixed use activity centre.

Melville District Activity Centre Plan Summary Table

Item	Data	Further Discussed in
Total area covered by the Activity Centre Plan	20.41 hectares	Section 1.2 of Part Two
Area of each land use proposed: • Mixed Use • Residential • Public Open Space • Total Road Reserves - Regional - Local	 • 12.81 hectares • 0.67 hectares • 1.94 hectares • 4.99 hectares ○ 2.47 hectares ○ 2.52 hectares	Sections 4 and 5 of Part Two
Total estimated lot yield	Not applicable	Not applicable
Estimated number of dwellings by 2031	Existing: 196 Proposed total: 550 Net additional: 354	Section 5 of Part Two
Estimated residential site density by 2031	31 dwellings per 'gross' hectare 41 dwellings per 'net' hectare	Section 5 of Part Two
Estimated population by 2031	1,265 residents	Section 5 of Part Two
Number of high schools	Not applicable	Not applicable
Number of primary schools	Not applicable	Not applicable
Estimated commercial floorspace	13,630m² - 2016 estimate 21,000m² - 2031 potential	Sections 4.2 and 5 of Part Two
Estimated area and percentage of public open space given over to: • Regional open space • District open space • Neighbourhood parks • Local parks	 • Not applicable • 1.85 hectares • Not applicable • 891m²	Section 5 of Part Two

Melville District Activity Centre Plan Summary Table

Item	Data	Further Discussed in
Estimated percentage of natural area	Not applicable	Not applicable
Diversity performance target (As per Table 3 of SPP 4.2)	Estimated total non-residential floorspace **2016**: 24,469m² / **2031**: 32,189m² Estimated Shop/Retail floorspace **2016**: 9,470m² / **2031**: 14,500m² SPP 4.2 Diversity Performance Target – Mix of Land Uses as per Table 3 **Target**: 20% / **2016**: 61% / **2031**: 55%	Activity centres should have a diverse range of land uses rather than one overly dominant use (e.g. retail in shopping centres). Shop/retail floorspace currently occupies approximately 39% of the total non-residential floorspace. It is estimated that this percentage may increase to 45% in 2031 if the Melville Plaza Shopping Centre is redeveloped. The SPP 4.2 mix of land uses target of 20% is well exceeded, with 61% of non-residential floorspace currently occupied by non-shop/retail uses. This is expected to drop to 55% in 2031, which is still well above the SPP 4.2 target.

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Maps, Figures and Tables in the Document

Maps

Figures

Tables

Part One: Implementation

1. Activity Centre Plan Area

This activity centre plan shall apply to the Melville District Centre, which includes parts of Attadale, Melville, Palmyra and Bicton and specifically the land contained within the inner edge of the line denoting the activity centre plan boundary on Map 1 – Melville District Activity Centre Plan.

2. Operation

The date the activity centre plan comes into effect is the date the plan is approved by the Western Australian Planning Commission.

3. Staging

The subject area is an existing urban activity centre. Staging of development on private land will be at the discretion of relevant landowners.

4. Land Use and Development Requirements

4.1 Objectives

This activity centre plan aims to provide a clear and transparent planning framework to guide the future development of the centre. The desired outcome is to create a vibrant, mixed use centre that is a great place to live, work, run a business, socialise, recreate and have fun.

The objectives for the centre are to:

1. Facilitate a more sustainable urban form and environmentally sustainable development
2. Improve the 'look and feel' of the activity centre
3. Promote high quality, larger-scaled development along a key public transport route
4. Limit building heights in the Mixed Use and Residential zones to provide a measured transition from taller building heights in the core of the centre to surrounding residential areas
5. Allow intensive redevelopment of sites within the specified built form controls
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10. Provide certainty to encourage investment

4.2 Affect of Other City of Melville Policies

This Activity Centre Plan is to be read in conjunction with the City of Melville local planning scheme. Where any provision of the Activity Centre Plan conflicts with the local planning scheme, the Scheme prevails.

4.3 Zonings

The Local Planning Scheme Map specifies the zoning of all properties.

4.4 Land Uses

4.4.1 Residential uses are permitted land uses in the Centre C2, Mixed Use and Residential zones.

4.4.2 Land use permissibilities in the Centre C2 zone shall be in accordance with Table 1 below.

Table 1 – Zoning Table for the Centre C2 Zone in the Melville District Centre

Use and Development Class	Centre C2	Mixed Use	Residential
Amusement parlour	D	As per Local Planning Scheme 6	As per Local Planning Scheme 6
Art gallery	P		
Bed and breakfast	D		
Betting agency	D		
Brewery	D		
Bulky goods showroom	X		
Caretakers dwelling	D		
Car park	D		
Child care premises	P		
Cinema/theatre	P		
Civic use	P		
Club premises	D		
Commercial vehicle parking	D		
Community purpose	P		
Consulting rooms	P		
Convenience store	P		
Educational establishment	P		
Exhibition centre	P		
Family day care	P		
Fast food outlet/lunch bar	D		
Fuel depot	X		
Funeral parlour	D		
Garden centre	D		
Home business	D		
Home occupation	D		
Home office	P		
Home store	P		
Hospital	D		
Hotel	P		
Industry	X		

Use and Development Class	Centre C2	Mixed Use	Residential
Industry - light	X		
Liquor store - large	D		
Liquor store - small	P		
Market	P		
Medical centre	P		
Motor vehicle, boat or caravan sales	X		
Motor vehicle repair	X		
Motor vehicle wash	X		
Night club	A		
Office	P		
Place of worship	P		
Reception centre	P		
Recreation - private	P		
Resource recovery centre	X		
Restaurant/cafe	P		
Restricted premises	X		
Serviced apartments	P		
Service station	D		
Shop	P		
Small bar	P		
Tavern	D		
Telecommunications infrastructure	D		
Trade display	X		
Trade supplies	X		
Transport depot	X		
Veterinary centre	D		
Warehouse/storage	X		

4.4.3 Interpreting the zoning table shall be in accordance with the relevant provisions of Local Planning Scheme 6.

4.4.4 The land use definitions in this plan are as per the definitions in Local Planning Scheme 6.

4.4.5 Land uses in the area reserved for Public Open Space are to be in accordance with the provisions of Local Planning Scheme 6.

4.4.6 There is no requirement for additional car parking to be provided if a change from a non-residential land use to another non-residential land use is proposed and no additional Net Lettable Area (NLA) is proposed (alfresco areas are not included as additional NLA).

4.5 Development Requirements for the Activity Centre

Building Height

4.5.1 The maximum permitted building heights as measured in storeys shall be in accordance with Map 2 – Melville District Activity Centre Plan Building Heights and Part One of this plan.

4.5.2 Building heights shall be measured in storeys. A storey is defined for the purposes of this plan as:

'The space between the floor and ceiling of a building which constitutes a floor or level capable of use for human habitation, but does not include:

a. Any floor of a building having 50% or more of its volume located below natural ground level;

b. Roof structures of a high quality design that reduces the visual impact of lift plant and other similar utility or services, not exceeding 3.0 metres in height; and

c. Unenclosed roof structures of a high quality design that provide weather protection to areas used for private or communal open space, not exceeding 3.0 metres in height.'

Note: Mezzanine levels or lofts are considered to constitute storeys in this plan.

Plot Ratio

4.5.3 There are no plot ratio requirements for any development in the Centre C2 or Mixed Use zones.

4.5.4 Plot ratio for residential development in the Residential zones is as per the Residential Design Codes. There are no plot ratio requirements for non-residential development in the Residential zone.

Facades and Frontages

4.5.5 Development is to be of a high quality and all facades and frontages shall be designed and finished with high quality materials and finishes.

4.5.6 Building facades (including car park structures above ground level) shall be articulated, coloured and detailed to contribute positively to the appearance of local streetscapes and adjoining properties.

4.5.7 Building facades and frontages should highlight a vertical emphasis wherever possible to help break up the appearance of buildings. This can be achieved through the shape and placement of windows and openings and the innovative use of building materials, colours and textures.

4.5.8 Feature elements are strongly encouraged on building facades, including (but not limited to) variations to colours and building materials, coloured or textured banding, banding, recesses, ornamental details, gables, verandahs, balconies, pillars, awnings, canopies and bay windows.

4.5.9 Extensive blank walls, blank facades, reflective, heavily-tinted or featureless glazing facing streets or public spaces are not permitted. Windows at ground floor level shall remain visually permeable at all times.

4.5.10 Awnings shall be provided on non-residential buildings to provide shade and weather protection for pedestrians. The minimum depth of an awning is to be 2.5m. Where this is not possible due to the width of the verge or any other factor, the awning is to be practical for weather protection. New awnings should be designed and sited to integrate with those of adjoining buildings and structures to provide continuous cover.

4.5.11 Car parking (except on-street parking) and service areas are to be concealed from view from public spaces through sleeved development, landscaping or high quality screening.

4.5.12 Development is to be constructed in such a manner as to ameliorate noise and vibration from the urban environment. The City may require an acoustic assessment report detailing the likely noise effects of the development on its surroundings and/or external noise impacts on future residential dwellings.

Vehicle Access

4.5.13 Large development applications shall be accompanied by a suitable Transport Plan that addresses: vehicle access to/from and around the site, promotion of public transport, walking and cycling access and freight deliveries/servicing.

4.5.14 Vehicular access should be from a secondary street or right of way rather than the Canning Highway frontage wherever practical. Direct access on to Canning Highway will not be approved unless appropriate justification can be provided to the satisfaction of the responsible authority.

4.5.15 Vehicle parking areas should be provided to allow for coordinated access to/from other adjoining lots and encourage safe pedestrian movement around the centre.

Car Parking

4.5.16 Car parking shall be in accordance with the Residential Design Codes and/or the relevant local planning policy.

Private Space for All Residential Development

4.5.17 A private terrace, balcony or courtyard that is connected to an internal living space such as a lounge room or dining room is to be provided at a minimum of 15 square metres per dwelling.

Centre C2 - Residential Development Requirements

4.5.18 Residential dwellings are not permitted on ground floors facing gazetted public roads in order to provide for commercial land uses on ground floors fronting streets.

4.5.19 Residential development is to be in accordance with the Residential Design Codes, with the exception of the following:

a. Building heights are as per clauses 4.5.1, 4.5.2, 4.5.25, 4.5.26 and 4.5.27

b. The minimum required building height is two storeys in order to provide the necessary scale of development in the core of an activity centre

c. There is no maximum plot ratio in the Centre C2 zone (see clause 4.5.3)

d. Street Setbacks - nil setbacks are permitted, with the exception that any level above three storeys facing Waddell Road is to be setback a minimum of 3 metres from the building line of the third storey

e. Lot Boundary Setbacks - nil setbacks to adjoining properties are permitted as per clause 4.5.20. Otherwise boundary setbacks are as per the Residential Design Codes.

f. Open Space is as per clause 4.5.21 and 4.5.22

g. Outdoor Living Areas are as per clause 4.5.17

Centre C2 - Non-Residential Development Requirements

4.5.20 Non-residential development is to be in accordance with Part One of this plan, Local Planning Policy 2.1 – Non-Residential Development (as amended) and the following provisions:

a. Building heights are as per clauses 4.5.1, 4.5.2, 4.5.25, 4.5.26 and 4.5.27

b. The minimum required building height is two storeys in order to provide the necessary scale of development in the core of an activity centre

c. Floor to floor heights for ground floor commercial tenancies shall be a minimum of 4 metres to facilitate changes of land use over time.

d. Street setbacks should be minimal or zero unless the setback area is used for pedestrian-focussed activities including, but not limited to: wider footpaths; alfresco areas, street trading activities and/or public piazzas

e. Active street frontages are required along Waddell Road north of Canning Highway

f. Any level above three storeys facing Waddell Road is to be setback a minimum of 3 metres from the building line of the third storey

g. Nil setbacks to adjoining properties zoned Centre C2 are permitted up to four storeys. Any level above four storeys is to be setback a minimum of 2 metres

h. Nil setbacks to adjoining properties in other zones are permitted for the first storey. Any levels above one storey are to be setback:

   i. a minimum of 2 metres to any boundary apart from the northern boundary of an adjoining lot; or

   ii. a minimum of 4 metres from a northern boundary of an adjoining lot to help mitigate the building bulk and possible overshadowing of the adjoining lot.

   i. Notwithstanding the above, nil setbacks up to three storeys to adjoining properties in the Mixed Use zone are permitted if an adjoining lot has an existing or simultaneously constructed wall of equal or greater proportions (refer to clause 4.5.29 c). If this clause applies, any levels above three storeys (if permitted by Map 2) are to be setback a minimum of 2 metres

Centre C2 - Open Space and Landscaping

4.5.21 An area equivalent to 10% of the site area is to be provided as high quality landscaping, either on the subject site or off-site if approved by the City. Soft landscaping and retention of existing mature trees or planting of new trees is strongly encouraged.

Landscaped roof and/or wall areas may be considered as landscaping provided that they are of a high quality and easily accessible (roof) and/or visible from public spaces (walls).

4.5.22 Landscaping is to accord with a landscaping plan which has been approved by the responsible authority.

Centre C2 - Rights of Way

4.5.23 The City strongly encourages the creation of new east to west public rights of way at the rear of lots facing Canning Highway.

4.5.24 Lots adjacent to an existing right of way (laneway) or public access easement shall cede free of cost any proportionate share of land required to widen the right of way to 6.0 metres at the point of subdivision or development.

Note: It is a WAPC requirement for all rights of way to achieve a minimum width of 6.0m. The widened portion of the right of way or street is to be granted free of cost to the Crown and shown on the final deposited plan submitted for subdivision clearance.

Example: A right of way or public access easement has an existing width of 4.0 metres with lots on either side. A requirement to cede 1.0 metre of each adjoining lot would be triggered if/when the adjoining lots are proposed to be developed or subdivided. The City would not require land to be ceded if the adjoining lots are not proposed to be developed or subdivided or if only minor development is proposed consistent with the use of the land for a single residential dwelling (e.g. – dwelling extension, garage or shed proposal).

Centre C2 Zone - Potential Additional Building Height

4.5.25 If additional building height is proposed in the Centre C2 zone above that specified in Map 2 – Melville District Activity Centre Plan Building Heights, the applicant shall provide community benefit in proportion to the additional development being proposed by delivering one or more of the following:

a. The creation of a public right of way across a site to improve connectivity for vehicles and/or pedestrians (particularly east to west connectivity);

b. Upgrades to streetscapes, street trees or landscaping on public land;

c. Upgrades to footpaths, other pedestrian-related infrastructure, cycle paths or other cycling-related infrastructure within the vicinity;

d. New or improved high quality, permanent public spaces;

e. The provision and ongoing maintenance of public facilities such as toilets, showers or sheltered bicycle storage;

f. Exemplary environmental design or sustainability outcomes; or

g. Any other community benefit contribution that furthers the objectives of this plan in the opinion of the City of Melville.

4.5.26 The maximum additional building height permitted under clause 4.5.25 is two storeys.

4.5.27 Buildings situated on the corner of two gazetted roads in the Centre C2 zone may exceed the building height limit specified on Map 2 – Melville District Activity Centre Plan Building Heights and clause 4.5.25 by one additional storey by providing an architectural design element designed to highlight the street corner. The corner element may extend up to 10 metres along the street facade from the corner of the building.

Note: Development consistent with this clause does not trigger the requirement to provide community benefits in proportion to the additional development being proposed. It is encouraged as per good urban design practices.

Mixed Use and Residential Zones - Residential Development Requirements

4.5.28 Residential development is to be in accordance with the Residential Design Codes, with the exception of:

a. Building heights shall be in accordance with Map 2 – Melville District Activity Centre Plan Building Heights and Clauses 4.5.1 and 4.5.2

b. There is no maximum plot ratio in the Mixed Use zone (see clause 4.5.3)

c. Street Setbacks - nil setbacks are permitted

d. Lot Boundary Setbacks - nil setbacks to adjoining properties are permitted as per clause 4.5.29. Otherwise boundary setbacks are as per the Residential Design Codes

e. Outdoor Living Areas (see clause 4.5.17)

f. Open Space. An area equivalent to 15% of the site area is to be provided as high quality landscaping, either on the subject site or off-site if approved by the City. Soft landscaping and retention of existing mature trees or planting of new trees is strongly encouraged.

   Landscaped roof and/or wall areas may be considered as landscaping provided that they are of a high quality and easily accessible (roof) and/or visible from public spaces (walls).

   Note: Landscaping in the Residential zone is as per the Residential Design Codes.

g. Landscaping is to accord with an overall landscaping plan for the site, which has been approved by the responsible authority.

Mixed Use and Residential Zones – Non-Residential Development Requirements

4.5.29 Non-residential development is to be in accordance with Part One of this plan, Local Planning Policy 2.1 – Non-Residential Development (as amended) and the following provisions:

a. Building heights shall be in accordance with Map 2 – Melville District Activity Centre Plan Building Heights and Clauses 4.5.1 and 4.5.2

b. Street Setbacks - nil setbacks are permitted

c. Active street frontages are encouraged along Waddell Road north of Canning Highway

d. Nil setbacks to adjoining properties in the Centre C2 zone are permitted up to three storeys. Any levels above three storeys (if permitted by Map 2) are to be setback a minimum of 2 metres

e. Nil setbacks to adjoining properties in the Mixed Use or Residential zones are permitted for the first storey. Any levels above one storey are to be setback:

   i. a minimum of 2 metres to any boundary apart from the northern boundary of an adjoining lot; or

   ii. a minimum of 4 metres from a northern boundary of an adjoining lot to help mitigate the building bulk and possible overshadowing of the adjoining lot

f. Setbacks to adjoining properties outside the activity centre plan area are as follows:

   i. a minimum of 2 metres to any boundary apart from the northern boundary of an adjoining lot; or

   ii. a minimum of 4 metres from a northern boundary of an adjoining lot to help mitigate building bulk and possible overshadowing of the adjoining lot

g. An area equivalent to 15% of the site area is to be provided as high quality landscaping, either on the subject site or off-site if approved by the City. Soft landscaping and retention of existing mature trees or planting of new trees is strongly encouraged.

   Landscaped roof and/or wall areas may be considered as landscaping provided that they are of a high quality and easily accessible (roof) and/or visible from public spaces (walls).

h. Landscaping is to accord with an overall landscaping plan for the site, which has been approved by the responsible authority.

Resource Conservation

4.5.30 A Waste Management Plan is to be prepared and approved in accordance with the relevant local planning policy.

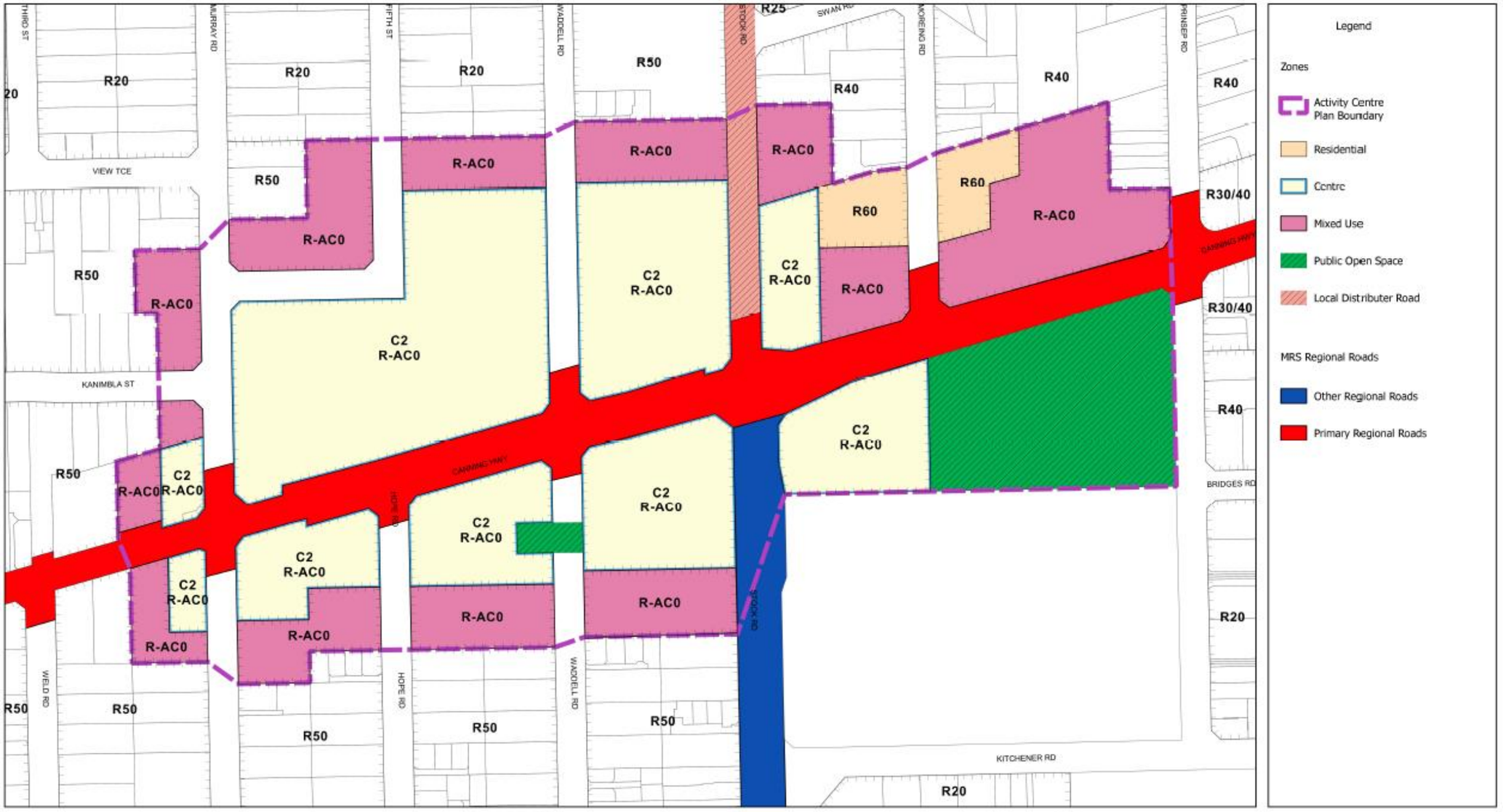
4.5.31 New development shall include environmentally sustainable design measures in accordance with relevant planning policies.

5. Local Development Plans

A Local Development Plan may be prepared to amend the requirements of this plan and/or provide more specific development requirements for the development of a site or sites where it is deemed appropriate. A Local Development Plan shall be prepared and approved in accordance with the *Planning and Development (Local Planning Scheme) Regulations 2015*.

Activity Centre Plan Maps

Map 1 - Melville District Activity Centre Plan



Whilst all care has been taken to accurately portray the current Scheme Maps, no responsibility shall be taken for any omissions or errors in this document.

Consultation with the Local Government Authority should be made to view the legal version of the Scheme. Please advise the City of Melville of any omissions or errors in this document.

Digital data provided by the Department of Planning and Landgate, Perth, WA.

Produced by City of Melville

Melville District Centre
Activity Centre Plan
Zonings and Density Codings

Scale 1:2500 (at A3)
Generated: 5th April 2016

Map 2 - Melville District Activity Centre Plan – Building Heights

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Produced by City of Melville

0 100 200 300 m

City of Melville

Melville District Centre
Activity Centre Plan
Building Heights

Scale 1:2500 (at A3)
Generated: 5th April 2016

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Part Two: Explanatory Section and Technical Appendices

1. Planning Background

1.1 Introduction and Purpose

The Melville District Activity Centre Plan (the Plan) has been prepared by the City of Melville (the City) to guide the future development of the activity centre.

The City's Local Planning Strategy seeks to concentrate population growth and development in activity centres and along public transport routes, which allows suburban areas to remain similar or the same as they are now.

The Melville District Centre is one of six strategically important 'District Centres' in the City that are a prime focus for population growth and redevelopment.

Background analysis work was completed for the centre in 2013 and 2014, including an opportunities and constraints analysis, initial visioning and stakeholder surveys. A Concept Plan was prepared for the centre by Rowe Group, which helped inform the planning for this project.

The Plan is required for the following reasons:

- The Melville District Centre is an important activity centre that is expected to accommodate around 350 additional dwellings by 2031
- The existing planning framework does not provide a vision for the centre or detailed planning controls nor the necessary incentives for landowners to redevelop sites in accordance with the City's objectives
- The vision and ideas in the 2014 Centre Plan need to be implemented by updating the existing planning framework
- The Western Australian Planning Commission's (WAPC) *State Planning Policy 4.2: Activity Centres for Perth and Peel* (SPP 4.2) requires that activity centre plans be prepared for all centres that are classified as 'District Centres' and above in the activity centre hierarchy

SPP 4.2 defines an activity centre as:

"…community focal points. They include activities such as commercial, retail, high density housing, entertainment, tourism, civic/community, higher education and medical services. Activity centres will vary in size and diversity and are designed to be well-serviced by public transport".

The WAPC's Structure Plan Framework (August 2015) states that:

"An activity centre plan guides the types of land uses and the overall development (including built form) that is intended to occur within the activity centre. It can detail land use and infrastructure requirements as well as environmental assets, residential density, built form, infrastructure and access arrangements".

The purpose of this Activity Centre Plan is to establish clear town planning requirements for the development of private land based on the specific context of the activity centre. This plan is a place-based approach that provides specific development controls that are appropriate for the local context. This approach is different from utilising broad-based, generic zoning controls, which can sometimes cause issues on particular sites.

This plan will be the principal planning document for this activity centre.

1.2 Land Description

1.2.1 Location

The Melville District Centre is a strategic activity centre located:

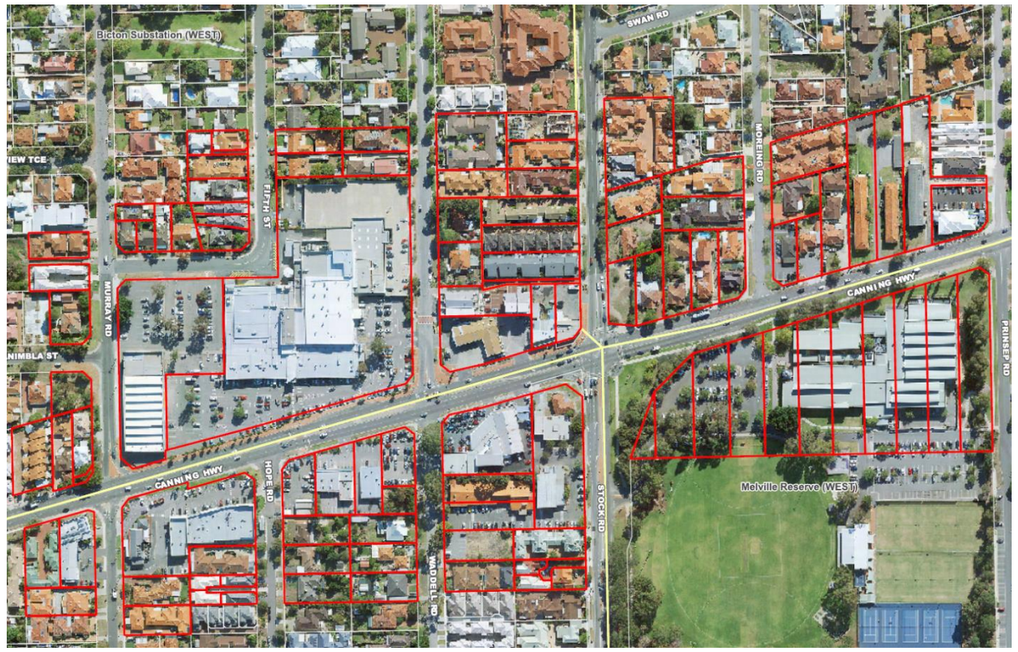
- Approximately 11 kilometres south-west of the Perth Central Business District
- Approximately 5 kilometres north-east of Fremantle
- Approximately 4 kilometres west of the major activity centre in the City – Melville City Centre (Booragoon Secondary Centre)
- On an important public transport route – Canning Highway – which provides bus services between Fremantle and Canning Bridge

It is the largest activity centre in the City's North-West Neighbourhood.

1.2.2 Area and Land Use

The area for the plan is shown in the map below and is generally an irregular rectangle shape running east to west from Prinsep Road to Murray Road along the Canning Highway corridor.

Map 3 - Lots Included in the Melville District Activity Centre Plan



The area of the activity centre plan encompasses around 20.41 hectares (204,100m²). Some of the major existing land uses in the centre include: Melville Plaza Shopping Centre; LeisureFit Melville; A.H. Bracks Library, Melville Mazda and retail, office and commercial uses.

The centre is surrounded mainly by medium density residential (these areas have been coded R50 since 1999) and some low density residential with single dwellings.

1.2.3 Legal Description and Ownership

Land tenure is fragmented and under the ownership of different landowners. There are 16 major lots with various landowners as well as numerous smaller properties often under strata-titled ownership.

1.3 Planning Framework

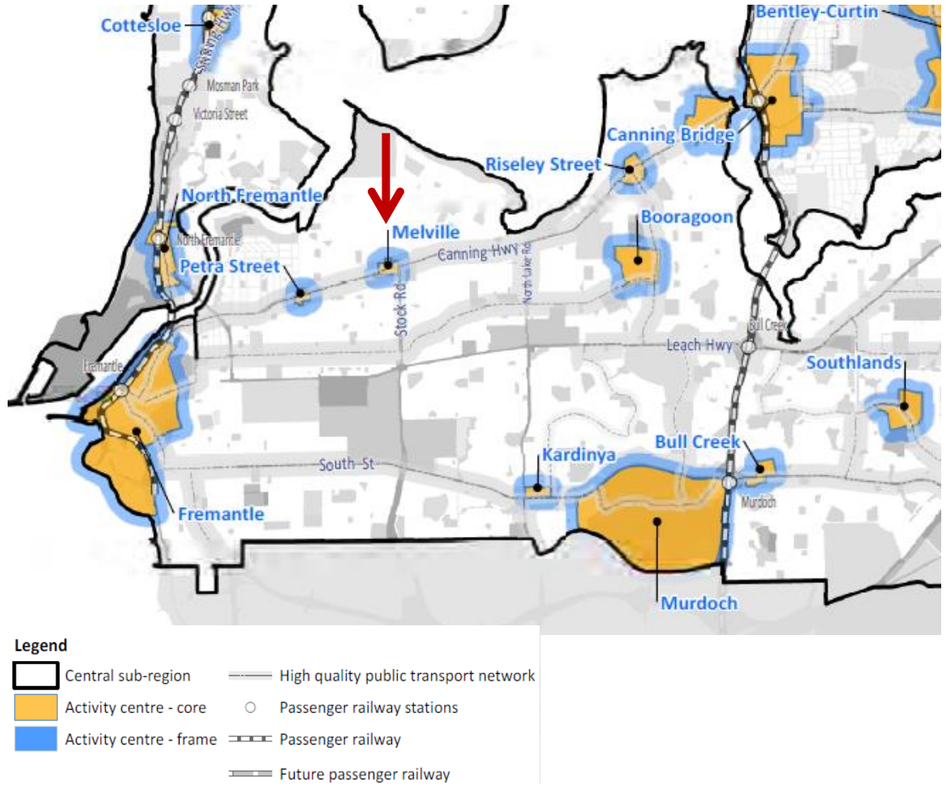
1.3.1 Zoning and Reservations

The activity centre is zoned "Urban" under the Metropolitan Region Scheme (MRS), which is an appropriate zone for the activity centre to be developed.

1.3.2 Regional and Sub-Regional Structure Plan

The activity centre is recognised in the WAPC's draft *Central Sub-regional Planning Framework: towards Perth and Peel @ 3.5 million.* The framework aims to establish a long-term integrated planning framework for land use and infrastructure, with a focus on guiding future infill growth in the Central sub-region.

Map 4 - Central Sub-regional Planning Framework



Source: Draft *Central Sub-regional Planning Framework: towards Perth and Peel @ 3.5 million*

1.3.3 Planning Strategies

Directions 2031 and Beyond

Directions 2031 and Beyond is a high level spatial framework and strategic plan prepared by the WAPC that establishes a vision for future growth of the metropolitan Perth and Peel region. It is a plan for:

- *"how we provide for a growing population whilst ensuring that we live within available land, water and energy resources;*
- *where development should be focused and what patterns of land use and transport will best support this development pattern;*
- *what areas we need to protect so that we retain high quality natural environments and resources; and*
- *what infrastructure we need to support our growth."*

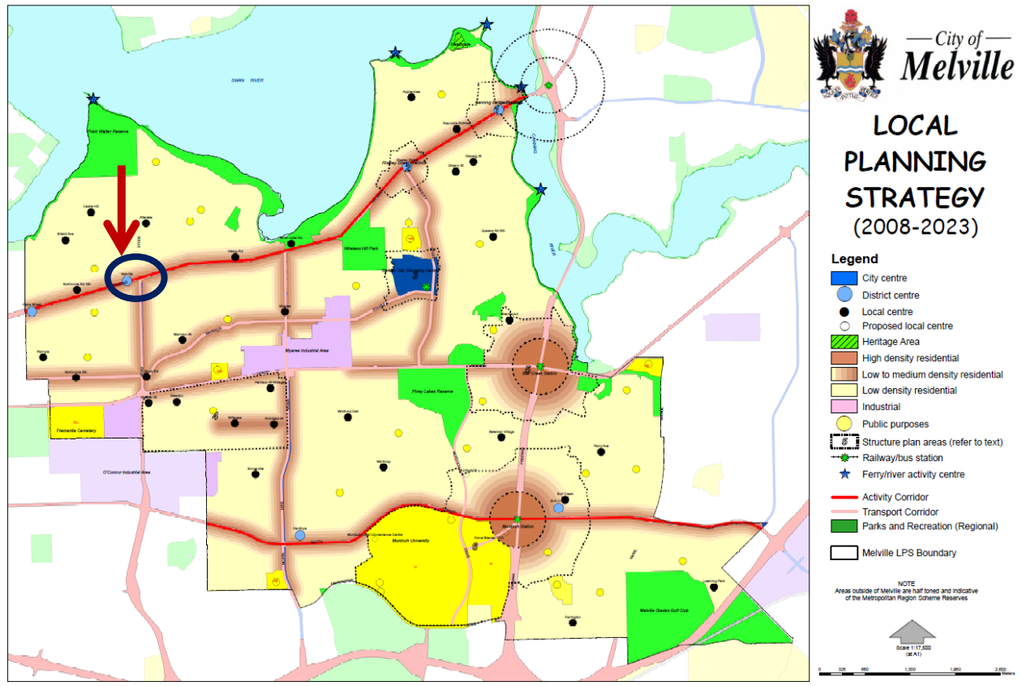
A key strategic goal is creating a network of activity centres to provide a more equitable distribution of jobs and amenity throughout the city.

The Melville District Centre is part of a network of centres in the region as shown in Map 4. This Plan is consistent with the objectives of Directions 2031, the activity centre hierarchy and the functions and role as District Centre.

Local Planning Strategy

The City's Local Planning Strategy (the Strategy) was endorsed by the WAPC on 19 January 2016. It seeks to concentrate population growth and development in activity centres and along public transport routes, which provides for suburban areas to remain similar or the same as they are now.

Map 5 - Local Planning Strategy Map



The Strategy states the following in relation to the centre and the nearby Petra Street District Centre:

"These centres are located on Canning Highway, which links them with each other as well as providing a link with Riseley Street and Canning Bridge. The highway is also a very strong public transport corridor. Although these centres are in close proximity to each other, they play different but complementary roles in servicing the local and district communities. The focus of the Local Planning Strategy is to reduce the commercial frames surrounding these centres to encourage an increase in intensity within the commercial centre supported by medium density development within a walkable catchment of the centres."

A number of relevant actions are identified in the Strategy:

- *"Prepare activity centre structure plans for all Secondary, Specialised and District activity centres in accordance with State Planning Policy 4.2: Activity Centres for Perth and Peel"*
- *"Introduce mixed use (residential/commercial) development within Activity Centres and review Mixed Use policy. Prepare guidelines to demonstrate appropriate standards"*

Local Commercial Strategy

SPP 4.2 removed retail floorspace caps across Perth. The previous Community Planning Scheme 5 included a retail floorspace cap of 12,000m², which has been removed in Local Planning Scheme 6 (LPS 6). The removal of the retail floorspace cap is positive as it allows for the expansion and redevelopment of the Melville Plaza Shopping Centre, should the landowners wish to pursue this course of action. It also allows other retail uses to develop in the centre.

The City prepared a Local Commercial and Activity Centres Strategy (LCACS) in 2013 with the assistance of Pracsys. The LCACS sets out the strategic intent for activity centres in the City and encourages high quality redevelopment.

A key idea in the LCACS, also supported in WAPC policies, is better aligning employment with residential which is considered to be one of the "fundamental building blocks of sustainable urban form". There are a range of advantages associated with developing activity centres, including (but not limited to):

- Our community wants more vibrant places, local jobs, better public transport and a more attractive public realm (feedback in *People, Places, Participation 2012-2022*)
- Concentrating growth and development in specific areas has environmental, social and economic benefits and helps protect quiet suburban areas from significant changes
- Centres can provide a range of housing choices for all ages and diverse lifestyles
- Well located development supports local services, businesses and employment opportunities
- Reduces traffic congestion as motorists do not need to drive as far to their destination or the lesser distance allows them to use public transport, walk or cycle more easily (instead of driving)
- Reduces urban sprawl by allowing areas within the existing urban footprint to be development rather than expanding in to farmland or bushland.
- Makes public transport services more viable
- Makes public utilities more efficient as more people can use the same amount of infrastructure (up to a certain point when new infrastructure may be required)

Melville District Centre Concept Plan 2014

The City prepared a preliminary concept plan for the Melville District Centre in 2014. The report included an opportunities and constraints analysis and community consultation on the future of the centre. The main issues identified included:

- The centre is poorly defined. There is little to distinguish it from other areas along Canning Highway. It is in critical need of a sense of place and a point of difference from the rest of the highway
- This poor definition reinforces the current function of the centre as a through route. The needs of cars are prioritised over the needs of public transport users, pedestrians and cyclists both practically and conceptually
- The centre is poorly integrated with its key elements poorly connected to each other – north and south of the Highway and to the Melville Reserve for example
- The core area's street and public environments are poor with pathways and building edges in particular need of improvement
- The centre is dominated by retail uses. A greater variety of land uses are needed including uses that encourage people to linger and spend time exploring the centre

The concept plan also investigated opportunities for the development over time of a main street environment. Waddell Road north of Canning Highway was seen to be the best opportunity, which is reflected in the development and built form requirements in this plan and further discussed in section 3.6 below.

The following diagrams summarise the community's feedback on the key issues identified in the report and the potential responses to improve the existing situation.

Figure 1 - The Community's Important Issues to Address in the Melville District Centre

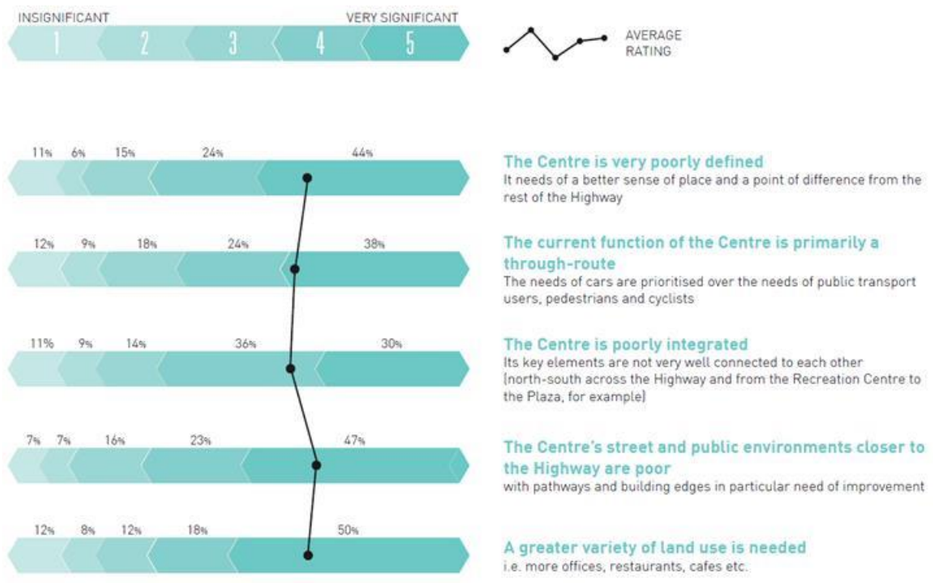
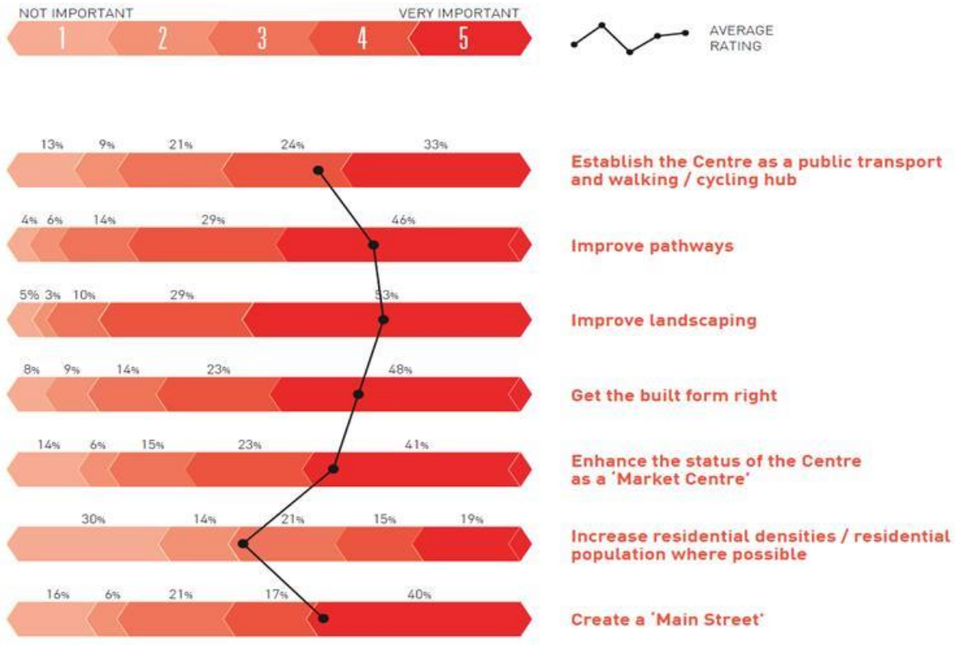


Figure 2 - The Community's Potential Responses to Improve the Centre



Other important feedback from the community included:

Other Issues

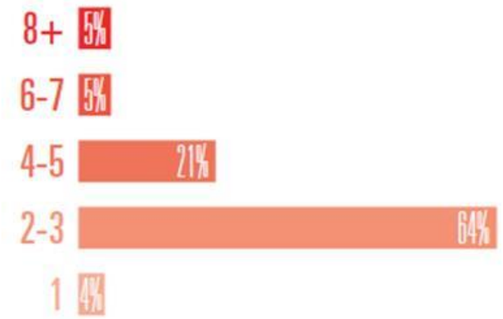
- Pedestrian / cyclist / disabled safety and access needs to be improved (75 responses)
- Poorly designed / inadequate car parking (31 responses)
- Vacant land and drainage sumps need to be improved (18 responses)
- Derelict / under-utilised buildings (16 responses)

Other Responses

- No high density living (19 responses)
- Sink or widen Canning Highway and/or build pedestrian bridges (17 responses)
- Improve car parking design and access (17 responses)

There was general support in the community for redevelopment in the activity centre. Much of the feedback in 2013 favoured a low rise built form as shown below.

Figure 3 - Feedback from the Community on Future Building Heights in 2013



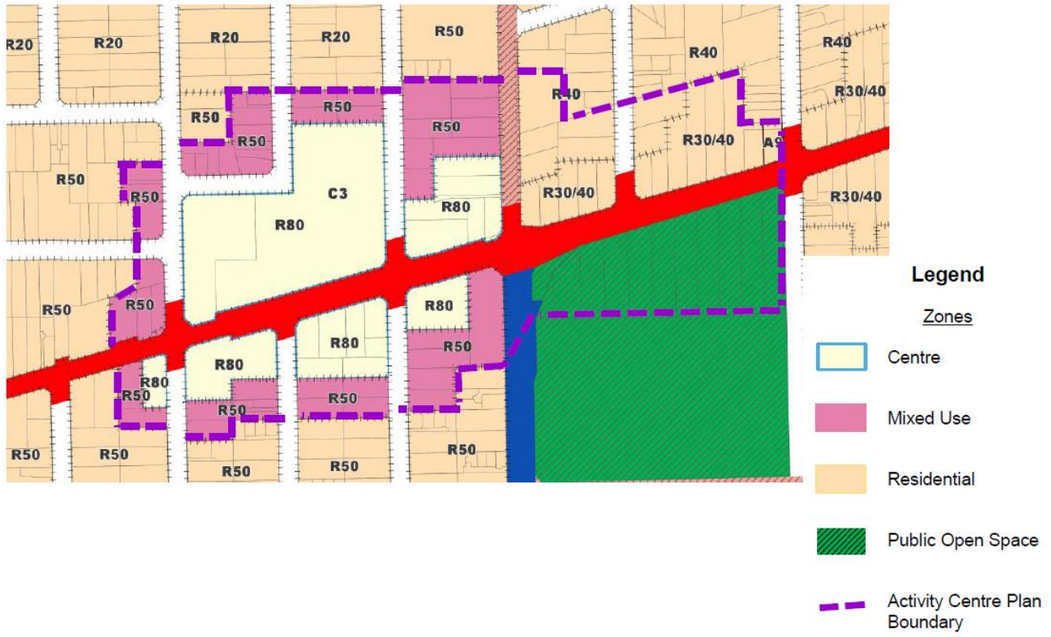
Further explanation of and justification for the proposed building heights in this plan is provided in section 3.2 below.

A key finding in the background work for the activity centre was the need for a plan that is based on the specific conditions of the centre and creating a holistic built form vision for the centre. The previous planning framework was fragmented across a range of scheme and policy provisions. This plan is the City's response to that finding.

1.3.4 Local Planning Scheme

The City's LPS 6 was endorsed by the WAPC on 19 January 2016 and gazetted on 27 May 2016. The zonings at the time of gazettal of the scheme are shown in the map below.

Map 6 - Existing Zonings in Local Planning Scheme 6



Scheme Amendment 3 was prepared to accompany this plan.

Scheme Amendment 3 was gazetted on 12 May 2017 and the new zonings were the included in the scheme to align with this plan.

1.3.5 Planning policies

The Melville District Centre is an activity centre identified in the WAPC's SPP 4.2 hierarchy. It is one of the six important 'District Centres' in the City. SPP 4.2 describes District Centres as:

"District centres have a greater focus on servicing the daily and weekly needs of residents. Their relatively smaller scale catchment enables them to have a greater local community focus and provide services, facilities and job opportunities that reflect the particular needs of their catchments."

The Residential Design Codes (R-Codes) provide a comprehensive basis for the control of residential development in Western Australia.

Residential development will controlled through the R-Codes, with the exception of the following:

a. Building height

b. Plot ratio in the Centre C2 and Mixed Use zones

c. Street setbacks in the area zoned Centre C2 R-AC0

d. Lot boundary setbacks in the area zoned Centre C2 R-AC0

e. Minimum open space in the area zoned Centre C2 R-AC0 and the Mixed Use zone

The Centre C2 zone is coded R-AC0. The R-Codes allow an activity centre plan to provide standards for the above development requirements as per Table 4 and clause 7.3.1. Therefore no formal variations to the R-Codes are required.

High quality development is one of the main requirements of the plan. The City accordingly expects high quality residential development. Outdoor living areas are expected to be a minimum of 15m² in size, which is consistent with the standard for grouped dwellings and the design principles of the R-Codes.

The City's policies apply to development in this activity centre, unless specifically varied by this plan. Key existing policies that will be used to assess development applications include, but are not limited to:

- LPP 1.2 – Architectural and Urban Design Advisory Panel
- LPP 1.4 – Provision of Public Art in Development Proposals
- LPP 1.6 – Car Parking (Non-Residential)
- LPP 2.1 – Non-Residential Development
- LPP 2.2 – Outdoor Advertising and Signage

The main changes to the existing policy framework are in the area zoned Centre C2 and have been proposed to achieve specific design outcomes. Some of the changes include:

a. Introducing a minimum building height of two storeys to achieve an urban scale of development

b. Setting floor to floor heights for ground floor commercial tenancies to have a minimum of 4 metres. Retail land uses generally have higher floor to ceiling heights than other commercial uses. Requiring higher floor to ceiling heights allow tenancies to change over time based on market demand and makes ground floors adaptable

c. Allowing minimal or zero street setbacks to achieve urban built form outcomes

d. Requiring active street frontages along Waddell Road north of Canning Highway to help create a 'main street' environment over time

e. Introducing tailored setback requirements to achieve the desired built form envelopes and address specific such as increased setbacks to southern lot boundaries to reduce the perception of building bulk and help mitigate possible overshadowing issues

1.3.6 Defining the Activity Centre Boundary

The draft *Central Sub-regional Planning Framework: towards Perth and Peel @ 3.5 million* utilised a 'core and frame' approach to help define activity centre boundaries. This approach has also been used in this plan. The core is the main commercial/mixed use area and the frame provides for higher residential densities in the immediate catchment area of the activity centre. The frame also provides an area of transition between the core of the centre and surrounding medium density residential, particularly in relation to building height and scale.

The centre extends approximately 420m east of the central point (the centroid) at the Canning Highway and Waddell Road intersection, 280m west along Canning Highway, 200 metres north and 140 metres south along Waddell Road.

The proposed activity centre boundary is largely based on the Centre – C3 and Mixed Use zonings in LPS 6, with the exception of an extension of the boundary to the east along Canning Highway east of Stock Road. This has been proposed to incorporate some existing non-residential development and higher density residential.

The proposed centre boundary is considered appropriate in this context, but will be the subject of community consultation as part of the public advertising of the plan.

1.3.7 Other approvals and decisions

Amendment No. 3 to LPS 6 was gazetted on 12 May 2017 to align the zonings of the activity centre with this plan.

1.3.8 Pre-lodgement consultation

Applicants are strongly encouraged to discuss any potential developments in the activity centre plan area with the City's officers prior to lodging a formal application. This approach will help achieve better outcomes and a smoother application process.

2. Site Conditions

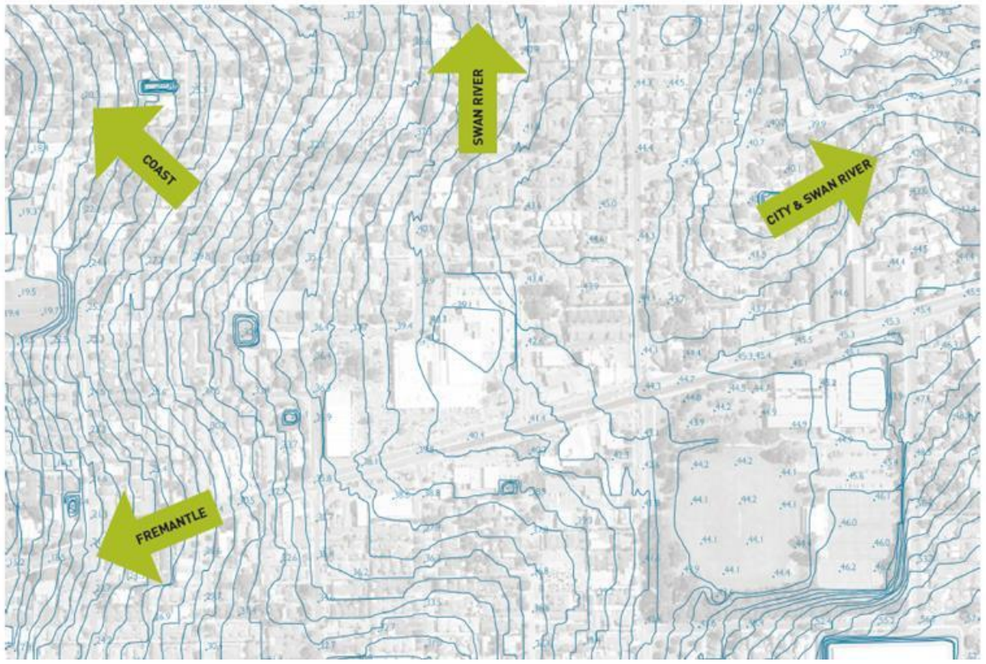
2.1 Biodiversity and Natural Area Assets

The subject area is an existing urban area. Biodiversity and habitat is limited to street trees, two vegetated sumps and private gardens, which contain a variety of introduced and native species.

2.2 Landform

The subject area sits on a relatively high point on Canning Highway. The Australian Height Datum (AHD) slopes from 45m in the east to 32m in the west.

Map 7 - Landform and Topography



2.3 Groundwater and Surface Water Conditions and Constraints

There are a number of drainage sumps in the activity centre. There are no surface water bodies in the area. There are no significant groundwater constraints to development in the area, however further investigations may need to be undertaken by landowners/developers at future planning and development stages.

2.4 Bushfire Hazard

There are no bushfire prone areas as defined by Department of Fire and Emergency Services in the subject area.

2.5 Heritage

There is one property listed on the City's List of Heritage Places:

Original Melville Roads Board Building, 391 Canning Highway, Palmyra. The heritage assessment is:

Level of significance: Site - Considerable cultural heritage significance

Building - Some cultural heritage significance.

2.6 Strengths

- Identified 'District Centre' on an important public transport route
- High frequency public transport connections
- Commercial uses have high visibility to passing traffic
- Existing 'attractor' uses including: Melville Plaza Shopping Centre, Dan Murphy's, Melville Mazda, Miami Bakehouse, A.H Bracks Library, LeisureFit Melville and Melville Reserve
- Compact geographical area
- Surrounding area has been zoned R50 since 1999, so there is already some residential density close-by

2.7 Weaknesses

- 'Look and feel' of the area is relatively poor, particularly for pedestrians
- Poor quality and design of existing building stock. Most of the buildings in the centre are older and do not meet the current design expectations of the City
- The environment is dominated by busy roads and large car parks
- Canning Highway acts as a barrier to movement from north to south or vice versa, particularly for pedestrians given the deficiencies in the pedestrian environment. There is not a great deal that can be done about this without substantial changes to Canning Highway, which would be unlikely to be supported by Main Roads WA
- Car and traffic-dominated environment
- Poor pedestrian and cycling environments that are perceived to be unsafe and unpleasant. This was a key concern of the community
- Lack of mature trees and shade over pedestrian footpaths
- Poor quality landscaping
- Poor safety accessibility for persons with a disability

2.8 Opportunities

The centre has a range of opportunities, including, but not limited to:

- Under-utilised, moderately large development sites
- Important street corners where building height and scale would be beneficial in urban design terms
- Potential views to Swan River from upper storeys
- Good urban structure based on a grid pattern of streets
- Large areas of public open space close-by at Melville Reserve
- Increasing property values in the vicinity, particularly Bicton and Palmyra
- Waddell Road has a cul-de-sac south of Canning Highway outside the Stock Road Senior Citizens Centre and the drainage sump at 39 Waddell Road owned by Main Roads WA. There may be an opportunity to convert the sump and road reserve in to a park that also serves a drainage function. This idea would convert a negative for the area (a fenced drainage sump) in to an asset for the area - a green, landscaped park for the community

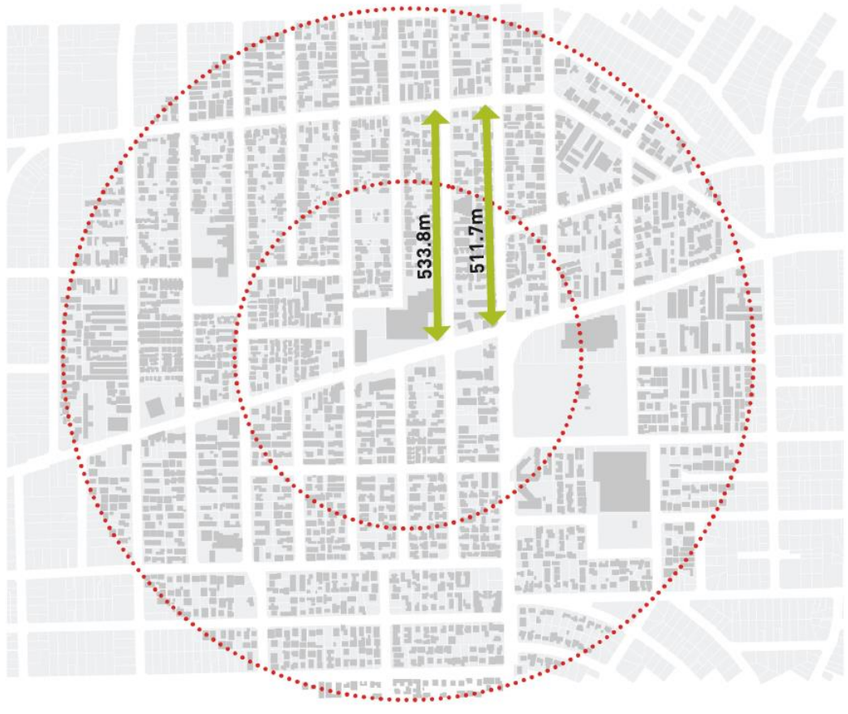
2.9 Constraints

The opportunities are balanced by some notable constraints, including, but not limited to:

- Canning Highway will remain a busy Primary Regional Road carrying large amounts of traffic. It is probably unlikely that significant changes could be made to the road
- Long north to south street block lengths (see Map 8) make it difficult to walk or cycle from east to west or vice versa, except by using Canning Highway. A proposed height bonus is offered to developers that can provide rear laneway connections east-west across existing private land to provide alternative connections
- Viability of development. There has been little development in recent years, which is symptomatic of a number of issues including the existing planning controls, market demand, retail floorspace caps (now removed), viability of development etc. This plan needs to attract investment and high quality development to improve the look and feel of the centre
- Lack of the amenity and vibrancy required for a high performing activity centre
- Funding for improvements to streetscapes and landscaping etc. The City would need to consider potential capital works projects against long term financial plans and budgets

With the exception of Canning Highway acting as a barrier, and possibly the car and traffic domination of the environment, many of the other constraints can be improved by the City, local businesses and landowners. This plan aims to begin the process.

Map 8 - Long North to South Street Block Lengths



2.10 Demographics

An analysis of the demographics of the area indicates a number of important differences between the area and the rest of the City of Melville and Perth metropolitan area. The activity centre plan area has:

- Around half the proportion of primary and high school aged children compared to the City as a whole
- A lot more seniors aged 70 to 84
- Around double the number of elderly aged (85 years and older). A major mixed aged development at Arcadia Waters on Waddell Road is reflected in the statistics for the area
- Less than half the proportion of couple families with children
- Around double the proportion of lone person households
- A much lower proportion of households earning $2,500 a week or more

Table 2 - Summary of Key Population Statistics of the Area

Population	
Dwellings	196
Average persons per dwelling in study area	1.9
Population	372 people
% of population who have moved in last 5 years	47%

Table 3 - Age Group Comparison

Age Statistics	Area	CoM	Perth
Median age	44	40	36
Babies and pre-schoolers (0 to 4)	4%	5%	7%
Primary schoolers (5 to 11)	4%	8%	9%
Secondary schoolers (12 to 17)	5%	8%	8%
Tertiary education and independence (18 to 24)	9%	11%	10%
Young workforce (25 to 34)	16%	11%	15%
Parents and homebuilders (35 to 49)	20%	20%	21%
Older workers and pre-retirees (50 to 59)	12%	15%	12%
Empty nesters and retirees (60 to 69)	11%	10%	9%
Seniors (70 to 84)	13%	9%	7%
Elderly aged (85 and over)	6%	3%	2%

Table 4 - Household Type Comparison

Household Type	Area	CoM	Perth
Couple families with children	14%	33%	32%
One parent families with children	9%	9%	10%
Couples without children	25%	26%	26%
Lone person households	44%	23%	22%
Group households	4%	4%	4%
Other	5%	5%	6%
Low income households (less than $600 a week)	22%	17%	18%
High income households ($2,500 a week or more)	21%	41%	35%

Notes for Tables 2-4

- Statistics are sourced from Australian Bureau of Statistics Census 2011
- The Census Collection Areas do not match the boundaries of the activity centre plan area, so the statistics should be taken as indicative of the study area rather than directly applicable
- Area means the study area
- CoM means City of Melville

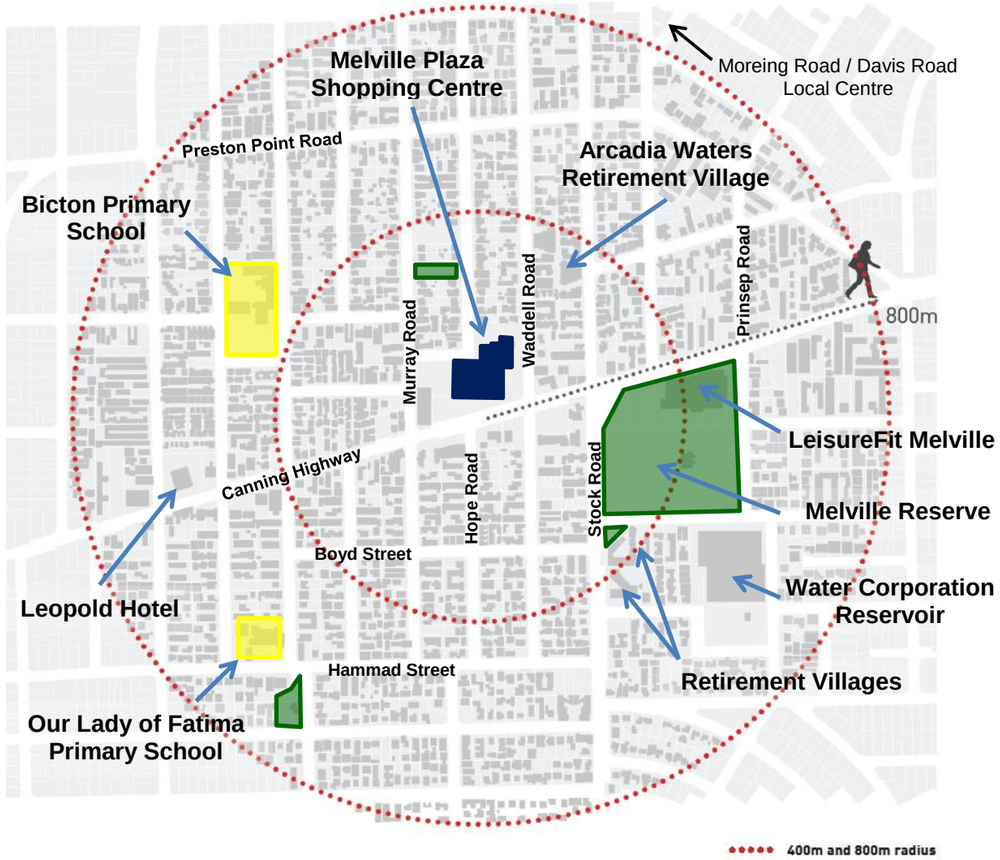
3. Urban Form

3.1 Existing Urban Structure and Land Uses

The urban structure is based on an irregular grid pattern. The key feature is the Primary Regional Road – Canning Highway – running diagonally through the centre.

The urban structure is robust and provides good opportunities for the centre to be redeveloped. The existing land uses in the core area are generally retail to the north of the highway and mixed commercial including some food and beverage south of the highway.

Map 9 - Existing Urban Structure and Major Features



3.2 Building Height

Building height controls fundamentally define streetscapes and the look and feel of an area. Inappropriate building heights can potentially detrimentally impact on public spaces and the internal and external amenity of adjoining properties.

This plan provides a clearly articulated vision for the future of this centre, including the desired building heights. The transitioning of maximum building height controls from the core to the edge of activity centres is a well accepted planning approach. Map 2 is intended to carefully transition building height, bulk, scale, density and intensity from the core of the centre to the edge of the centre. This approach buffers adjacent residential areas from the expected scale and intensity of development in the core of the centre.

The building height and setback controls in Part One of this Plan help to define a potential building envelope, which can also be impacted by other provisions such as overshadowing and privacy requirements.

The existing built form in the area is low-rise, generally one or two storeys in height. This is not a result of the previous planning controls. The height limit for the area was 13.5m (three or four storeys) for much of the area since 1999 under Community Planning Scheme 5. There is only one four storey building currently in the centre.

Maximum building heights shall be in accordance with Map 2 – Melville District Centre Activity Centre Plan Building Heights and Part One of this Activity Centre Plan. Building height is the primary planning control in the plan to regulate the building envelope and the desired:

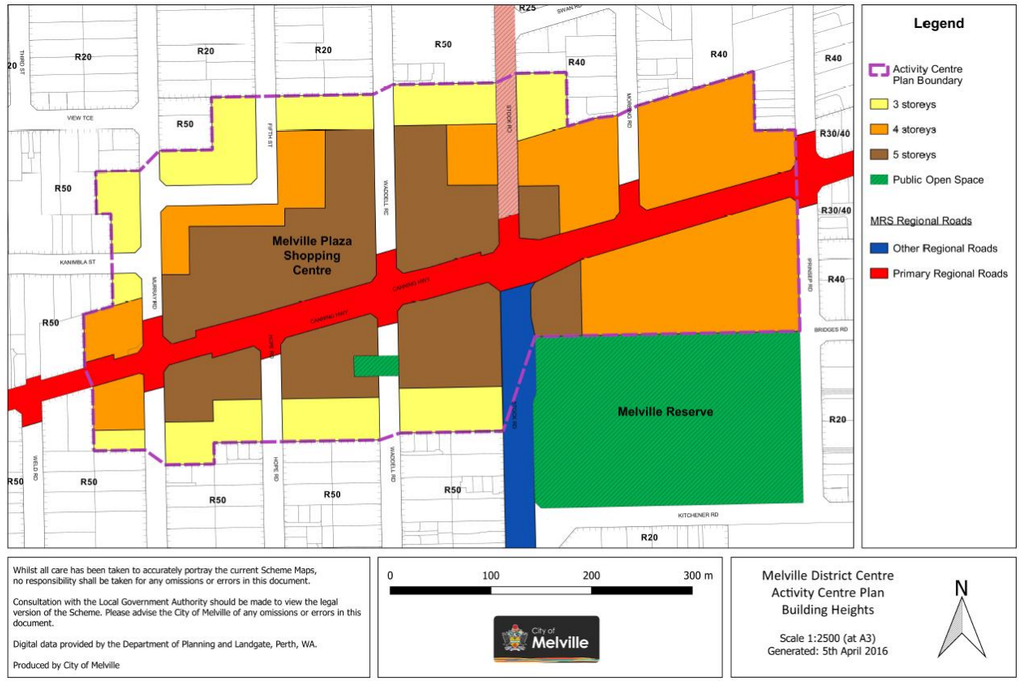
- Density and intensity of development on a site
- Building size, bulk and design
- Overall built form, including the affect buildings can have on the 'look and feel', adjoining lots, local character and streetscapes of the activity centre

Building heights are controlled by regulating storeys rather than setting a maximum height in metres for the following reasons:

- Measuring height in storeys is a simple, easily understood, yet flexible approach
    - It is usually easier for the general public to understand height controls in storeys than in metres. For example, how many storeys can be built in a 13.5m height limit? The answer depends on a range of factors such as land use, topography, floor to ceiling heights, roof form, design of the building etc
- It provides certainty for all parties on what can and can't be developed in the area
- It promotes high quality design
    - Higher internal floor-to-ceiling heights would provide more internal space, light and air for future residents/users
    - Discourages developers from building minimum floor to ceiling heights to try and squeeze more storeys in to the maximum building height specified in metres
- It promotes design flexibility and adaptability
    - Allows different types of roofs to be provided including pitched or angled roofs. Different types of roofs help break up buildings and provide architectural variety
    - Specifying maximum heights in metres often means that flat roofs are provided in order to comply with height limits. This does not encourage good design or architectural variety
    - Avoids the potential for issues with comparatively minor height variations in metres. In an activity centre context for example, a 0.5m height "variation" above a height limit specified in metres is relatively minor and should not be a major focus
    - Floor to ceiling heights generally vary depending on land uses. Shops and offices typically require higher ceiling heights than residential uses. The plan encourages mixed use development, so height controls should provide flexibility within a total height limit to accommodate different uses and future changes of use over time
    - Regulating height in storeys would provide variety in the overall built form of the activity centre as one four storey building might have a total height of 14 metres and another might have a total height of 16 metres (see Figure 4). Different architectural forms would encourage innovation and provide visual interest and variation
- It is focussed on desired outcomes based on the local context

The building height plan allows up to 5 storeys in the core of the centre, dropping down to 4 and 3 storeys towards the edge of the centre as shown below.

Map 10 - Melville District Activity Centre Plan Building Height Plan

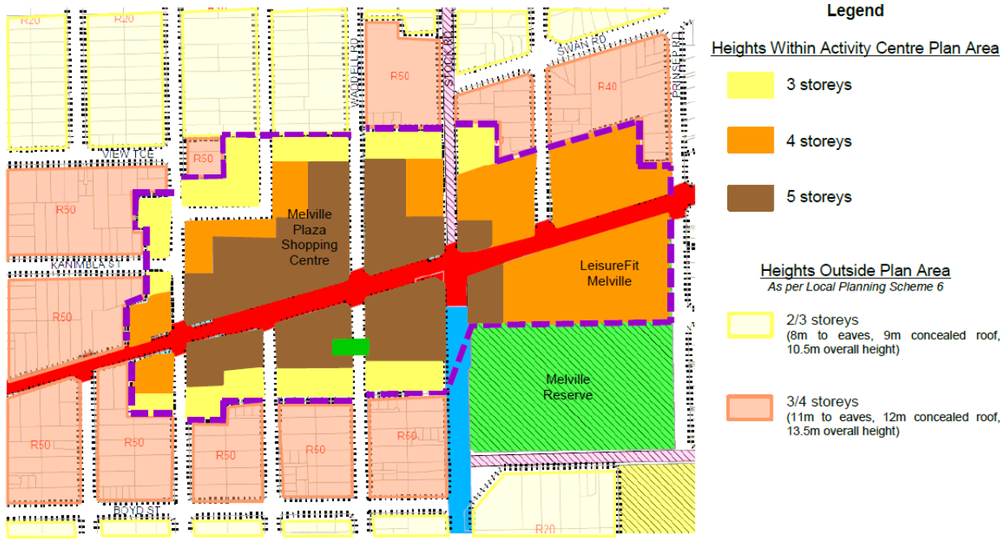


The permitted heights are very similar to the existing LPS 6 building height controls shown below.

Map 11 - Local Planning Scheme 6 Building Heights for the Centre

The proposed building heights in the centre are essentially equivalent to or slightly lower than the surrounding buildings heights outside the centre as permitted in LPS 6.

Map 12 - Building Heights in the Centre and Surrounding Building Heights in LPS 6



The plan specifies a minimum building height of 2 storeys in Centre C2 zone in order to provide some scale and sense of enclosure on surrounding streets.

The proposed building heights are considered appropriate for a strategic 'District Centre' for the following reasons:

- Activity centres need to achieve a certain scale to become successful. Promoting more intensive, but high quality development will help attract investment

  "A centre that is perceived to be busier is more likely to attract investment and more visitors. People are attracted to places where there is choice, opportunities to fulfil a number of tasks, convenience and distinct character offering a particular experience" (Directions 2031)

- The location of the centre on a high frequency public transport route would support more intensive development and higher densities
- The proposed building heights are essentially equivalent to the surrounding buildings heights outside the centre as permitted in LPS 6
- A compact urban form of up to 5 storeys can help create a mixed use, walkable and vibrant place that retains a human scale[2]. Buildings in many well-admired European cities, such as London, Paris and Prague, and older areas of Melbourne and Sydney comprises 5 and 6 storey development
- These height levels have been shown to be viable building heights for developers in areas such as Canning Bridge, Fremantle, East Fremantle, South Perth, North Perth, Subiaco, Highgate and Mount Lawley
- Development of activity centres can deliver savings for taxpayers as it is cheaper to promote development in existing areas rather than provide services and infrastructure to new sites on the urban fringe

Additional building height beyond four or five storeys may be appropriate in the Centre C2 zone in certain circumstances. If additional building height is proposed in the Centre C2 zone above that provided for in the Building Height Plan, Part 4.5 states that the applicant must provide community benefit in proportion to the additional development being proposed by achieving one or more of the community benefits specified in clause 4.5.25.

This approach may allow for additional building height in appropriate locations in return for the applicant providing community benefits. The approach provides information and clarity to applicants, decision makers and the community on the circumstances in which the City would consider additional building height. This method is being successfully used in the Canning Bridge Activity Centre Plan. The maximum additional building height permitted under clause 4.5.25 is two storeys.

Local Development Plans may be appropriate in certain circumstances to guide the development of key strategic sites in the Centre C2 zone. A Local Development Plan may, for example, consider additional building height based on satisfying the objectives of this Plan, achieving exceptional urban design outcomes, appropriate setbacks from and interface with adjacent streets and lots, plus the provision of additional community benefits as specified in clause 4.5.25.

Buildings situated on the corner of two gazetted roads in Centre C2 zone may also exceed the building height limit by one additional storey by providing an architectural design element designed to reinforce the street corner. The corner element would help define street corners, provide visual landmarks and define a sense of arrival to the centre. It can also help break up buildings. This is a traditional architectural feature used on many older buildings that is once again seen as being a quality design feature.

[2] Does Density Matter? The role of density in creating walkable neighbourhoods. Heart Foundation 2014.

3.3 Urban Design

The City expects that new development in the centre will be of a high quality to improve the look and feel of the area. New design requirements include:

- Development is to be of a high quality and all facades and frontages shall be designed and finished with high quality materials and finishes. Many of the existing facades are not of a high quality and make the area feel tired.

  "High quality" in this context refers to buildings that have contrasting colours and materials, detailed and varied building facades, vertical emphasis and contribute positively to the street. Providing passive surveillance over public spaces is also important. High quality buildings would not have blank walls, little detail or interest or be all one colour or material.

- Building facades (including car park structures above ground level) shall be articulated, coloured and detailed to contribute positively to the appearance of local streetscapes and adjoining properties

- Building facades and frontages should highlight a vertical emphasis wherever possible to help break up the appearance of buildings. This can be achieved through the shape and placement of windows and openings and the innovative use of building materials, colours and textures.

  “Vertical emphasis” means that a building façade or building feature (for example windows or doorways) is tall and narrow.

  Vertical emphasis is a design method that helps to break up building bulk. Most traditional architectural styles highlighted a vertical emphasis through the placement and appearance of windows and doors and other design elements. Modernist architecture often highlights horizontal emphasis, which contributes to buildings looking bulkier and more institutional.

Figure 4 - Examples of Vertical and Horizontal Emphasis

Vertical Emphasis

Horizontal Emphasis

3.4 Street Interface

The facades of buildings facing streets are critically important, particularly the ground floor street frontage. If the ground floor frontage is high quality, permeable, active and shaded by awnings, it will achieve many of the outcomes sought by this plan. The design of upper floors is also important, but not as crucial as ground floor designs.

Many of the existing commercial buildings in the centre are setback from the street and have car parks between the road and the building façade. This is based on previous planning approaches which have been shown to lead to car-dominated environments and poor pedestrian environments. This is no longer acceptable development and will not be permitted. Service areas and car parking (except on-street) are to be predominately screened from public view.

Awnings are probably one of the most important features for creating a walkable, active and pedestrian friendly activity centre. Awnings above footpaths shall be provided on non-residential buildings to provide shade and weather protection for pedestrians, encourage pedestrians and street activity, allow frontages to be glazed and permeable and provide the weather protection that is required, particularly in Perth’s hot summers. They are also a typically Australian building style that was/is found in traditional town centres.

The City’s Policy LPP 2.1 – Non-Residential Development provides good information and examples of what is required. Part One of this plan also requires:

- Floor to floor heights for ground floor commercial tenancies shall be a minimum of 4 metres to facilitate changes of land use over time. Retail uses typically required higher ceiling heights, which is also a feature of good design anyway. Higher floor to ceiling heights for ground floors allows land uses to change over time and means that buildings are more adaptable. This may be varied to meet site specific circumstances

- Street setbacks should be minimal or zero unless the setback area is used for pedestrian focussed activities including, but not limited to: wider footpaths; al fresco areas or street trading activities or public piazzas. Minimal or zero setbacks are important features of active, pedestrian friendly streets.

- It will be difficult to activate every street frontage in the centre, particularly in the short term. Waddell Road will become a new ‘main street’ style environment and therefore active street frontages are required along Waddell Road north of Canning Highway.

3.5 Public Spaces

Public spaces are valuable civic assets and are essential to community wellbeing and quality of life.

Public spaces have typically been seen only as large, grassed parks and sporting fields. The Melville District Centre is fortunate to be located next to the large green spaces at Melville Reserve, LeisureFit Melville and community facilities including A.H. Bracks Library.

But the traditional view of public open space is changing and it is now appreciated that there are different types of public spaces including, but not limited to: parks, local or regional reserves, foreshores, walking/cycling paths, parklets, piazzas and pedestrian-friendly streets.

One of the most common recreational activities undertaken in the community is to walk along local streets to get some exercise, walk a dog, visit shops, services or facilities, go to a friend’s house or relax.

High quality seating area outside LeisureFit Melville

The Travelsmart survey of 972 residents in the City in 2000 found that 54% of walking trips were made for leisure purposes. Almost all walk trips were less than three kilometres and almost three-quarters are less than one kilometre. Most walk trips tend to be concentrated around schools, shops and parks. Walking paths therefore form an extremely important part of the public space network. Walking has major health benefits by increasing the level of physical activity. Walking for local trips also promotes a sense of community through greater knowledge of the local surrounds, local shopping and interaction with neighbours.

The quality as well as the quantity of open spaces is an essential consideration. Surveys of the City's residents have found that there is generally a good level of satisfaction with the quality of parks within the municipality.

There is potential for new public spaces in the activity centre such as:

- Developing a new green space by extending the Main Roads WA sump at 39 Waddell Road in to the road reserve, making it shallower and creating a small landscaped park with seats and trees. This would allow the land to be used for drainage if heavy rainfall events, but otherwise allows public use of the space at other times. That section of Waddell Road is already a cul-de-sac with no through traffic. This allows the road reserve to be used for other public purposes.
- Streets are also critical for providing convenient access for vehicles, but if cars overly dominate the environment, then the street will often be perceived as unsafe for pedestrians, noisy and lacking amenity, intimacy and comfort. Streets are increasingly being recognised as important, but under-appreciated public spaces.

  "In a heavily car-dependent society such as Australia there is a tendency to think of city streets primarily as transport routes, thoroughfares for vehicles to drive along, often with as little hindrance as possible. But streets are also places for connecting with others – for playing, for sharing food and drink, for talking, for shopping and for watching the world go by.

  Being on lively streets satisfies our need to be around other people and leads to chance encounters. It opens up opportunities for the sort of voluntary, incidental interactions that build trust, and that Jane Jacobs described as "the small change from which a city's wealth of public life may grow". It is also on the street that we are most likely to meet those who live closest to us – our neighbours.[3]

- The internationally-renowned Project for Public Spaces describes it well below.

  ""Streets as Public Spaces" is premised on the idea that streets should not simply move people from point A to point B, but must add value to the community along the way … Great streets build communities as well as provide ways of connecting other great places. Not so long ago, this idea was considered preposterous in many communities. "Public space" meant parks and little else. Streets had been surrendered to traffic for so long that we hardly considered them public spaces at all. But now we are slowly moving away from this narrow perception of "streets as conduits for cars" and beginning to think of 'streets as places.'"[4]

The best opportunities for new public spaces in the centre are these kinds of innovative public spaces - social spaces such as 'main streets' or civic spaces/squares (paved spaces), footpaths and dual use paths (that provide opportunities for walking, running and cycling plus social interaction) and even new mini-parks (such as rooftop gardens or parklets that could provide new social spaces).

3.6 Trees and Landscaping

The City has an Urban Forest and Green Space Policy – CP-102. The objectives of the Policy are:

1. *To protect, preserve and enhance the aesthetic character of the City of Melville.*
2. *To realise the social, environmental and economic benefits of trees and other vegetation as an integral element of the urban environment.*
3. *To contribute to community wellbeing by integrating and aligning the efficient provision of physical, social and green infrastructure and management of natural areas to achieve community wellbeing today and tomorrow.*
4. *To encourage a sense of shared responsibility and balance individual and community rights to equitably distribute the costs and the benefits of a greener City.*
5. *To ensure that the urban forest and green spaces that are integral to the City's sense of place are not compromised in areas of increased residential density.*

These objectives have helped to guide the preparation of this plan. Improving streetscapes, shade canopies and greenery are key recommendations of the planning for this centre.

The core of the activity centre is currently quite a harsh environment, with little quality landscaping and few mature trees. The lack of greenery needs to be balanced against the need to encourage development and create an urban activity centre (as opposed to a suburban environment or an office park).

[3] Social Cities, Jane-Frances Kelly, Grattan Institute 2012
[4] Project for Public Spaces - http://www.pps.org/blog/placemaking-main-street-into-a-destination-downtown/

Landscaping on Private Land

Landscaping in the Centre C2 zone is considered necessary, but not to the same extent as other precincts or in suburban areas. A minimum of 10% of the site area is to be provided as landscaped open space. Retention of existing mature trees or planting of new trees is strongly encouraged. In some circumstances it may be beneficial for a development site to have no landscaping on the ground level facing public streets, particularly where active shopfronts are proposed with minimal setbacks. An urban active 'hard-edge' is more valuable for the centre than large open spaces or landscaped setbacks. Landscaped roof and/or wall areas may be considered as landscaped open space provided that it is of a high quality and easily accessible (roof) and/or visible (walls).

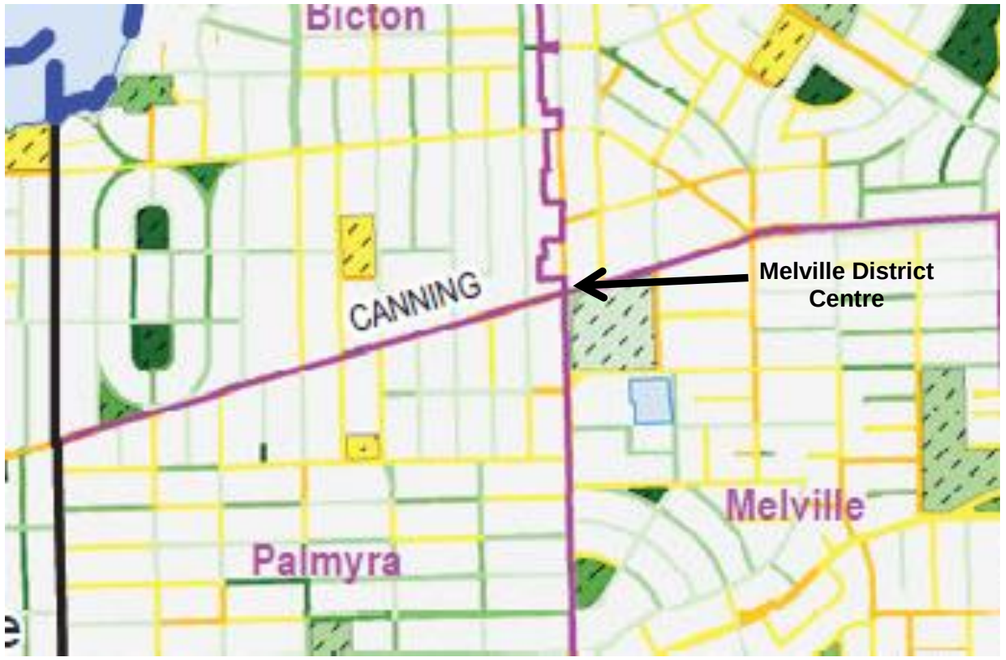
Landscaping in other zones is considered necessary, but not to the same extent as in suburban areas. A minimum of 15% of the site area is to be provided as landscaped open space. Retention of existing mature trees or planting of new trees is strongly encouraged.

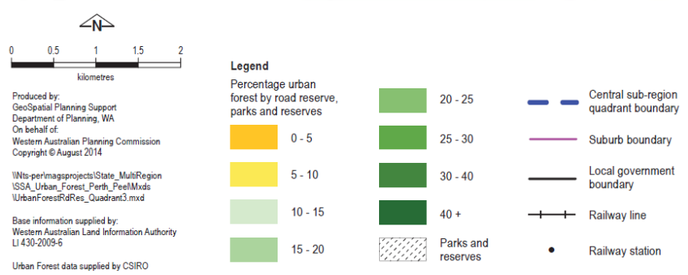
All proposed landscaping will need to accord with an overall landscaping plan for the site prepared by the applicant.

Trees and Landscaping on Public Land

The maps below indicate that road reserves in the area have low tree canopy cover.

Map 13 - Melville District Centre Road Reserve Tree Cover



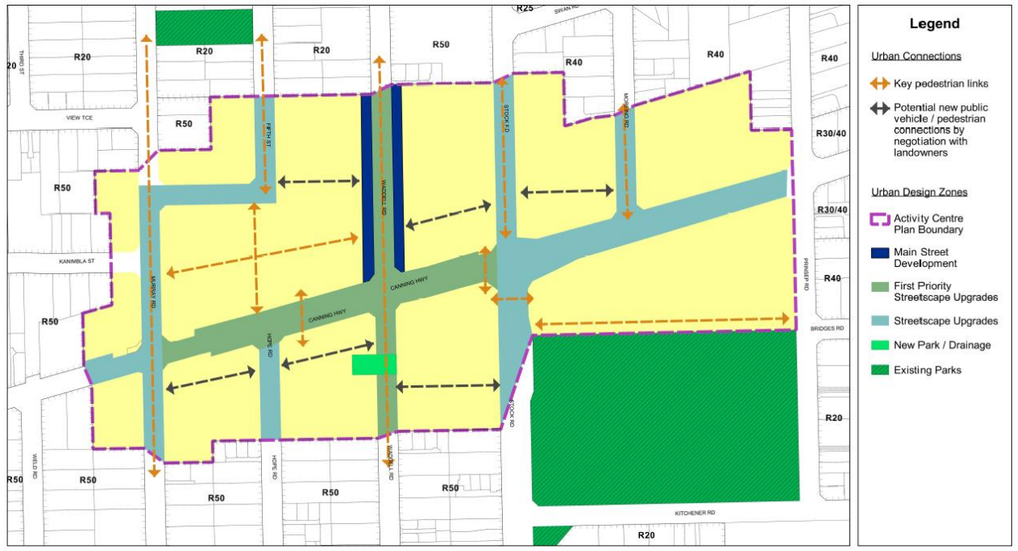


Source: Department of Planning and CSIRO 2014

Upgrades to streetscapes and the public realm by the City would provide a tangible signal to landowners that there is a high level of commitment to facilitating the development of the activity centre. Residential density and high quality development is attracted to places following physical streetscape or infrastructure improvements.

It is recommended that the City prepare a plan for improving streetscapes in the centre. The map below highlights some of the considerations and opportunities.

Map 14 - Proposed Urban Design and Connections



Streetscape upgrades along Waddell Road are considered to be the top priority to help create the planned main street environment and encourage redevelopment of adjoining lots. It also provides a good north-south pedestrian connection through the middle of the activity centre with only one busy road to cross.

New street trees along Canning Highway would help change the image of the centre and show that it is being improved. Additional street trees and upgrades to other streets can be rolled out based on further detailed investigations and budget limitations.

Community benefit works proposed by developers if additional building height is proposed (see section 3.2) should also be informed by these priorities identified in the map above.

3.7 Waddell Road 'Main Street'

The previous concept planning for the centre identified that Waddell Road north of Canning Highway could become a 'main street' environment over time. This idea was also generally supported by the community.

Existing mixed use development on Waddell Road

'Main street' is a generic term used to describe traditional town centres/shopping strips with retail, services and cafes/restaurants, often with offices or residential above. Creating a 'main street' in the centre would help to:

- Create an active, vibrant and pedestrian-friendly street
- Encourage active uses such as shops and restaurant/cafes
- Create a pocket of high amenity that can spread to the rest of the centre
- Stimulate investment in the area (investment and density often follows amenity)
- Encourage walking and cycling, which is more likely to occur in a safe, pleasant, active and shaded environment
- Create a 'heart' for the centre which is missing at the moment

The previous concept planning found that Waddell Road was the best opportunity for a main street. Canning Highway and a potential new street across private land between Fifth Street and Canning Highway were also considered, but not favoured for various reason including practicality, amenity and difficulties with implementation.

Waddell Road is considered a good opportunity as it is not on the main traffic route and is centrally located in the activity centre. It has one major landowner on the west side and several landowners on the east side. It is relatively short at 180 metres or less (a long distance may dissipate the intensity of activity required for a successful street). It also provides good walking connections to residential areas north and south of the highway, with a pedestrian crossing over Canning Highway a short distance away.

There are a number of effective main streets in Perth running at right angles to major roads including: Napoleon Street, Cottesloe; Bay View Terrace, Claremont; Oxford Street, Leederville; Angove Street, North Perth and Eighth Avenue Maylands.

Even if the main street environment develops slowly over time, is one-sided or incomplete for a time, the advantages of developing a walkable, vibrant, attractive street environment would help attract investment to the centre, support a greater residential population and help create a distinct sense of place. In the interim, any improvement is better than none.

Other main street environments could be created in future if/when the Waddell Road main street is successful.

Part One provides the development, design and land use controls for buildings fronting the main street. Clauses 4.5.19 and 4.5.20 specify that any levels built above 3 storeys facing Waddell Road are to be setback a minimum of 3 metres from the building line of the third storey. This provision applies to Waddell Road both north and south of Canning Highway as it is envisaged that the main street environment could develop on the southern side as well over time.

The 3 metre upper floor setback is intended to:

- Contribute to creating a vibrant, active, pedestrian-friendly place
- Create human-scaled building frontages (further discussed in the R-Codes Explanatory Guidelines and other planning/design documents)
- Allow additional light on to the street in the winter months
- Reduce the perception of building height and bulk
- Make people feel comfortable using the street as a public space

3.8 Zones

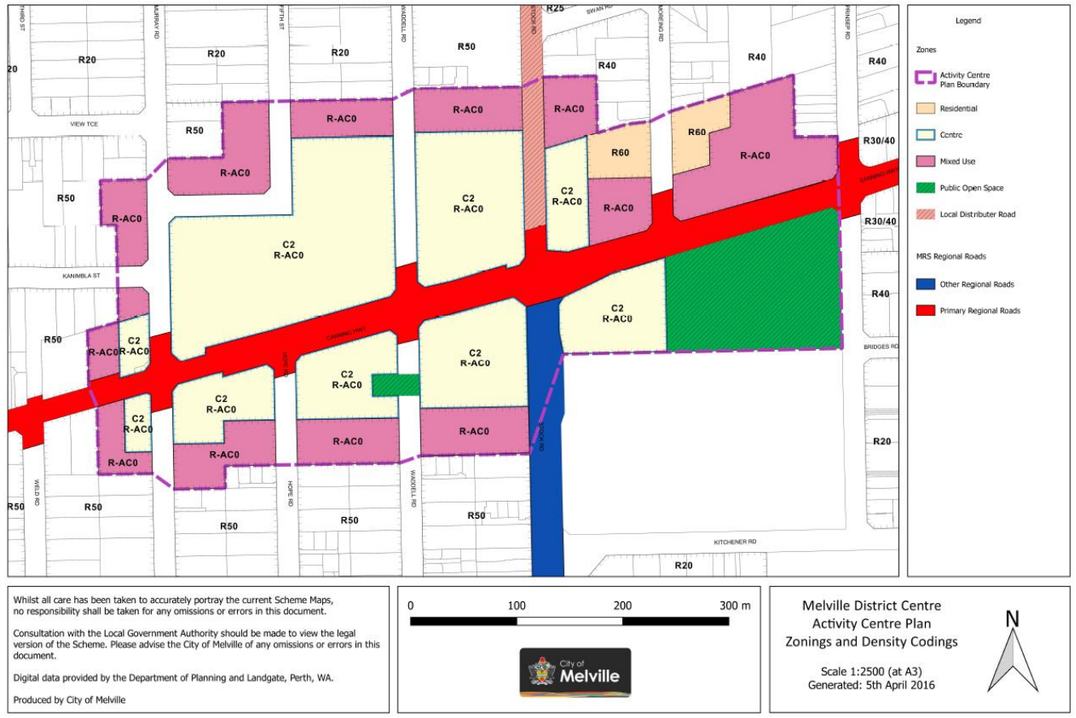
A place-based approach is considered to be the best way to guide the future of the centre. Different parts of the centre require different controls based on the vision for the future of the respective precincts, streets and public places. Development is encouraged in the centre, but development must improve the look and feel of the area and deliver better physical outcomes.

There are four separate zones for the centre proposed in LPS 6.

Table 5 – Character Statements for the Zones

Zone in LPS 6	Density Coding	Character Statement
Centre C2	R-AC0	The mixed use core of the activity centre. Retail and commercial uses are envisaged on the ground floor, with residential and office uses on the upper floors.
Mixed Use	R-AC0	Provides a transition area between the core of the activity centre and surrounding medium density residential areas. Residential and compatible commercial uses are promoted. Unsuitable commercial uses such as Shops, Restaurant/Cafes, Liquor Stores, Small Bars and Taverns are not permitted in this zone as per the LPS 6 Zoning Table.
Residential	R60	Provides for medium density residential close to the Canning Highway public transport corridor.
Public Open Space	N/A	Provides for local and district recreational and sporting uses.

Map 15 - Zones and Density Codes



The zones are based on / informed by:

- Existing zonings in LPS 6
- Existing and adjacent land uses
- Existing lot boundaries
- The location within the centre (i.e. the edges are different to the middle of the centre)
- The vision for the future of the respective precincts, streets and public places
- The desired land uses and built form (e.g. building heights)

The Mixed Use zone is important as it will provide a transition from the core of the centre to surrounding medium density residential areas.

4. Land Use

4.1 Land Use Controls

The Melville District Centre was zoned Centre C3 when LPS 6 was gazetted. It is to be rezoned from Centre C3 to Centre C2 through a scheme amendment progressed in conjunction with this plan.

The LPS 6 Zoning Table does not contain land use permissibilities for the Centre C2 zone. LPS 6 provides for land uses to be listed in activity centre plans for the District Centres which comprise the Centre C2 zone. This approach was supported in the WAPC's endorsement of LPS 6.

Section 4.4 of Part One therefore contains a zoning table for the Centre C2 zone. Apart from the Centre C2 zone, land uses will be controlled through the zoning table in LPS 6.

Land uses in the area reserved for Public Open Space are to be in accordance with the provisions of Local Planning Scheme 6 (Public Open Space is a local reserve under the Scheme, not a zone. There are different provisions for the approval of development on local reserves and the Zoning Table is not applicable).

In summary, land uses are either controlled directly by the Scheme or in this plan in the Centre C2 zone in accordance with the provisions of the Scheme as endorsed by WAPC.

4.2 Commercial Land Uses

District centres are described by SPP 4.2 as:

"District centres have a greater focus on servicing the daily needs of residents. Their relatively smaller scale catchment enables them to have a greater local community focus and provide services, facilities and job opportunities that reflect their needs of their particular catchments".

Typical retail uses according to SPP 4.2 include supermarkets, small scale comparison shopping, personal services and some specialty stores. Other commercial uses might include offices and local professional services. This is a reasonably accurate description of the commercial uses in this centre.

The centre is considered to be mainly driven by the demands of the local population catchment. It is best characterised as a multi-function, population-driven centre. Other larger centres may be driven by regional or sub-regional catchments.

Table 6 - Major Non-Residential Land Uses

Major Land Use	Category *	Area
LeisureFit Melville and A.H. Bracks Library	Entertainment / recreation / culture	7,800m²
Melville Plaza Shopping Centre	Shop / retail	6,902m²
Dan Murphy's Liquor Store	Shop / retail	1,768m²
Gym and swimming pool at Melville Plaza	Entertainment / recreation / culture	1,339m²
Stock Road Senior Citizens Centre	Entertainment / recreation / culture	1,050m²
Offices in Melville Plaza	Office / business	753m²

* - Based on WAPC PLUC Codes

A summary of all non-residential uses is provided in the graph and table below.

Figure 5 - Current Non-Residential Land Uses in Melville District Centre

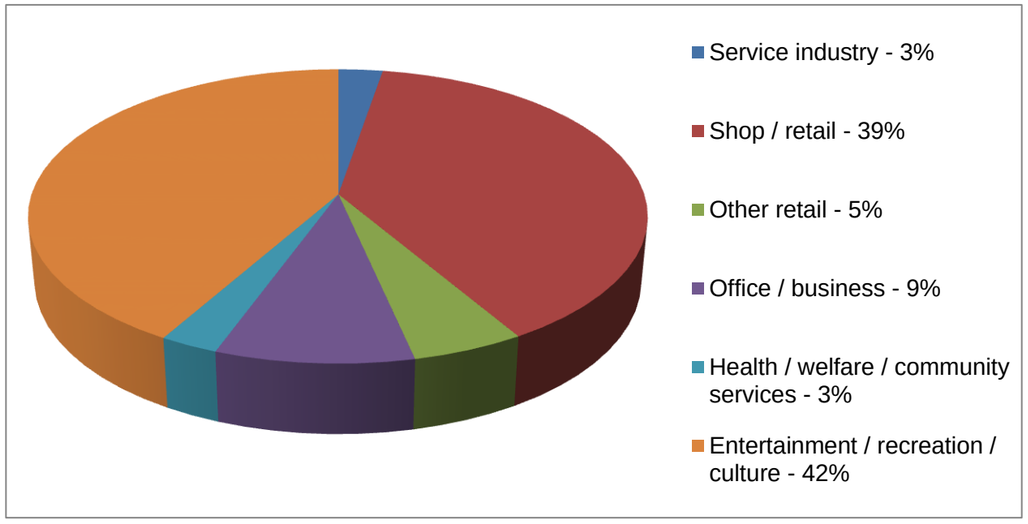


Table 7 - Current Floorspace in Melville District Centre

PLUC Code *	2016 Estimate ×	% in 2016	2031 Estimate	% in 2031
Primary/Rural	0	0%	0	0%
Manufacturing/processing/fabrication	0	0%	0	0%
Storage/distribution	0	0%	0	0%
Service industry	650	3%	800	2%
Shop / retail	9,470	39%	14,500	45%
Other retail	1,248	5%	1,938	6%
Office / business	2,200	9%	3,700	11%
Health / welfare / community services	650	3%	1,000	3%
Entertainment / recreation / culture	10,189	42%	10,189	32%
Utilities/communications	62	0%	62	0%
Residential [a]	0	0%	0	0%
Vacant	0	0%	0	0%
Total floorspace	**24,469**		**32,189**	
Total commercial floorspace	**13,630**		**21,000**	
Mix of Land Uses as per SPP 4.2 Table 3	**61%**		**55%**	

* - Based on WAPC PLUC Codes

× - Existing floorspace estimates are based on the 2008 Land Use Survey undertaken by the Department of Planning, estimates of existing uses and recent development application information

[a] - Residential in the WAPC's Commercial Land Use Survey does not typically include residential such as single, grouped or multiple dwelling on Residential Zone land. It aims to capture other residential uses such as - aged, residential hotels, motels, other holiday housing, institutions and religious housing.

The City encourages more appropriate commercial land uses and employment providers in this location in accordance with the requirements of this plan. Future commercial floorspace will be largely driven by market demand.

5. Activity and Policy Goals

5.1 Activity Measures and Goals

Table 8 - Summary of Key Statistics

Item	Data	Comments
Total area covered by the Activity Centre Plan	20.41 hectares	This is the area within the study area boundary as shown on Map 1.
Area of each land use proposed: • Mixed Use • Residential • Public Open Space • Total Road Reserves - Regional - Local	 • 12.81 hectares • 0.67 hectares • 1.94 hectares • 4.99 hectares • 2.47 hectares • 2.52 hectares	Mixed Use – covers the Centre C2 and Mixed Use zones, where a mix of land uses is permitted. The Residential zone is a predominately residential area. Public Open Space covers the area reserved for open space. Road Reserves cover 24% of the activity centre and are therefore worth noting as a major land use.
Total estimated lot yield	Not applicable	The subject area is an existing urban activity centre rather than a greenfields site to be subdivided.
Estimated number of dwellings by 2031	Existing: 196 Proposed total: 550 Net additional: 354	The activity centre is planned to contribute 354 additional dwellings by 2031. The total target across the City of Melville is 11,000 dwellings by 2031. The actual number of new dwellings delivered will be based on market demand.
Estimated residential site density by 2031	31 dwellings per 'gross' hectare 41 dwellings per 'net' hectare	SPP 4.2 lists a desirable target of 30 dwellings per 'gross hectare' (the area zoned 'Urban' under the MRS) for District Centres. In this case, the calculation removes the Canning Highway Primary Regional Road Reservation from the total site area. The plan aims to achieve 31 dwellings per gross hectare by 2031, which slightly exceeds the desirable target. 'Net hectare' has been defined as the activity centre area minus public open space and existing road reserves as no dwellings will be built on these reserves. The remaining area could potentially be developed with residential. The net dwelling target is 41 dwellings per hectare.
Estimated population by 2031	1,265 residents	This estimate is based on 550 total dwellings with 2.3 people per dwelling, which is the City-wide average number of residents per dwelling
Number of high schools	Not applicable	This is an existing urban area
Number of primary schools	Not applicable	As above
Estimated commercial floorspace	13,630m² - existing 21,000m² - potential	It is estimated that there is around 13,630m² of commercial floorspace (not including health, recreation or culture) currently and that this could grow by around 50% by 2031 depending on market demand.
Estimated area and percentage of public open space given over to: • Regional open space • District open space • Neighbourhood parks • Local parks	 • Not applicable • 1.85 hectares • Not applicable • 891m²	The LeisureFit Melville site is part of an existing District level open space (approximately 7.2 hectares). There are no new regional, district or neighbourhood parks proposed given the small area of the activity centre. However new small parks and public spaces could be created under the plan.
Estimated percentage of natural area	Not applicable.	The subject area is an existing urban activity centre
Diversity performance target (As per Table 3 of SPP 4.2)	Estimated total non-residential floorspace 2016: 24,469m² / 2031: 32,189m² Estimated Shop/Retail floorspace 2016: 9,470m² / 2031: 14,500m² SPP 4.2 Diversity Performance Target – Mix of Land Uses as per Table 3 Target: 20% / 2016: 61% / 2031: 55%	Activity centres should have a diverse range of land uses rather than one overly dominant use (e.g. retail in shopping centres). Shop/retail floorspace currently occupies approximately 39% of the total non-residential floorspace. It is estimated that this percentage may increase to 45% in 2031 if the Melville Plaza Shopping Centre is redeveloped. The SPP 4.2 mix of land uses target of 20% is well exceeded, with 61% of non-residential floorspace currently occupied by non-shop/retail uses. This is expected to drop to 55% in 2031, which is still well above the SPP 4.2 target.

The above table is required by the WAPC's Structure Plan Framework as summary of the key statistics and planning outcomes in the activity centre plan.

The City's Local Planning Strategy aims to deliver 11,000 new dwellings by 2031 in line with WAPC requirements. This target will primarily be delivered in activity centres and along public transport corridors. The Melville District Centre is one of six strategic activity centres that are the main focus for future population growth.

This plan estimates that there will be a total of 550 dwellings in the centre by 2031, which would be an additional 354 dwellings over 15 years or an average of 24 new dwellings per year. The actual number of new dwellings delivered will be based on market demand and the development of private land.

SPP 4.2 lists a desirable target of 30 dwellings per 'gross hectare' (the area zoned 'Urban' under the MRS) for District Centres. In this case, the calculation removes the Canning Highway Primary Regional Road Reservation from the total site area. The plan aims to achieve 31 dwellings per gross hectare by 2031, which slightly exceeds the desirable target. This outcome would deliver on the expectations of Directions 2031 and the City's Strategy. The plan also meets the requirements of SPP 4.2's diversity performance target.

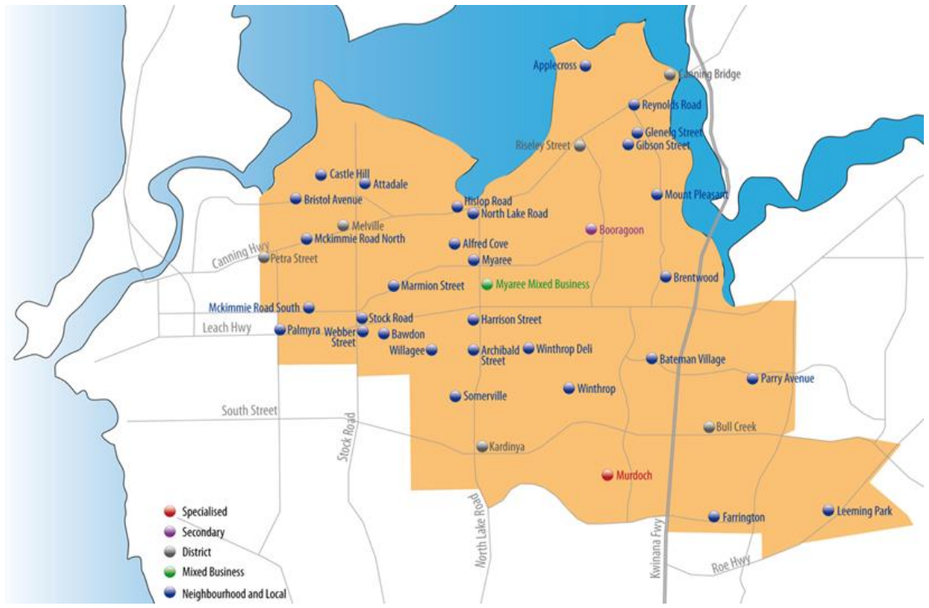
Statistics such as estimated lot yield, the number of new schools and new parks are not relevant in an existing urban activity centre.

5.2 Economics Analysis

The City has one major Secondary Centre (Booragoon), six District Centres and 10 Neighbourhood Centres and 21 Local Centres. The Melville District Centre is part of a network of activity centres in the City, the southern metropolitan region and the Perth metropolitan area.

Pracsys prepared a draft Local Commercial and Activity Centres Strategy (LCACS) for the City in 2013. The LCACS was guided by the policy shift away from retail-centric economic planning to an integrated activity centres approach advocated by Directions 2031 and SPP 4.2.

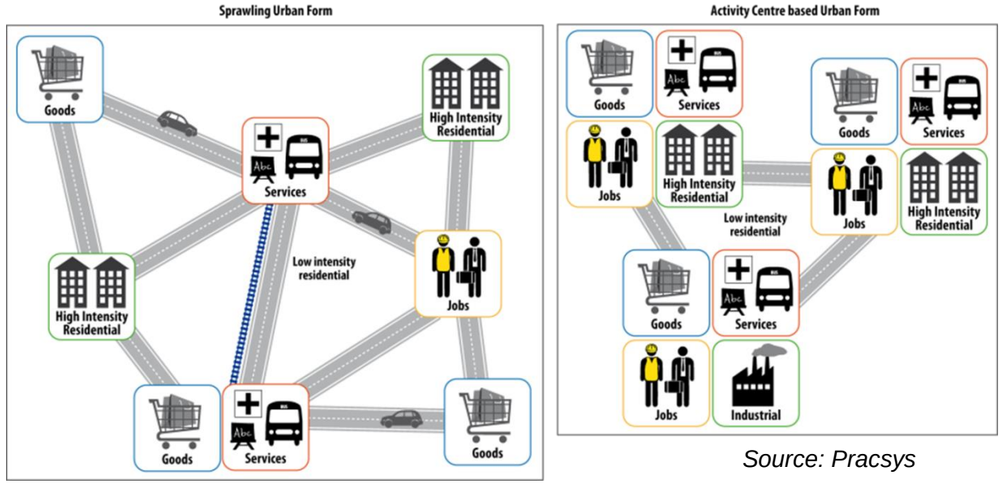
Map 16 - Activity Centres in the City of Melville



Source: Pracsys

The LCACS aims to deliver a more sustainable, viable and accessible urban form based on activity centres as shown in figure 6.

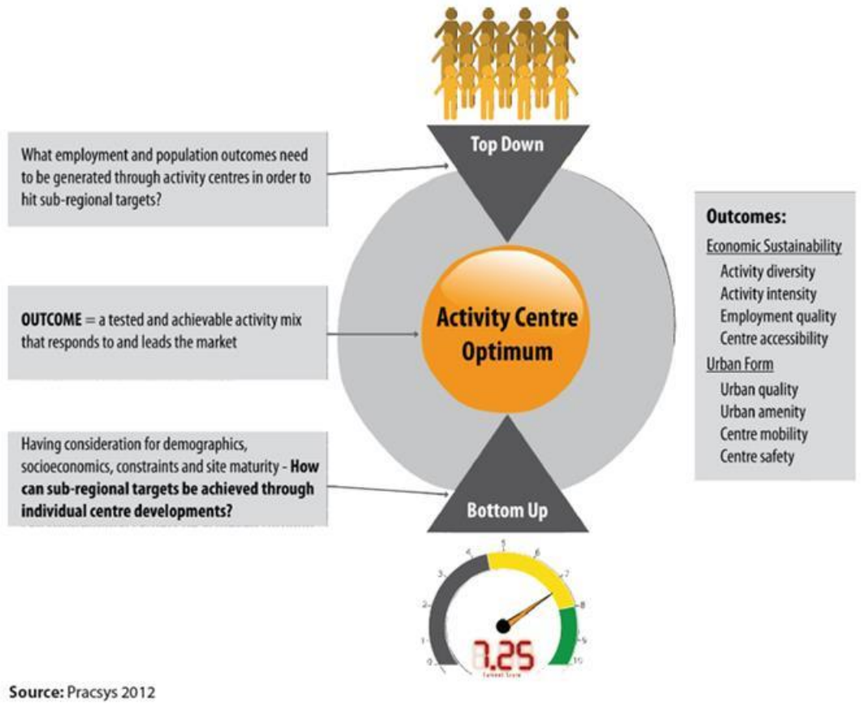
Figure 6 - Comparison of Sprawling and Activity Centre-based Urban Forms



Source: Pracsys

The LCACS included modelling and assessment of each District Centre and the Booragoon Secondary Centre based on both top down modelling and bottom up assessment.

Figure 7 - Activity Centre Modelling Approach in the draft LCACS



Source: Pracsys 2012

The LCACS analysis found that this centre had above average intensity for a district centre, with a score of 2.8. It performs particularly well in terms of residential density, obtaining the highest score in of all the centres in the City of Melville. The 800m walkable catchment contains 1,800 dwellings and has a dwelling per hectare ratio of 14. A large part of this density can be attributed to the redevelopment occurring south of Canning Highway, where many original lots have been subdivided and a number of townhouses have been built.

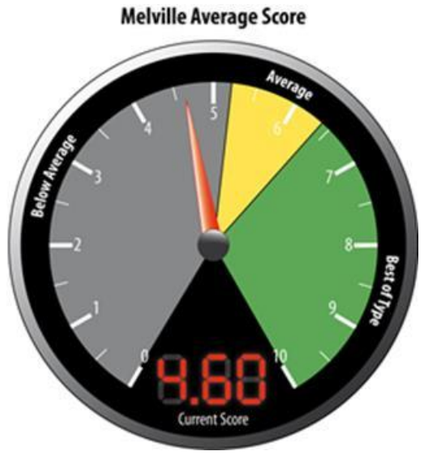
The centre does not perform particularly well in terms of employment, scoring a 4.3. This was the lowest score attained by all centres in the City of Melville and is well below the current best of type score of 6.8. This is a combination of a low scale of employment as well as the very low proportion of strategic employment. The low strategic employment is mostly attributable to the dominance of retail, café and food outlet type floor space, as well as the health component being made up of primarily residential care. More commercial developments would improve both the scale and quality of employment present in the centre.

Accessibility is similar to Petra Street in that the centre is serviced primarily by bus routes along Canning Highway. The location of the centre on a major transport corridor, Canning Highway, means there may be opportunity to capture incidental expenditure from passing trade.

Figure 8 - Assessment of Current Performance in the Melville District Centre

Principle	Metric	Metric Score	Total Score
Intensity	Residential Density	4.5	2.8
	Jobs per Hectare	1.0	
Diversity	Mixed Use	8.0	7.8
	Equitability Index	7.5	
Employment	Quantum	2.5	4.3
	Quality	6.0	
Accessibility	Distance from CBD (kms)	5.0	4.5
	Transport infrastructure	4.0	

Source: Pracsys 2013



The LCACS found that the centre performed well in terms of the diversity of land uses. The centre performed poorly in terms of job intensity and urban form.

5.2.1 Retail Assessment

The trade area for the centre is extensive, but most of the retail spend is sourced from the local catchment a shown in map 16.

Map 17 - Trade Area

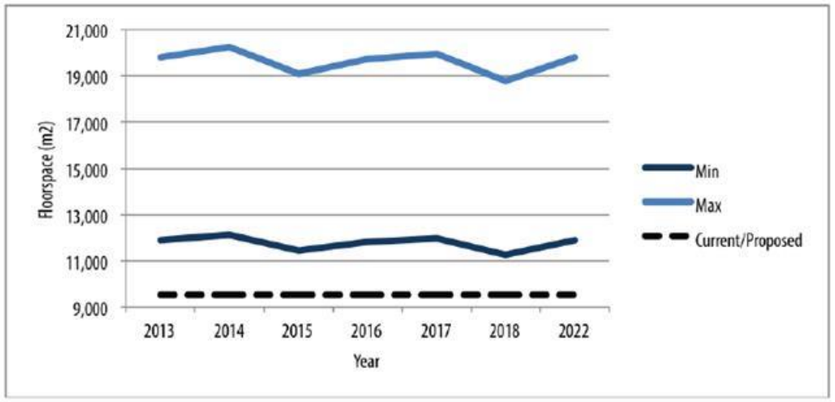
Source: Pracsys 2013, ABS Census 2011

The LCACS found that there was significant unmet demand for goods and services across the City of Melville. The centre has a comparatively wealthy catchment with unmet spending needs. It also found scope to increase entertainment floorspace (cafes, restaurants etc).

Estimated retail floorspace was modelled under conservative and aspirational scenarios, which included the potential impacts of the expansion of the Garden City Shopping Centre and other expected retail developments around Perth. The results for this activity centre are similar under both scenarios, with the current retail floorspace under the minimum demand threshold in both scenarios out to 2022.

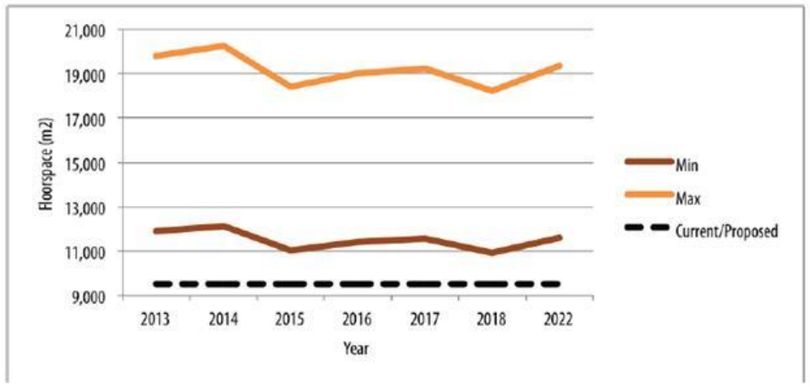
The economic analysis indicates that additional retail floorspace could be provided in the centre to meet this unmet demand.

Figure 9 - Retail Floorspace Modelling of Melville District Centre – Conservative Scenario



Source: Pracsys 2013

Figure 10 - Retail Floorspace Modelling of Melville District Centre – Aspirational Scenario

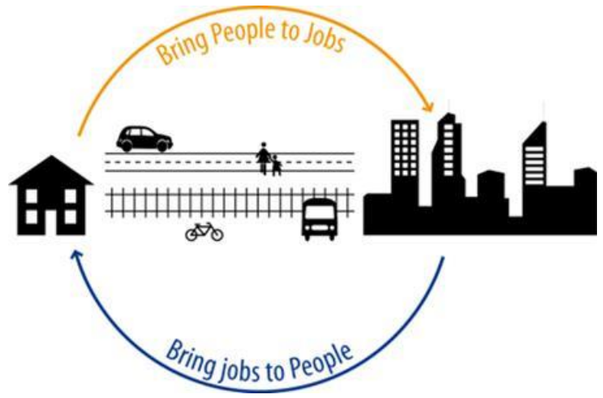


Source: Pracsys 2013

5.2.2 Employment

The City's Local Planning Strategy and the LCACS seek to promote local employment by bringing people to jobs (i.e. encouraging residential development in activity centres) and bringing jobs to people (encourage employment in the City generally and activity centres and corridors and areas such as Myaree and Murdoch in particular).

Figure 11 - Promoting local employment opportunities



The LCACS shows that approximately 2,830 additional jobs will need to be created in the City's activity centres by 2026. These figures represent the minimum employment figures required to achieve the minimum employment figures required to achieve the employment self-sufficiency targets within Directions 2031.

Table 9 - City of Melville Directions 2031 Implied Employment Targets

Activity Centre	Estimated Employment 2011	Target Employment 2026	Gap
Murdoch	5,570	7,000	1,430
Booragoon	3,130	3,410	280
Bull Creek	1,040	1,090	50
Canning Bridge	2,880	3,330	450
Kardinya	910	990	80
Melville	1,140	1,240	100
Petra Street	950	1,010	60
Riseley Street	1,840	1,990	150
Myaree Mixed Business	4,390	4,640	250
Total	21,850	24,680	2,830

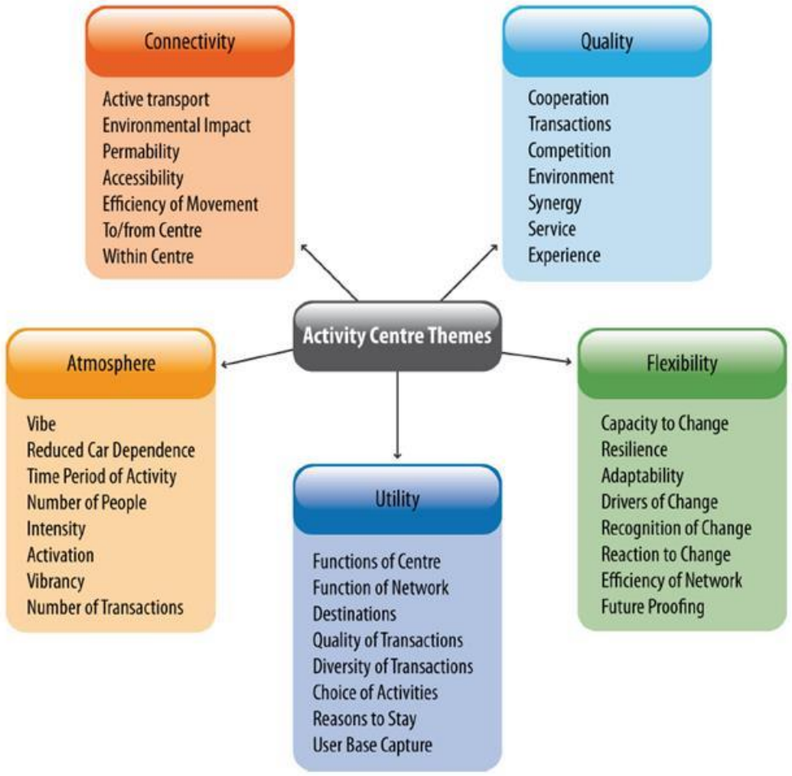
Source: ABS Journey to Work 2011 AND Pracsys Analysis 2013

The employment estimates above show only an extra 100 jobs in the centre. However, this did not account for the redevelopment of the centre in line with this plan.

5.2.3 Promoting Economic Development in the Activity Centre

Determining what positive physical and economic outcomes are valued and what negative outcomes should be avoided is an important part of planning for the future of successful, well-functioning activity centres[5]. Five overarching principles are important for activity centres as shown below.

Figure 12 - Important Activity Centre Principles



Source: Pracsys

This plan can to some extent influence the quality of the built environment, flexibility of land uses and buildings, functions of the centre and indirectly the atmosphere and future vibe. Being aware of and seeking to improve on the performance of the centre in each of the above five categories will be important to the economic success of the centre.

5.3 Infrastructure Upgrades

No major infrastructure upgrades are required to support redevelopment in the area.

The City will need to consider upgrades to the pedestrian and cycling network, landscaping and streetscaping to support the objectives of the plan. These upgrades would be investigated in more detail in future studies.

[5] City of Melville Local Commercial and Activity Centres Strategy 2013. Pracsys

6. Resource Conservation and Sustainability

6.1 Sustainable Transport

Public Transport

The Department of Transport prepared a draft Public Transport Plan for Perth in 2031 in 2011. It is has yet to be formally adopted by the State Government. The draft plan provides some useful background information summarised below.

"Perth has developed as a linear city. The Perth Metropolitan Area now stretches 120 kms from Mandurah in the south to Yanchep in the north. In area, Perth is one of the largest cities in the world. Its elongated shape means that residents travel long distances for work and other purposes.

Development in Perth, particularly on the urban fringe, is characterised by low density residential development, with limited land use diversity. These suburban tracts have limited employment opportunities. Most people have to commute long distances for work with one in ten workers from the outer metropolitan areas commuting to the central area.

Public transport can act as a catalyst for more intensive and diverse land uses. Transit oriented development provides a focus of higher density development around well-serviced transit nodes. Mixed-use developments in these areas provide people with employment opportunities and with access to goods and services while reducing car dependence.

Higher residential densities around transit nodes provide more people with the opportunity to walk or cycle to public transport or to access employment within the core of the development.

As centres develop, land values rise. The cost to provide parking coupled with finite road capacity, means that the provision of quality public transport is essential.

A public transport network that provides east-west as well as north-south connections will open up opportunities for many more travellers for work, education and other purposes."

The activity centre is located on a high frequency bus route with two services (111 and 910) connecting the centre directly with Fremantle and Canning Bridge (106 route appears to have been replaced by 910, which has not been updated on the map below.

Map 18 - Bus Routes Map

It is possible in future that some or all of Canning Highway between Canning Bridge and Fremantle would have bus lanes, which would further increase the attractiveness of it as a public transport route. It would also be advantageous to have a north-south bus route connecting the activity centre with other bus services along Leach Highway and South Street, which would improve accessibility to employment in O'Connor and Myaree, Murdoch University and Murdoch Hospital.

The City understands that the Public Transport Authority has no plans at this point to significantly change public transport services to the centre.

Walking

There has been a high emphasis placed on the traffic movement function of streets above other considerations, which can be unpleasant for and discourage pedestrians and cyclists. This sometimes results in cars being used even for short trips. This can lead to consequences like increased traffic congestion, poor health outcomes, obesity and social alienation.

SPP 4.2 states that priority should be given to pedestrians over traffic in activity centres.

The Healthy Active by Design framework prepared by the Heart Foundation in conjunction with the Departments of Education, Health, Sports and Recreation, Planning and Transport states:

"The design of spaces and places play an important role in active living – a way of life that integrates physical activity into daily routines. There is overwhelming evidence which demonstrates that the built environment not only impacts on active lifestyle choices but on the health and wellbeing of individuals, families and communities. Where we live, learn, work and play can directly affect participation in physical activity.

Active communities have healthier residents, are more connected, safer, cohesive and productive, and reduce the environmental impact of car dependence."[6]

Table 10 - Key Success Factors for Built Environments to Promote Health and Active Living

Design Objective	Key Considerations
Increase residential density, intensity of land-close to local businesses, employment, education, cultural and recreational opportunities, and frequent public transport.	• Locate higher residential densities near activity centres and along public transport routes to maximise access and convenience to services. • Provide mixed density residential development within walking distance of public areas including open space and key destinations, such as shops, schools and medical centres and accessible public transport. • Mixed density developments should be integrated with surrounding development, public transport and with supporting infrastructure including walkways, public areas and cycle paths.
Improve accessibility, integrate facilities and have multiple uses of space.	• Provide a range of development types and densities that provide a mix of day and night time activities. • Integrate new development with existing developments and surrounding transport networks. • Pay attention to lighting, street furniture, signage, footpath treatment and safe road crossings to ensure a safe and convivial space is provided for all users. • Provide open space and recreation areas especially for children and their carers.
Manage vehicle traffic to provide safe environments for walking, cycling and other physical activities.	• Prioritise pedestrians, cyclists and public transport above car use in transport policy. • Design streets that promote vehicle speeds of no more than 30km per hour in residential streets, strip shopping and around major trip generators (e.g. schools). • Provide high quality pedestrian and bicycle facilities to service major trip generation locations such as schools, hospitals and shopping precincts. • Encourage on-street car parking to calm traffic speeds, support retail and commercial businesses and provide a buffer between pedestrians and roads. • Provide street crossings on busy streets and in the vicinity of major trip generators including schools, hospitals, shops, parks and public transport stops.

Source: Health Active by Design: A Western Australian project to designing places for active and healthy living. Heart Foundation, 2012

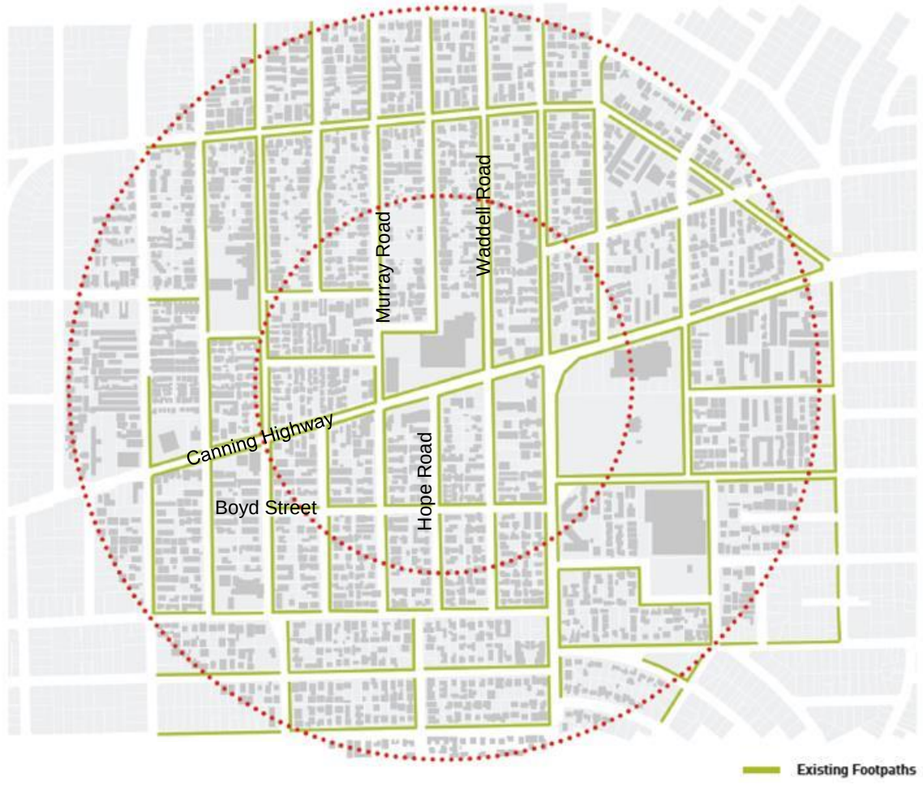
The area has an extensive footpath network as shown below in map 19. But the quality of the pedestrian environment is often low, particularly south of Canning Highway. Some of the issues include lack of shade, inactive commercial building frontages and lack of formal and/or high amenity road crossings. The high speed, high volume major roads serve as both real and perceived barriers to walking around the area.

The pedestrian environment along Canning Highway is particularly unpleasant as it is unsheltered/unshaded, exposed to high traffic volumes with little in the way of interesting building frontages or street activity. It is likely that walkers would only use the Canning Highway footpaths or cross the road if they had to (as opposed to wanting to).

There are two signalised pedestrian crossing across Canning Highway at the Stock Road intersection and between Hope Road and Waddell Road. This helps somewhat.

[6] Healthy Active by Design: A Western Australian project to designing places for active and healthy living. Heart Foundation, 2012

Map 19 - Existing Footpath Network



Walking distance to public transport, shops and the café lifestyle is one the strongest trends attracting buyers and tenants in residential developments, particularly in inner-city areas.

"Walkable neighbourhoods offer a number of health and economic benefits. For example, a 10-year long study of Australians by the University of Melbourne found that walkable neighbourhoods with proximity to shops, parks and public transit improve people's health and wellbeing. And as our population grows, and our cities become more dense, I see the importance of easy access to amenities and walkability becoming more important."[7]

Walkscore (www.walkscore.com) rates the area as 68 out of 100 for walkability saying that it is "somewhat walkable so some errands can be accomplished on foot." Bicton as a suburb is rated at 68, which is the 29th most walkable neighbourhood in Perth. The most walkable Perth neighbourhoods are Northbridge, Perth and Highgate.

Figure 13 - Existing Transport Priorities Favour Cars over Pedestrians

Transport priorities are clear

There is lack of shade, shelter or visual interest for pedestrians along Canning Highway

The Heart Foundation report *Good for Busine$$: the benefits of making streets more walking and cycling friendly* summarises well the economic and social benefits of improving walking and cycling connections in activity centres.

"High quality pedestrian and cycling conditions are absolutely integral to retail and business success in activity centres. There is a strong business case for improving walking and cycling conditions:

- *There are direct economic benefits of improvement of retail environments, which can be both immediate and strategic.*
- *Streetscape enhancement adds value to an area: this is associated with higher rents or the attraction of new tenants/ businesses.*
- *The reputation of certain areas and the businesses that are resident in them is based on the quality of the public realm.*
- *There is evidence that improving walking and cycling environments raises property values by statistically significant amounts.*

Making streets more walking and cycling friendly will:

- *Increase retail rents in the area.*
- *Increase sale prices of nearby homes.*
- *Significantly increase pedestrian and cyclist activity (footfall).*
- *Generate more business and stimulate the local economy.*
- *Revitalise 'drive-through' districts, into lively places that people want to visit.*
- *Encourage people to spend time outside of their homes.."*[8]

Whilst there are issues to be addressed to improve walkability in the area, the basic urban structure is good and all the required facilities are close-by: public transport, shops, cafes, recreation facilities and green spaces. Improving the walking environment and increasing pedestrian numbers needs to be a high priority for the City.

[7] http://propertyupdate.com.au/will-walkable-suburbs-outperform-in-the-future/

[8] Good for Busine$$: the benefits of making streets more walking and cycling friendly. Heart Foundation 2011.

Cycling

There are four main categories of cyclists, categorised by their reason for cycling and the intensity of their trip:

Figure 14 - Main Categories of Cyclists

The **commuter cyclists** are skilled and experienced cyclists who use cycling as a main mode of transport. They are not only those who cycle to work, but could include a range of other trips. Commuter cyclists prefer to use direct routes to get to their destination quickly.

The **local trips only** or (relatively) inexperienced cyclists enjoy cycling but are not necessarily confident or experienced enough to cycle amongst general road traffic. They travel at lower speeds and over distances less than 5km. These cyclists typically include children and adults going to school, friends' houses, community facilities, shops etc. They prefer to cycle on footpaths, shared paths and local roads which are less busy and intimidating.

The **recreational cyclists** have a range of skill and confidence levels cycle for enjoyment and exercise. They cycle on the weekend or after hours and enjoy longer routes around parks, rivers, the ocean and land marks.

The **fitness training cyclists** typically travel at higher speeds in the order of 40km/h for longer distances. They use on-road or racing bicycles and do not go generally go off-road unless paths are smooth and there are no cracks or debris etc.

The City adopted a Bike Plan in 2012 that sets out a strategic vision for the continued development and promotion of cycling. It provides an action plan that identifies opportunities for improvements, where expansion of the network should occur and where there are barriers associated with existing infrastructure, for the short to medium term (approximately 5 to 10 years). The existing cycling infrastructure in this are is not extensive, comprising:

- On-road cycling (no bicycle lane) along Canning Highway used by very few cyclists
- On-road cycling (1.0m wide line-marked bicycle lane) along Stock Road used by very few cyclists
- On-road cycling (1.0m line-marked bicycle lane in red asphalt) along Preston Point Road, which is part of the Perth Bicycle Network

The local street network north and south of the highway provides reasonable cycling conditions and access to the centre, but east to west cycling opportunities are poor.

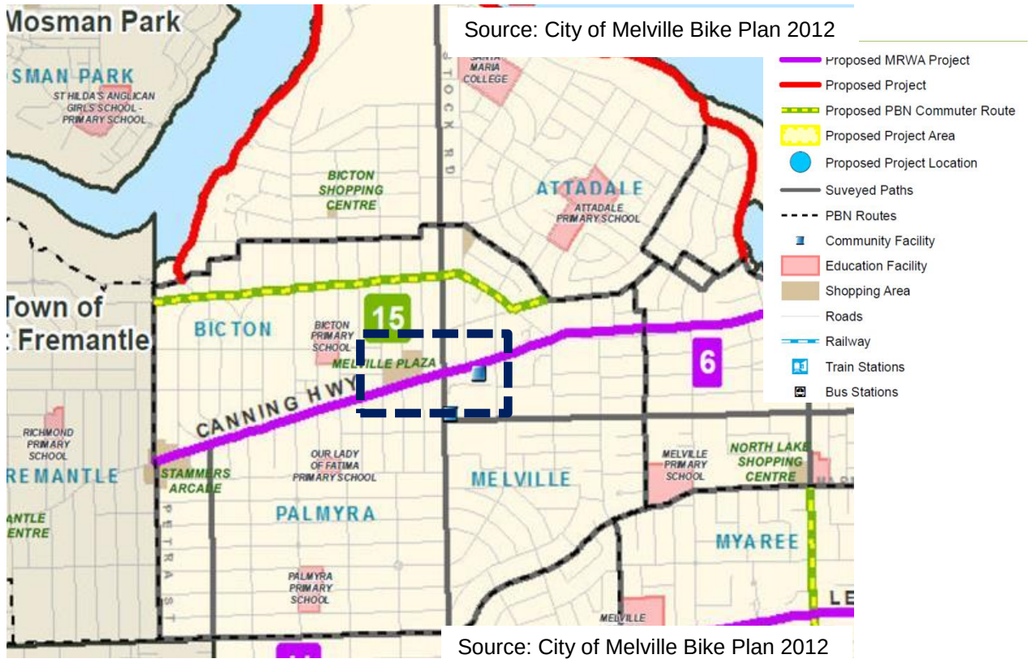
Map 20 - Existing Cycling Infrastructure in the Area

Source: City of Melville Bike Plan 2012

Map 21 - Existing Cycling Infrastructure Suitability

Map 22 - Recommended Cycling Upgrades in City of Melville Bike Plan 2012

Source: City of Melville Bike Plan 2012



Source: City of Melville Bike Plan 2012

The projects recommended in the Bike Plan that are relevant for this area are:

Recommendation 6	Main Roads WA to install bicycle lanes along Canning Highway when it is upgraded to include bus lanes. The City is not aware of any plans to include bus lanes along this section of the highway, so there is no known timeframe for this action.
Recommendation 15	The City to add a new Perth Bicycle Network route along Preston Point Road. This action has been completed.

A 2011 RAC survey showed that 91% of respondents highlighted the fear of sharing the road with motorists as the major barrier to cycling in Western Australia.

A 2015 RAC survey found that there are major differences of perceived safety based upon the various types of cycling infrastructure.

Figure 15 - Feelings of Safety Using Different Cycling Infrastructure

Shared Paths
79% feel safe

On-Road Cycle Lanes
36% feel safe

On-Road – No Cycle Lane
13% feel safe

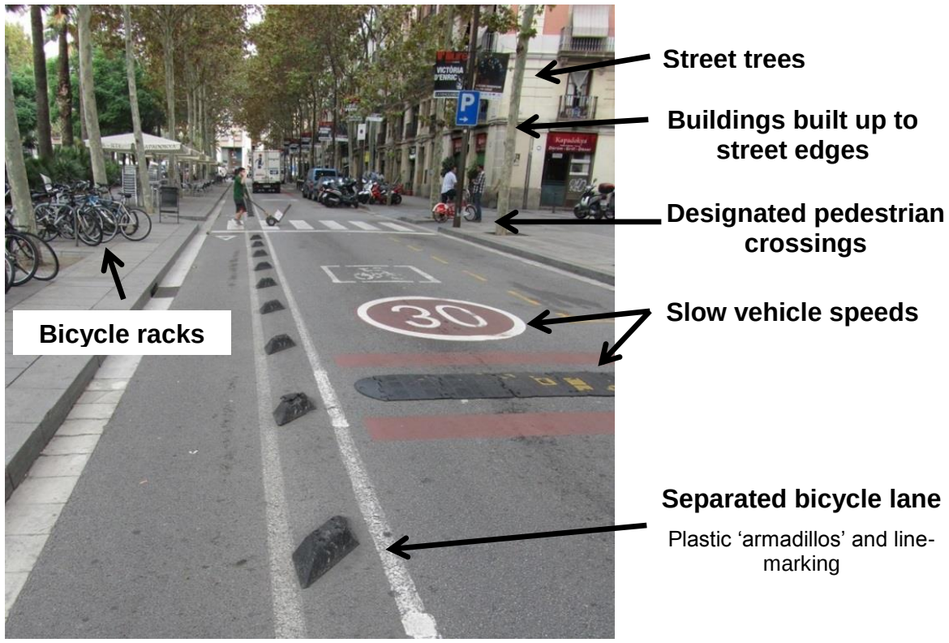
As noted in the Bike Plan, there are no shared paths or separated bike paths in this area and only narrow (1.0m) bicycle lanes on Preston Point Road and Stock Road. The RAC survey shows that only 13% of riders would feel safe riding on the road and sharing with cars.

Given the above, it is unlikely that cycling will become an important means of transport to/from the centre unless the City and Department of Transport either make cycling on the road more attractive to most people (potentially by reducing speed limits and/or providing better infrastructure) or providing separated bike lanes on important routes.

The City of Melville Transport Strategy highlights the need to promote all travel modes. The Strategy has three key strategic cycling objectives:

- Physically enhance the walking and cycling environment
- Provide more facilities to support walking and cycling
- Encourage walking and cycling through information and education

Figure 16 - Physically Enhance the Walking and Cycling Environment



Local Street in Barcelona, Spain. Source – City of Melville Staff Member

Figure 17 - Example of Positive Promotion of Cycling

Promoting sustainable transport choices (walking, cycling and public transport) would significantly assist the centre to become more sustainable and develop to its full potential. The community also wishes that greater emphasis is placed on promoting sustainable transport. The Travelsmart survey in 2000 found that 81% of 972 respondents in the City hoped there would be a change in transport planning and policy-making so that it became more favourable towards environmentally friendly travel modes, even if it placed some limits on car use.

6.2 Sustainable Development Principles

The Environmental Protection Authority's State of the Environment Report in 2007 found that Western Australians have one of the largest ecological footprints in the world (an ecological footprint is a measure of consumption of resources per capita). Current resource consumption levels are unsustainable and exacerbate environmental and social issues.

Urban planning should work to achieve a more sustainable urban form and buildings. This plan is based on and supports the following sustainable development principles:

Principle	Why it is important
Climate responsive	Streets and development on private land should be designed to adapt to and mitigate anticipated climate impacts such as more frequent heat waves and high intensity rainfall events and a hotter climate. Adaptation measures could include: climate sensitive design (awnings, sun shades, eaves, breezeways, rooftop gardens or vertical landscaping), water sensitive urban design, utilising double (or triple) glazing, minimising paved surfaces and providing mature trees with large canopies to cool the local micro-climate. Mitigation measures could include: planting trees on-site or off-site to absorb carbon, using energy efficiently through green building design, purchasing renewable energy from a supplier, installing renewable energy on-site (e.g. solar) or sustainable transport measures (e.g. Travelsmart).
Sustainable urban form	Well located, mixed use, higher density activity centres serviced by frequent public transport are a much more sustainable urban form than car-based urban sprawl and reduce resource consumption (particularly the land required to accommodate the city's population).
Living local	Living local allows people to access many daily needs within walking or cycling distance of their home. This can reduce traffic congestion, promote exercise, support local services and businesses and encourage a sense of community. Mixed use activity centres help support living local.
Focus on pedestrians	Walking is the most sustainable and cost-effective transport method as it uses no resources and creates no environmental impacts. Focussing on pedestrians first helps produce more people-friendly places and better quality urban design.
Water sensitive	Water sensitive urban design treats water as a valuable resource rather than a waste to be disposed of. It encourages water runoff to be utilised in gardens, water to be used efficiently and waste water to be used on site where possible.
Green	Upgraded streetscapes, high quality landscaping on private land, rooftop gardens and vegetated walls will help create a greener and cooler activity centre and reduce the urban heat island affect.

6.3 Flora and Fauna

The centre was largely developed prior to the 1960s and was complete by 1974 according to an analysis of aerial photos of the area. There has been incremental development since that time. Accordingly, little if any, of the original flora and fauna remain. This plan will therefore have almost no impact on flora and fauna. Revegetation of streets and private land is strongly encouraged by the plan to create a greener and more comfortable urban environment.

The development of activity centres in line with Directions 2031 will help to reduce the extent of urban sprawl and the loss of farmland and bushland to suburban expansion.

6.4 Water Management

Stormwater should be seen as a resource rather than a waste and utilised in water sensitive urban design practices.

All stormwater that falls on a particular site will need to be retained on-site as per normal practices. If stormwater cannot be retained on-site, the applicant would need to prepare and Local Water Management Strategy for the City's approval.

Innovative water management practices are strongly encouraged. The City would like to investigate and work cooperatively with landowners on new grey water reuse and stormwater management approaches.

The City is progressing a study in to its drainage infrastructure across the municipal area including this activity centre. Recommendations from the study will be implemented to improve the City's water management.

6.5 Waste Management

Large development proposals will need to prepare a Waste Management Plan to address how waste and recycling will be managed. Bin compounds should include sufficient space for recycling as well as general waste.

6.6 Sustainable Design

The City is a member of the Green Building Council of Australia and strongly encourages sustainable design and building practices.

It is understood that the Department of Planning is investigating new design guidelines for apartments, which may include design and sustainability requirements based on approaches used in other states of Australia. It is preferable that broad-based sustainable design requirements are introduced rather than each activity centre plan having different approaches and requirements. The sustainability requirements, if approved, would become applicable in this area through amendments to the R-Codes.

The City strongly encourages sustainability in the precinct, including emerging technologies such as tri-generation, battery storage, solar and wind power.

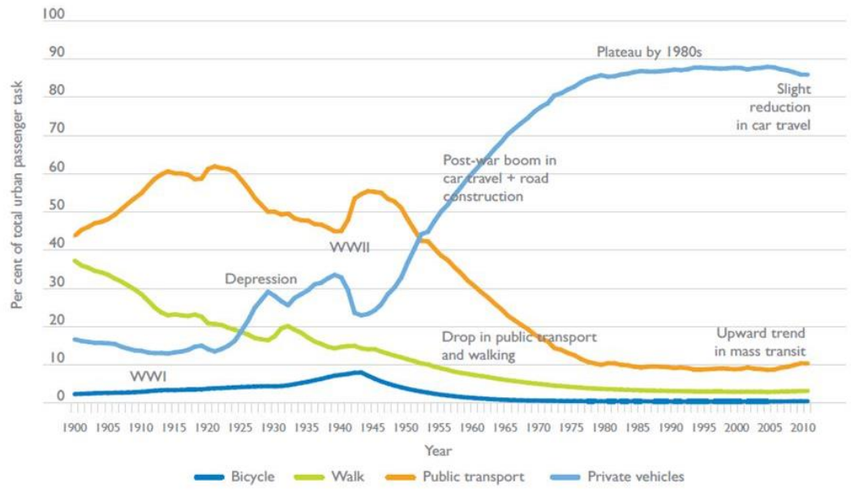
7. Traffic and Parking

7.1 Transport Network in the Area

Urban car use in Australia has grown almost thirty-fold since 1950 when it began to replace rail as the main mode of passenger transportation. The levels of car dependency in Australian cities have increased at a rate faster than population growth, creating traffic congestion problems, particularly in the larger capitals of Sydney, Melbourne, Brisbane and Perth where infrastructure and public transport provision have not kept pace with growth rates[9].

Public transport was the most common transport mode in the first half of the 20th century in Australian cities as shown in Figure 18[10] There has been a huge shift in transport modes over the last 60 years so that car are by far the most common mode of transport.

Figure 18 - Australian Metropolitan Travel by Kilometres Travelled, by Mode, 1900-2010



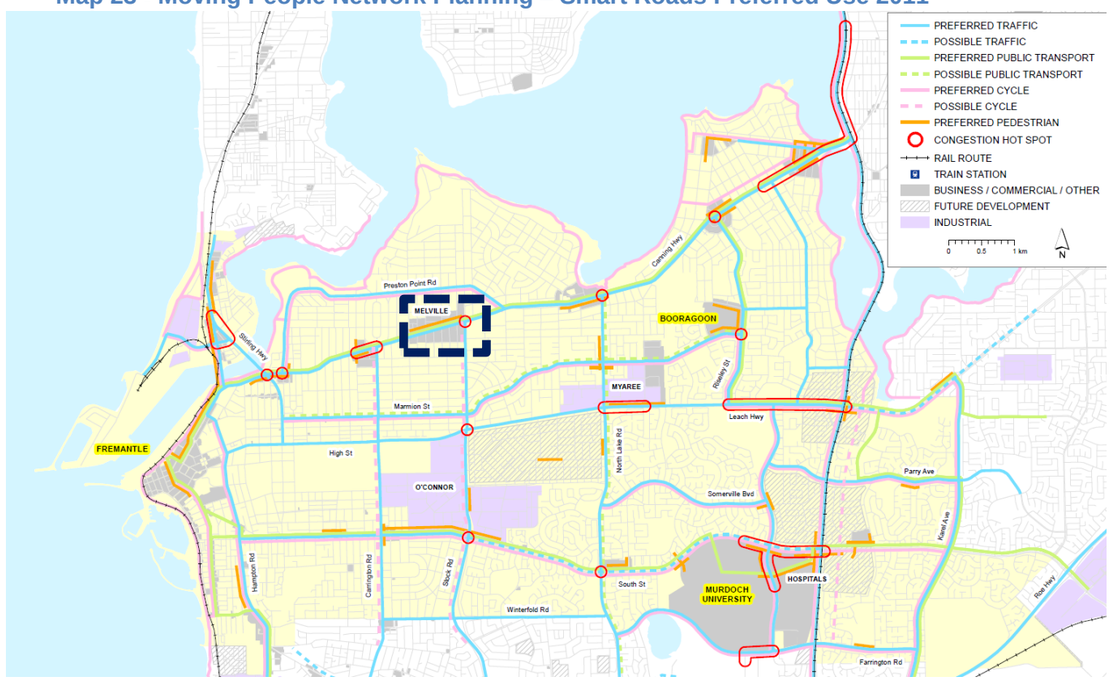
Source: Cosgrove D, (BITREE) 2011, cited in Streets for Seniors: Rethinking Urban Design. A presentation by Victoria Walks and VicHealth

Perth's population is increasing and traffic congestion is rising. There is also pressure on State Government budgets, which means it is likely to be difficult to fund substantial upgrades to the transport system in this area.

The Department of Transport has adopted a SmartRoads Plan to inform decision-making for managing and improving the arterial road network. SmartRoads recognises that road space cannot be everything for all road users and sets out an approach for managing the many competing demands for limited road space. Some roads will be given priority for public transport, while other roads will favour through traffic, cyclists, pedestrians or a combination of these modes where appropriate.

[9] Infrastructure Australia Major Cities Unit 2010
[10] Cosgrove D, (BITREE) 2011, cited in Streets for Seniors: Rethinking Urban Design. A presentation by Victoria Walks and VicHealth

Map 23 - Moving People Network Planning – Smart Roads Preferred Use 2011



Source: Department of Transport 2011

In the study area, Canning Highway is shown as preferred for public transport, traffic and pedestrian movements. Stock Road is shown as preferred for traffic and possible cycle movements.

In terms of the road hierarchy, Canning Highway is a Primary Distributor, Stock Road south of the highway is a Distributor A and Stock Road north of the highway is a local distributor road. Other roads in the area are local access roads.

The City adopted a Transport Strategy in 2000. Its vision is that:

"Transport will contribute to quality of life and economic development in the City of Melville with minimum adverse effects on residents and the natural environment. A variety of safe, affordable, and effective transport modes will be available to all sectors of the community".

Whilst some of the information and many of the actions are no longer as relevant, the vision still guides the City's transport thinking.

The City is currently progressing a new Integrated Transport Strategy, which will further inform local transport planning.

7.2 Perth Transport Plan for 3.5million and Beyond

The Department of Transport released the *Perth Transport Plan for 3.5million and Beyond* in August 2016. Transport @ 3.5 Million is modelled on the WAPC's draft Perth and Peel @ 3.5 Million planning frameworks of where people will live and work. It also aligns with the Perth and Peel Green Growth Plan for 3.5 Million.

Transport @ 3.5 Million provides a long term plan to guide development of a strategic, sustainable and robust transport network for Perth and Peel. It describes a future transport network that provides people with more than one viable option for travelling to work, school and shops and for accessing services and recreational activities.

Transport @ 3.5 Million is an integrated plan that considers not just transport, but the intersection of transport, land use, health and environmental management.

The vision for Perth's transport network is to meet the following objectives:

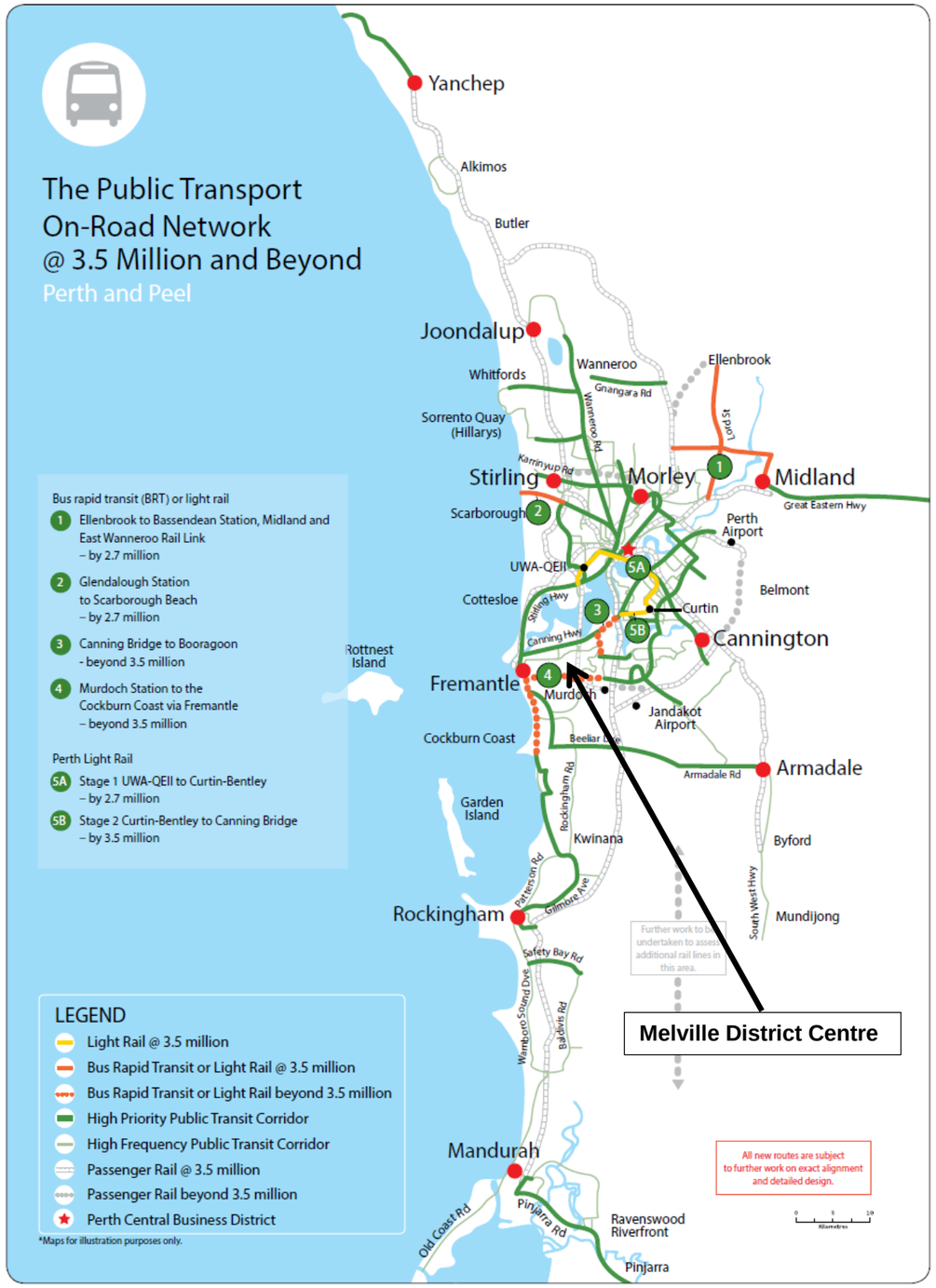
- Optimise use of the existing network and as it grows;
- Integrate with land use and across the public transport, active transport and road networks;
- Deliver high frequency, 'turn up and go' mass rapid transit connected with effective public transport feeder services;
- Provide a safe, connected active transport network of primarily off-road cycleways and walkways; and
- Maintain a free-flowing freeway and arterial road network for the efficient distribution of people and freight.

The plan will guide future investment, planning and policy decisions for the metropolitan transport system, as well as inform local government planning, industry, developers and the community.

Parts of the plan that are relevant to this activity centre include:

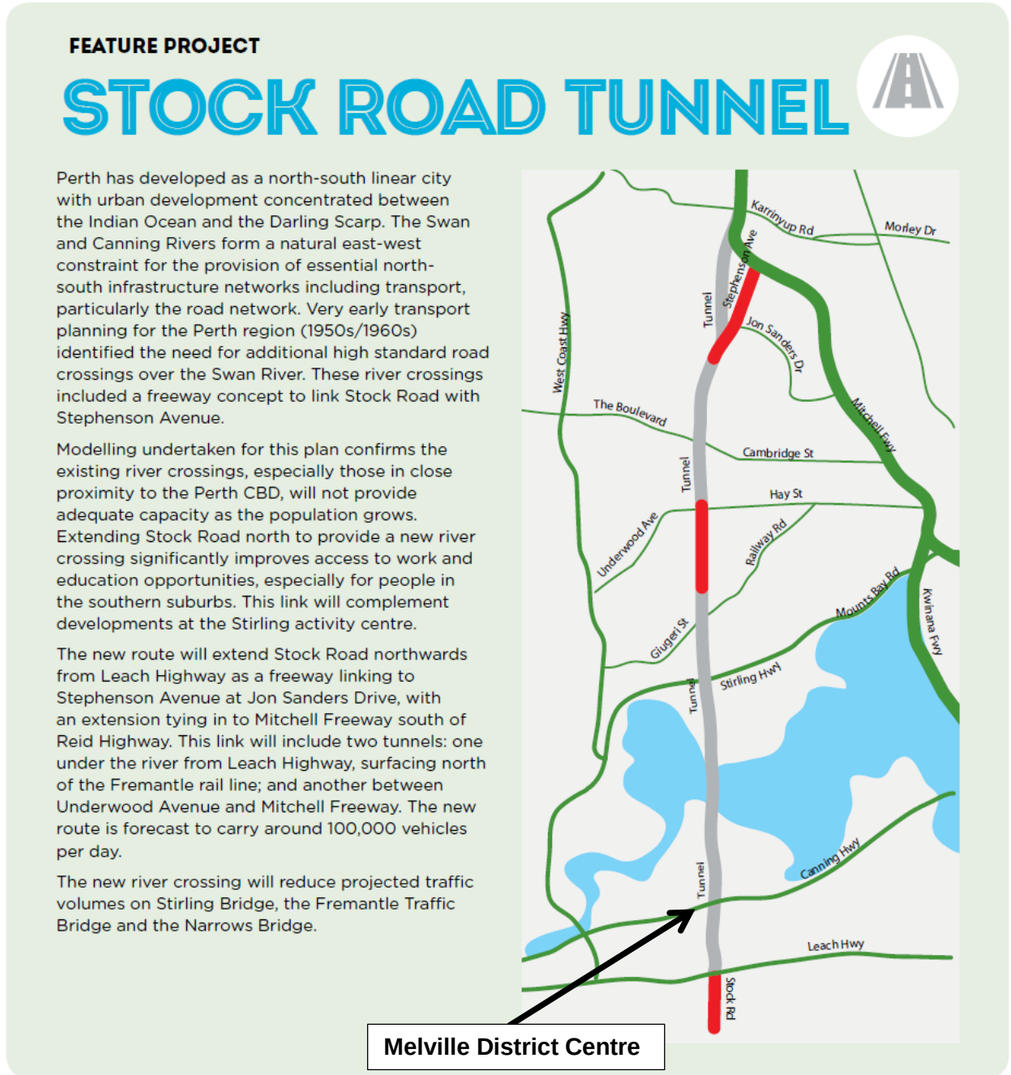
- Canning Highway is designated as "High Priority Public Transport Corridor" (see Map 24). This would be a 'step up' from High Frequency Public Transport Corridor and suggest that measures such as bus-only lanes, signal priority or bus queue jumps could be employed. This would enhance the centre's public transport links to Fremantle and central Perth via Canning Bridge.
- Stock Road Tunnel. The plan shows a new 'freeway-like' tunnel that would begin around Leach Highway south of the activity centre going under the activity centre to travel underneath the river to provide a road link to Stirling (see Figure 19).

Map 24 - The Public Transport On-Road Network @ 3.5 Million and Beyond



Source: Perth Transport Plan 2016

Figure 19 – Stock Road Tunnel Concept

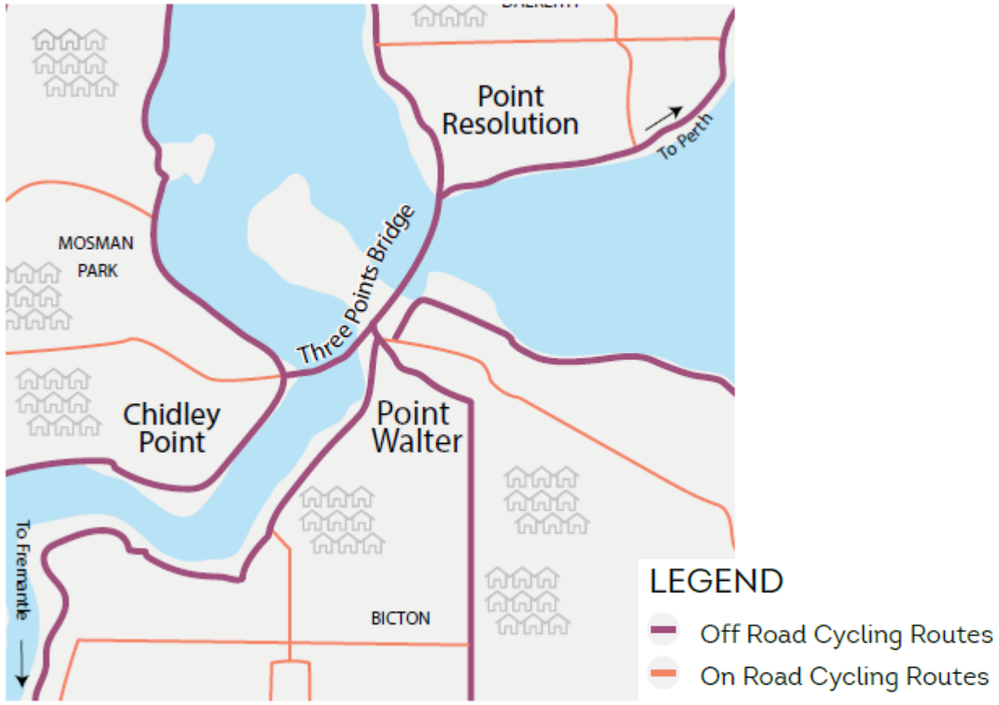


Source: Perth Transport Plan 2016

The Swan River divides Perth geographically and socially, particularly for pedestrians and cyclists. The Transport @ 3.5 Million proposes a new Three Points Bridge to connect Chidley Point, Point Walter and Point Resolution (see Map 25). This would connect the activity centre with the north side of the Swan River and make it quicker to cycle to central Perth in around 40 minutes.

Map 25 also shows a new off-road cycling route which appears to be along Stock Road, which would significantly improve cycling access to this centre.

Map 25 – Proposed Three Points Walking and Cycling Bridge



Source: Perth Transport Plan 2016

The Perth Transport Plan and other WAPC strategies aim to better integrate land use with transport. Better integration makes it possible for more people to live and work closer to activity centres and along transport corridors, which reduces reliance on cars as the only travel option. It makes using public transport, walking and cycling easier.

This activity centre plan is important for achieving this land use and transport integration at the local level.

It is considered that this Plan complements and supports the objectives of the Perth Transport Plan.

7.3 Existing Transport Use

The transport statistics for the area highlight some important differences between the study area and the rest of the City of Melville and Perth metropolitan area, including:

- A higher proportion of households have no car
- A higher proportion of households have only one car
- A lower proportion of households have two cars or more

Table 11 - Comparison of Numbers of Cars per Household

Number of Cars per Household	Area	CoM	Perth
Households without a car	10%	6%	6%
Households with 1 car	54%	32%	32%
Households with 2 or more cars	36%	59%	56%

Despite these differences, travel behaviour to work is broadly similar to the rest of Perth. Notably only 1% of residents work from home in this area, while 5% of the City's residents work from home overall. There may be an opportunity to promote working from home in the area to boost local employment and reduce traffic at peak periods.

Table 12 - Comparison of Methods of Travel to Work

Method of Travel to Work	Area	CoM	Perth
Travel to work by car	70%	67%	68%
Travel to work by public transport	12%	11%	10%
Travel to work by bicycle	0%	1%	1%
Travel to work by walking	1%	2%	2%
Work from home	1%	5%	4%

Notes

- Statistics are from Australian Bureau of Statistics Census 2011
- The Census Collection Areas do not match the boundaries of the activity centre plan area, so the statistics should be taken as indicative of the study area rather than directly applicable
- Area means the study area
- CoM means City of Melville

A Travelsmart survey undertaken in 2000 in the City revealed that most trips are made by car drivers (60%). Car passenger trips account for 24 percent of all trips, walking for nine percent, public transport for five percent and cycling for two percent. The survey also showed that most residents are within easy walking or cycling distance of many of their destinations, as over half (53%) of all trips are five kilometres or less. Similarly, a large number of car trips could be made on foot or by bike, as just under half of all car trips (47%) are only five kilometres or less.

City of Melville residents make a large share (49%) of their trips entirely within the municipality. Six percent of their trips are to or from the Perth central area and 44 percent are to or from other destinations in the metropolitan region. One percent of trips are to destinations outside the metropolitan area.

Recreation is the most common purpose for a trip with 35% of the share, followed by work (21%), shopping (18%) and education (11%). Serving passengers (e.g. taking children to school) is the purpose for ten percent of trips and personal business accounts for five percent.

7.4 Sustainable Transport

Sustainable transport was discussed in section 6.1 above.

7.5 Regional Roads

SPP 4.2 states the following from a regional transport perspective:

"An activity centre has the capacity to reduce the overall amount of car travel if it is conveniently accessible by high frequency public transport and the regional road network (for distribution and servicing). A centre's location in relation to strategic transport routes will dictate ease of access, how people arrive, and even influence user perception of place."

The centre is appropriately located on Canning Highway, which is a Primary Regional Road connecting the centre with other important centres. Stock Road provides a direct route to the southern suburbs. SPP 4.2 states that centres are best located along or visible from arterial roads.

Main Roads WA has completed regional traffic modelling based on the City's Directions 2031 target of providing an additional 11,000 new dwellings by 2031 and the City's Strategy. This plan is one of the implementation actions to achieve the dwelling target and deliver on the Strategy. It is not additional to or separate from the dwelling target and Strategy.

The activity centre plan does not significantly increase the development potential of the centre, but rather imposes additional design requirements and makes development more economically viable. The potential 50% increase in commercial floorspace (from approximately 14,000m² to 21,000m²) is relatively minor in the Perth metropolitan context and the potential 354 new dwellings in the centre by 2031 could be accommodated under the existing zoning and height provisions for the centre in LPS 6.

Main Roads WA has reviewed the plan and considers it acceptable.

Some lots abutting Canning Highway are subject to a Metropolitan Region Scheme road widening requirement, which requires that land be ceded to the Crown for the purpose of widening Canning Highway. This would be actioned at the point of subdivision or development.

7.6 Local Roads

The local road network provides both regional and local level connections.

Canning Highway and Stock Road perform a regional role, with high traffic volumes and 60 kilometre per hour speed limits.

The local roads with 50 kilometre per hour speed limits include Prinsep Road, Moreing Road, Stock Road (north of Canning Highway), Waddell Road, Fifth Street, Hope Road and Murray Road. One small section of Fifth Street is the only east to west connection of the above-listed local roads, which are otherwise all north to south connectors.

The long north to south street blocks provide a barrier to east to west vehicular movement. The street blocks on the northern side of the highway are 500m plus in length. The street blocks on the southern side of the highway are better at between 200m to 280m in length.

SPP 4.2 states that a well-formed urban structure consists of small walkable blocks with 70m x 120m-240m blocks. The existing area has street blocks of around 100m x 200m-500m blocks.

7.7 Creating Rights of Ways

Main Roads WA would like to reduce or remove direct vehicular access from lots on to Canning Highway. The size of most of the lots in the Centre C2 zone makes this possible.

As noted above, the existing street blocks do not encourage east to west movement in the activity centre.

This situation means it will be important to encourage the creation of new rights of way running roughly parallel to Canning Highway at the rear of development sites to improve access from east to west.

The rights of way would provide access for development sites and provide public vehicle and pedestrian access. They would become important parts of the local movement network.

The City strongly encourages the creation of new rights of way and will work cooperatively with landowners to implement them wherever possible.

7.8 Travel Mode Choice

The exact mode split for the centre is not known at this point. But it would be reasonable to assume that the vast majority of trips to/from the centre are made using cars. This will be further researched in the proposed Transport Strategy for the City.

The activity centre largely services a local catchment, with some sub-regional catchment services (e.g. supermarkets, car sales, library and recreation uses).

Walking, cycling and public transport accessibility is important for centres with local catchments, particularly as traffic congestion may increase over time on major regional roads such as Canning Highway and Stock Road.

Table 13 - Factors Influencing Travel Mode Choice

Factors Impacting Access Mode Choice	Walking	Cycling	Public Transport	Driving
Catchment scale	Local	Local Sub-regional	Local Sub-regional Regional	Local Sub-regional Regional
Length of visit	Short visits Long visits	Long visits	Long visits	Short visits Long visits
User physical ability	High ability	High ability	High ability Low ability	High ability Low ability
User income	High income Low income	High income Low income	High income Low income	High income
User age	Young age Middle age Old age	Young age Middle age	Young age Middle age Old age	Middle age Old age
Adverse weather (e.g. heat, rain)	Forms a barrier	Forms a barrier	May form a barrier	No barrier
Physical gradient	Forms a barrier	Forms a barrier	May form a barrier	No barrier
Type of goods purchased/ consumed	Consumed on site Small quantities	Consumed on site Small quantities	Consumed on site Small quantities	Consumed on site Small quantities Bulky goods Large quantities Heavy goods

Source: Pracsys

Pracsys notes in the LCACS that:

"Conflict about access is typically one of the more contentious issues from the perspective of planners, developers and the local community. Traffic congestion, parking and freight unloading are common issues related to driving access. Safety is a common issue for access by walking. A lack of suitable infrastructure is a common issue for cycling access. Conflict between access modes is a common issue for all access types".

Walking, cycling and public transport will need to be prioritised if a mode shift away from the dominance of private vehicles is going to be successful.

7.9 Combining and Reducing Trips

The activity centre is likely to become more of a destination in future, allowing residents, workers and visitors to combine a number of activities and tasks in one visit. These activities are likely to include:

- Greater employment opportunities in offices, services, consultancies, retail and entertainment uses
- Recreational and social opportunities, particularly at Melville Reserve, LeisureFit Melville and A.H. Bracks library
- Existing and new entertainment opportunities such as cafes, restaurants and small bars
- A greater concentration of everyday services such as doctors, dentists, physiotherapists etc
- More shops and offices as the centre expands over time.

Clustering businesses, services and residential together allows local residents, workers and visitors to access a range of businesses or services in one trip, which can reduce overall congestion on the road network.

7.10 Freight

Freight vehicles supply goods to commercial businesses in the area, generally via Canning Highway and access roads to the relevant site. Future major redevelopments will be required to prepared Freight and Servicing Plans to detail how freight movements will be safely accommodated. Similarly, major redevelopments will need to prepare Waste Management Plans.

7.11 Traffic Implications

Flyt prepared a Traffic Implications Report for this plan, which can be found in Appendix 1. The main conclusions in the report are summarised below.

The existing traffic conditions (based on information available from MRWA, observations during site visits and analysis of the Google Traffic measurement tool), indicate that traffic builds-up at the signalised intersection of Canning Highway and Stock Road during both peak periods (particularly on the Stock Road north and south approaches to the intersection), which would be considered a typical outcome for signalised intersections involving a Primary Distributor road.

The City of Melville's LPS seeks to concentrate population growth and development in activity centres, which can be served by high frequency public transport services to reduce the reliance upon trips to/from the activity centre being reliant upon private motor vehicle access.

It is anticipated that the Melville District Centre Activity Centre could accommodate the following additional land use by 2031:

- *354 new dwellings (a total of 550 dwellings including the 196 existing dwellings);*
- *7,370m2 new commercial floorspace (a total of 21,000m² of commercial floorspace including the existing 13,630m²).*

In 2004 the WAPC initiated MRS amendment 1100/33 for Canning Highway in the City, which dealt with the Primary Regional Road reserve for Canning Highway between Petra Street and Canning Bridge. The concept design (carriageway plans) for this amendment remains the most recent planning for the Canning Highway corridor through the Melville District Centre Activity Centre area.

Aspects of the concept design are now considered to be out of date due to more recent changes to the local road network (including the closure of Hope Road and Waddell Road immediately to the south of Canning Highway).

It is anticipated that across the Activity Centre a total of 354 additional dwellings could be provided and these would generate in the order of the following number of trips:

- *Total daily vehicle trips = 1,416 vehicle trips per day*
- *Total weekday peak hour vehicle trips = 142 vehicle trips per weekday peak hour*

It is anticipated that across the Activity Centre a total of 7,370m² of additional commercial floorspace could be provided and this would generate in the order of the following number of trips:

- *Total daily vehicle trips = 3,159 vehicle trips per day*
- *Total Thursday weekday PM peak hour vehicle trips = 316 vehicle trips per weekday peak hour*

The volume of peak hour trips generated by the retail land uses would fluctuate during the week and during the year therefore the total additional trips set out above should be seen as high. The impact of new development would typically be much less in the AM peak hour.

Whilst this high-level Traffic Implications Report has discussed future road network performance in Section 4.4, further detailed investigation would be required in order to determine the precise location of redevelopment and development opportunities, as well as traffic generation and distribution and subsequent impact on intersections within the Activity Centre.

This further detailed assessment would be informed through the submission of development applications and associated transport reports. As set out in this Traffic Implications Report, the impact of trips associated with existing development (that would then be replaced) is not considered. This assessment would allow for the impact of replaced development to be understood.

Any detailed transport assessments associated with major development applications would then inform road and street network design in concert with inputs from other elements that have been examined by Council, including urban design, pedestrian and cycling connections and provision of parking.

In respect of indicative intersection performance, the intersection of Canning Highway and Stock Road is already experiencing performance issues in both peak hours examined in relation to traffic engineering metrics such as delay and degree of saturation.

Facilitation of development in this Activity Centre should consider the existing network conditions and promote development that is in keeping with relevant state and local planning policies and assist in reducing the volume of additional vehicle traffic through:

- *Including reduced levels of parking for any form of new development;*
- *Providing development that reduces vehicle trips (higher density residential development);*
- *Submitting transport assessments that include Travel Plans for major development sites;*
- *Promote alternative transport modes through provision of excellent end of trip and storage facilities for bicycles;*
- *Provide a mix of residential products that support reduced impact on existing transport networks; and*
- *Work with the City of Melville to maximise the existing street network form and function rather than rely on street widening and provision of additional road network capacity or connections.*

7.12 Parking

Car parking is an important land use as cars are parked for most of the day, often at various locations at different times of the day.

Local businesses and the community commonly raise car parking as a problem that needs to be addressed in activity centres.

Car parking issues can't be "solved", but they can be better managed. There are no quick fixes. It is more effective, easier and cheaper to better manage parking rather than attempting to satisfy potential demand for parking facilities.

Parking management refers to how parking bays are controlled through paid parking, time limits, and/or other regulations. The main reason for managing parking is to create more "turnover" of cars so that one car parking space can be used by as many cars as possible each day. This allows motorists to more easily find a car bay (as one car is not parked there all day), assists local businesses by attracting customers and ensures maximum land use efficiency.

Cost of Car Parking

Car parking is commonly perceived to be "free" as motorists don't need to pay a direct cost to park their car. However, car parking is never free as governments or businesses must pay for the cost of providing and maintaining car parks as well as absorbing the opportunity costs for the land required to provide parking.

The direct costs of parking are included in everyday expenses such as higher development costs, higher costs of goods or services to the consumer and/or high taxes and rates. These higher costs subsidise car parking and encourage higher parking demand. This also means that people who don't drive subsidise people who do drive.

Table 14 - Estimated Costs to Provide Car Parking in City of Melville Activity Centres

Type of parking	Land per bay	Land cost per m^2 - $2,000	Floor area per bay	Construction cost per bay	Estimated total cost per bay
On-street surface	15m²	$0	N/A	$3,500	**$3,500**
Off-street surface	35 m^2	$70,000	35 m^2	$3,500	**$73,500**
Deck – 2 level	16 m^2	$32,000	32 m^2	$31,000	**$63,000**
Deck – 4 level	8 m^2	$16,000	32 m^2	$34,000	**$50,000**
Basement – 2 level	8 m^2	$16,000	32 m^2	$44,000	**$60,000**

Management Responsibility for Parking Areas

There are 1,041 parking spaces in the activity centre, not including parking on residential lots. The City of Melville is responsible for managing 200 bays or 19% of the total. Private landowners and managers are responsible for managing 841 or 81% of the bays.

Table 15 - Parking Managed by the City of Melville in the Melville District Centre

Location	Number of Bays
Hope Road	4
Waddell Road (south)	11
Waddell Road (north)	22
Stock Road Senior Citizens Centre Site &	78
LeisureFit Melville *	85
Total	**200**

* - Does not include parking beside tennis courts or on-street parking on Prinsep Road

Most of the car parking in the area is provided on private land and is therefore the responsibility of landowners and businesses. New development proposals will need to comply with the City's policy CP079 – Car Parking and Access.

Staff parking is an issue for businesses to consider. Staff often park outside a business all day, meaning that those bays cannot be used by customers. Businesses have a choice to either prioritise staff parking or prioritise customer parking. It is difficult to do both. It is the responsibility of each business to plan staff parking areas in conjunction with their staff. The City may be able to provide help and advice where possible to do so.

A parking management plan can be prepared for the centre should issues arise in future. There is potential to provide additional on-street parking in the commercial/mixed use areas along Waddell Road and Hope Road. This can be investigated as part of detailed streetscape upgrades or development proposals.

8. Implementation

8.1 Process

This plan has been prepared, publicly advertised and approved in accordance with the *Planning and Development (Local Planning Schemes) Regulations 2015*.

8.2 Statutory Planning Controls

This plan is the principal planning document for this activity centre.

LPS 6 and the City's policies apply to development in this activity centre, unless specifically varied by this Plan (mainly in Centre C2 zone).

The plan, as endorsed by the WAPC, is a document which planning decision-makers are to give due regard to when making decisions regarding land use, subdivision or development in the activity centre plan area.

8.3 Zoning

This plan does not automatically change the zoning of land. The City prepared Scheme Amendment No. 3 to LPS6 to change the underlying zoning of the land. Amendment 3 was gazetted on 12 May 2017 and aligned the zoning of the land in the centre with this plan.

8.4 Streetscape Upgrades

Upgrades to streetscapes and the public realm provide a tangible signal to landowners that there is a high level of commitment to facilitating the development of the activity centre. Residential density and high quality development is attracted to places following physical streetscape or infrastructure improvements.

Streetscape upgrades are also integral to retail and business success in activity centres as summarised in the Heart Foundation report *Good for Busine$$: the benefits of making streets more walking and cycling friendly:*

"High quality pedestrian and cycling conditions are absolutely integral to retail and business success in activity centres. There is a strong business case for improving walking and cycling conditions:

- *There are direct economic benefits of improvement of retail environments, which can be both immediate and strategic.*
- *Streetscape enhancement adds value to an area: this is associated with higher rents or the attraction of new tenants/ businesses.*
- *The reputation of certain areas and the businesses that are resident in them is based on the quality of the public realm.*
- *There is evidence that improving walking and cycling environments raises property values by statistically significant amounts."*[11]

It is recommended that the City prepare a plan for improving streetscapes in the centre. Future streetscape upgrades could potentially be funded through municipal funding, specified area rates and/or community benefit contributions from developers.

8.5 Improving Walking and Cycling Access

Feedback from the community during the public advertising process suggested that walking and cycling access needs to be significantly improved in the area. The key issues were:

- The safety and amenity of walking along and particularly across Canning Highway. The existing arrangements dissuades people from walking as it is perceived to be unsafe and unpleasant
- Vehicles driving to/from and around the Melville Plaza Shopping Centre create issues for pedestrians, particularly on Waddell Road
- The speed of vehicles travelling along local streets is excessive. This is supported by the traffic data which indicates that local streets have 85th percentile speeds above the speed limit
- Cycling to and around the activity centre is dangerous and unpleasant
- The lack of mature street trees, awnings and shade makes walking/cycling unpleasant

These issues should be further investigated in streetscape upgrade plans and local traffic management initiatives.

8.6 Redevelopment of Key Sites

A Local Development Plan may be prepared to amend the requirements of this plan and/or provide more specific development requirements for the development of a site or sites where it is deemed appropriate. It may set new benchmarks for the scale, quality and appearance for future buildings. A Local Development Plan shall be prepared and approved in accordance with the relevant regulations.

The City welcomes the opportunity to discuss development opportunities in the centre with interested parties.

8.7 Monitoring and Review

This plan should be reviewed and updated as and when required. It is not intended to be a static document. Any amendments to the plan will need to follow the procedures outlined in the *Planning and Development (Local Planning Scheme) Regulations 2015*.

9. Technical Studies and Appendices

Appendix 1 - Traffic Implications Report

[11] Good for Busine$$: the benefits of making streets more walking and cycling friendly. Heart Foundation 2011.