



City of
Melville
Libraries & Museums

My Future Melville Speaker Series

Melville's 20-year vision

Melville District Centre

Parts of Bicton, Attadale, Palmyra & Melville

Dean Cracknell

Senior Strategic Planner

my future *Melville*

*To achieve the best outcomes for tomorrow
we need to plan effectively for change today.*



- The 20 year vision for the City of Melville
- The key activity centre in your local area
- How our quiet suburbs will be retained
- How public transport will connect us
- Opportunities for business and jobs

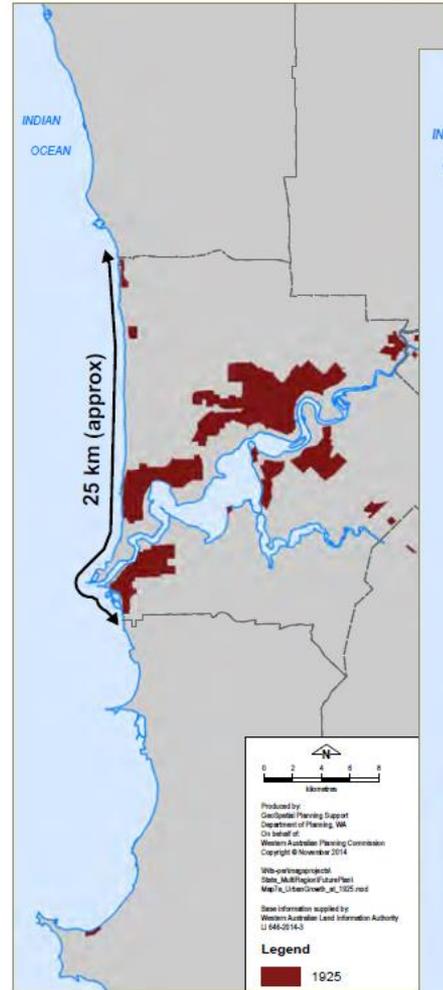


Perth's population has grown by **10.5 times**

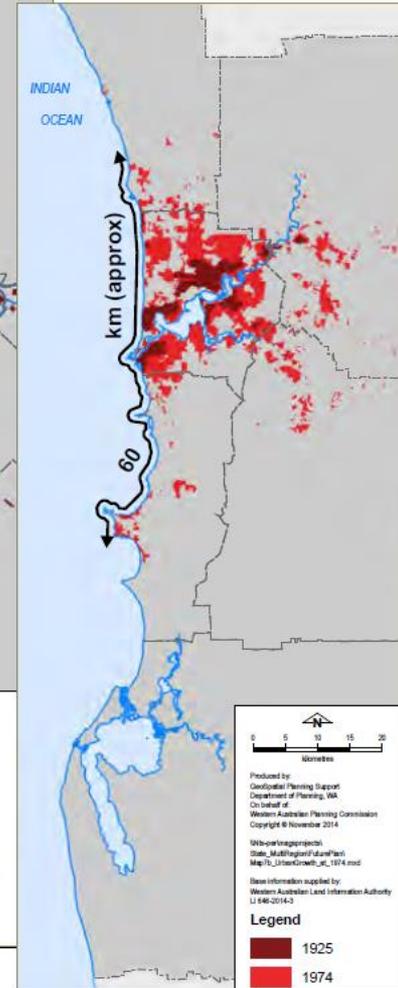
Perth's Population

1925	195,080
2015	2,039,200

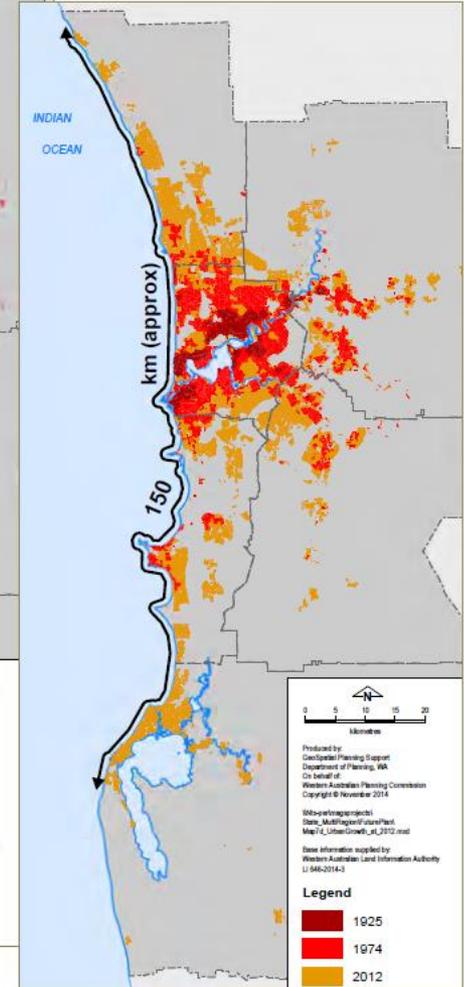
Perth's geographical size has grown by **13 times**



1925 – 66km²



1974 – 378km²



2012 – 870km²

Suburban spread 'biggest' problem

■ Kent Acott

Perth's urban sprawl is now recognised as one of the biggest in the world.

And if the city continues to spread at the current rate, experts say the Perth metropolitan area will stretch 270km — from Myalup to Lancelin — by 2050.

Property consultant and City of Perth councillor James Limnios says urban sprawl is now Perth's biggest economic and social problem.

And Curtin University's sustainability professor Peter Newman says it is now time for Perth to embrace high-rise buildings.

In its latest audit of the populations and densities of almost 1000 cities, US website Demographia ranks Perth as the world's 59th biggest city in geographic size.

But of all the non-US cities in the top 60, Perth has the lowest population of 1.67 million people.

The ranking puts Perth just behind Manila (58th, population 22.71 million) and London (55th, 10.15 million) and ahead of Montreal (60th, 3.47 million), Tehran (71st, 13.42 million), Berlin (74th, 4 million) and Dubai (77th, 3.4 million).

"This report highlights the extent of urban sprawl in Perth which is costing families large amounts of money in transport costs and taxpayers who are funding infrastructure in the ever-growing newer suburbs of Perth," Cr Limnios said.

'The extent of urban sprawl in Perth is costing families large amounts of money in transport.'

City councillor **James Limnios**

"We need to urgently implement a plan to encourage greater urban infill in near-city areas that will help reduce the geographic expansion of our city."

Cr Limnios said this urgent plan should include the development of big tracts of under-used inner-city land, such as land around McIver train station.

He said this area could be transformed into "an artistic precinct, similar to the Latin Quarter in Paris" that would appeal to young people and regenerate a blighted inner-city location.

Consideration should also be given to limiting first-homebuyers grants to homes within a 10km radius of the Perth CBD.

Professor Newman said the next 30 years of Perth's urban development could easily be accommodated within the existing sprawl, with more urban infill and high rise.

This would save money for the government and for families.

"Population growth is not a bad thing if it is used to generate more sustainable cities," Professor Newman said. "Every city

needs to see its growth plan as an opportunity to create a better city — one that has a reduced footprint and a better livability.

"If low-density sprawl characterises the development, it will simply be a wasted opportunity.

"There has been high-density housing built in inner suburbs such as South Perth, Northbridge, East Perth and Subiaco.

"But places such as Fremantle, Cottesloe, Nedlands and Scarborough have actively prevented high density," he said.

City of Armadale chief executive and spokesman for chief executives from outer-suburban councils, Ray Tame, said policies to attract more people to live in inner-urban areas were expensive and took time.

In the meantime, he said new families were flocking "at the rate of a suburban street a week" to the new outer suburbs that promised a terrific quality of life.

"There is a clear push by industry sectors at State and national level to centralise knowledge, jobs and services in the central business district and then lay the question of traffic congestion and better public transport at the government's door," Mr Tame said.

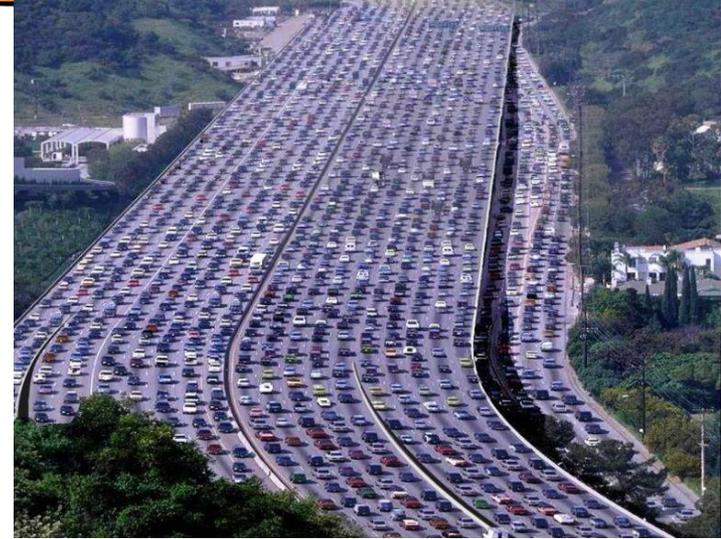
"There has to be recognition this centralising must stop and jobs, services and the knowledge economy be decentralised ... shortening the commute distance and providing affordable living."

PERTH IN 2050





- **Perth is changing**
 - Rapidly increasing population
 - Ageing population
 - Poor sustainability outcomes
- **Perth is a sprawling city**
 - Stretches 150km along the coast
 - Urban sprawl creates traffic congestion
- **State Government strategies**
 - Plan for activity centres and corridors
- **Lifestyle choices people make**
 - Need for a range of housing choices
 - Live close to schools, shops, transport
 - Desire for vibrancy and culture





City of
Melville

We need to align with State Government strategies

directions**2031**
and beyond
metropolitan planning beyond the horizon

Over the next 35-40 years,
800,000 new homes will be
required to accommodate Perth's
growing population.



Perth and
Peel@3.5million

What will Perth and Peel
look like in 2050?

TRANSPORT @ 3.5 MILLION

PERTH TRANSPORT PLAN

FOR 3.5 MILLION PEOPLE
AND BEYOND

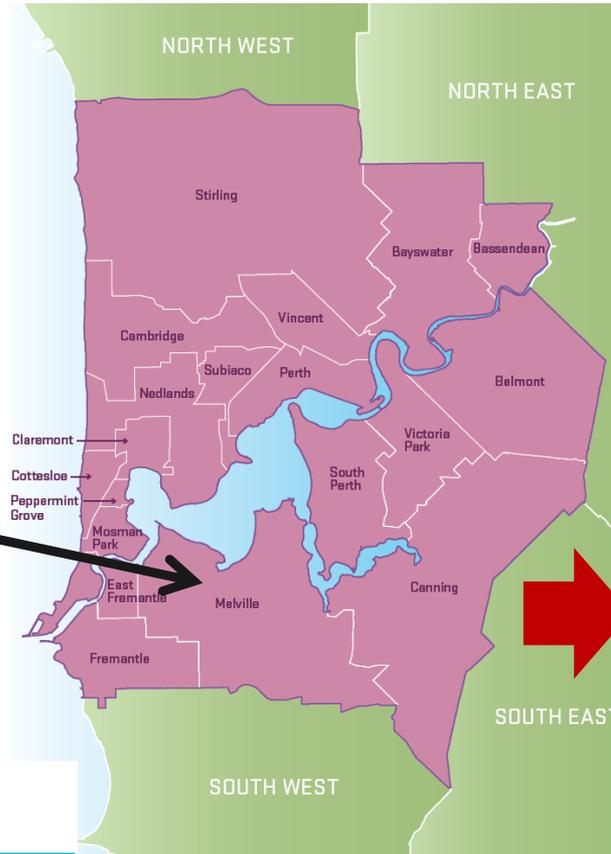
FOR CONSULTATION





Every local government has housing targets to accommodate future population growth

The City of Melville is in Perth's Central region



REGION	2011	2050
NORTH WEST		
People	322,486	740,318
Jobs	80,566	229,089
Homes	114,923	283,716
NORTH EAST		
People	209,156	450,590
Jobs	82,379	187,986
Homes	76,547	179,101
CENTRAL		
People	782,974	1.2m
Jobs	540,000	780,000
Homes	2050 infill target of 215,000 homes	
SOUTH METROPOLITAN PEEL		
People	523,406	1.26m
Jobs	143,971	437,725
Homes	205,493	507,670

City of Melville Targets

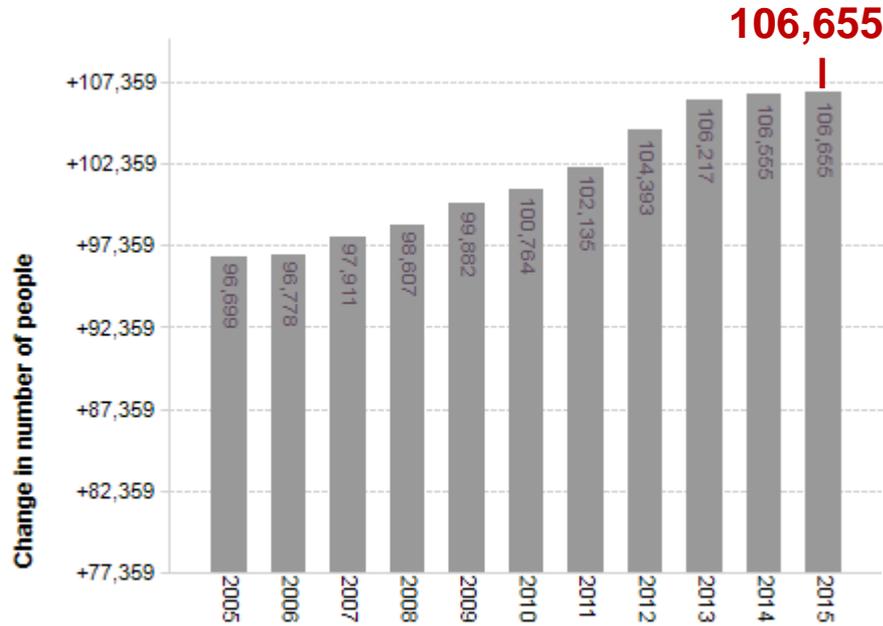
By 2031	11,000 new dwellings
By 2050	18,500 new dwellings

Figure 4: Perth's population, jobs and homes targets

(Source: Perth and Peel @ 3.5 Million - what will Perth and P look like in 2050? Western Australian Planning Commission,



Estimated Resident Population, City of Melville



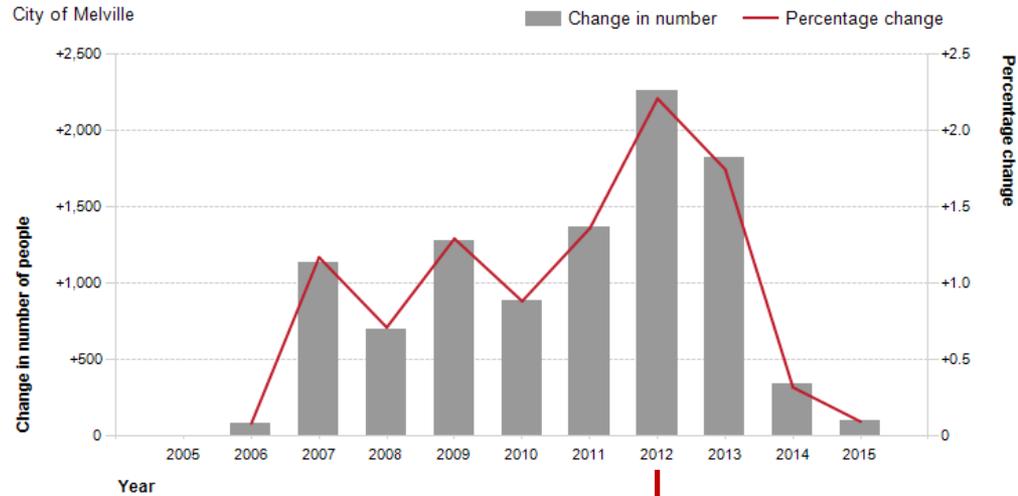
Source: Australian Bureau of Statistics, Regional Population Growth, Australia (3218.0). Compiled and presented by .id the population experts

Our population is growing

But it is not the same every year. Sometimes the population growth is very fast, sometimes slower.

We need to be “ahead of the game”

Annual change in Estimated Resident Population (ERP)



Source: Australian Bureau of Statistics, Regional Population Growth, Australia (3218.0). Compiled and presented by .id the population experts

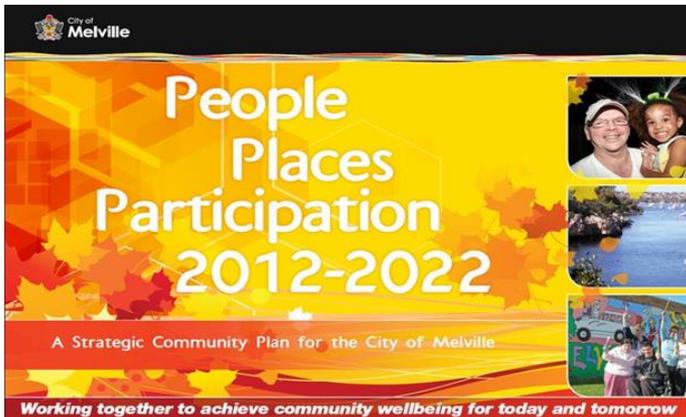
2,258



Focus growth in activity centres and transport corridors

Protect suburban residential areas from significant changes

Based on and aligns with community feedback





Vibrant activity centres



Quieter suburban areas

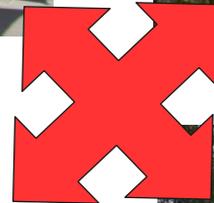


Figure 5: Your move, your choice

Range of transport choices



Quality parks & natural areas



City of
Melville

Melville District Centre Activity Centre Plan



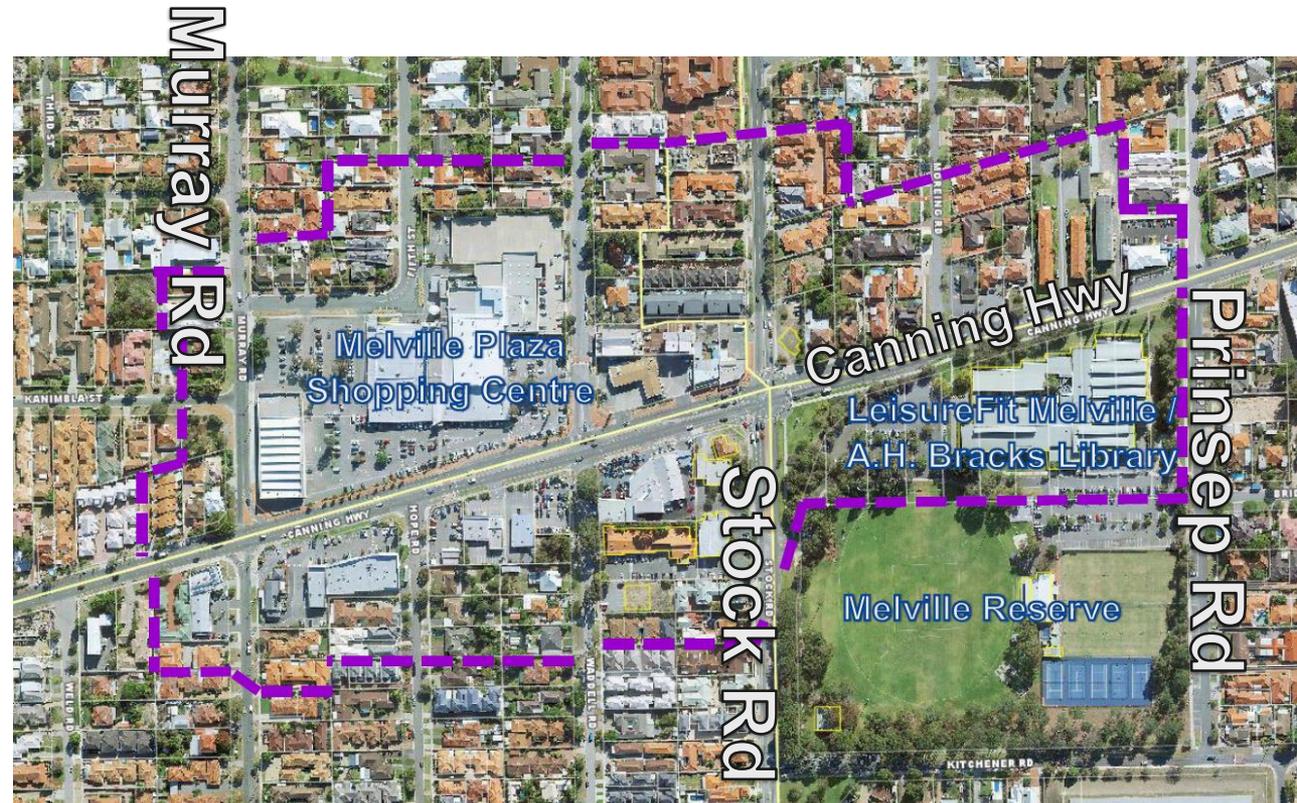


One of Melville's key
'activity centres'

This will be the first
plan to provide a
vision for the future
for the area

The plan will update
the existing town
planning rules to align
with the vision

Tell us what you think!



 Proposed boundary of the plan area



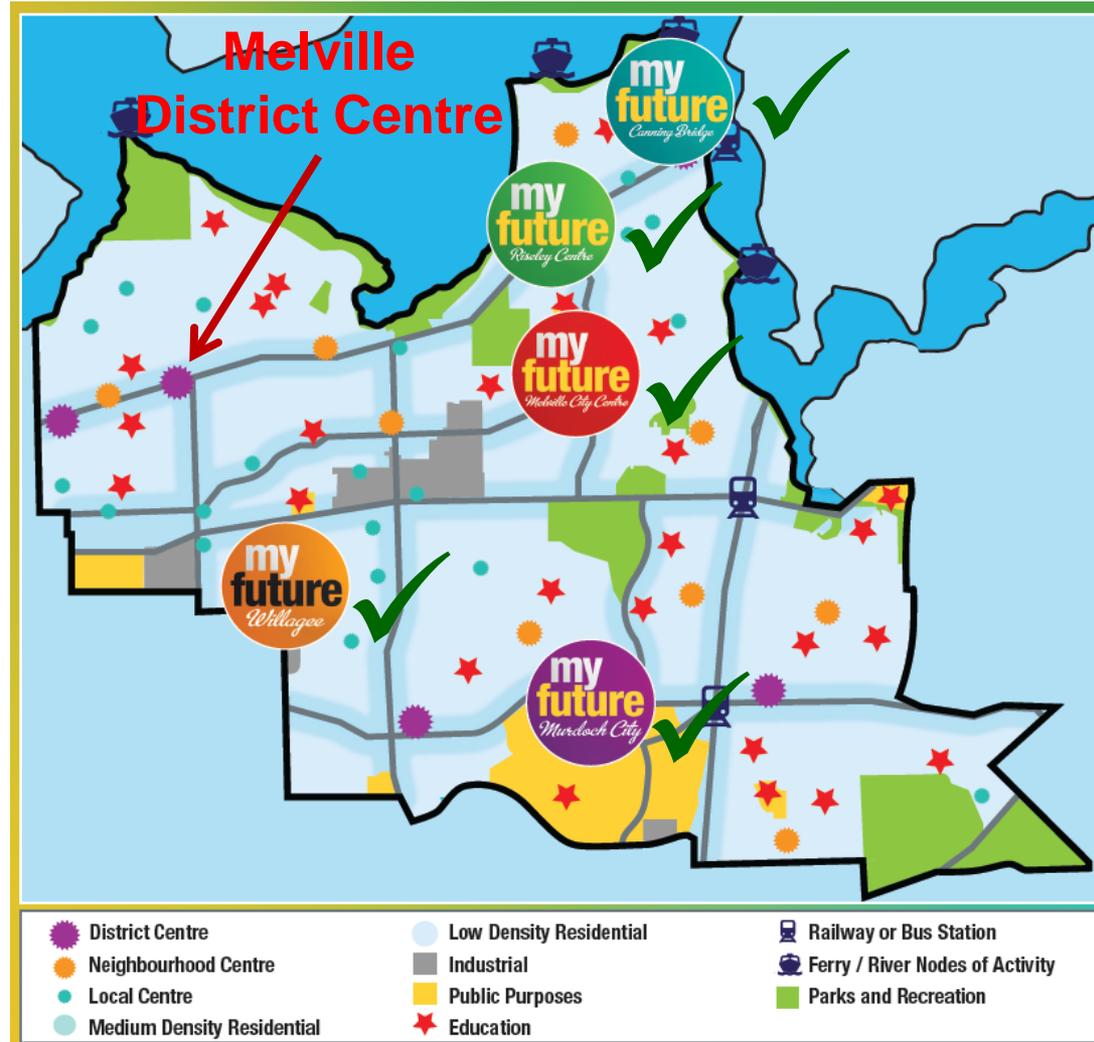
Why is a Plan Required?

Our Local Planning Strategy seeks to concentrate population growth and development in these activity centres and along public transport routes

This approach protects our suburban areas from significant changes

If we don't have a plan:

- We can't properly manage change
- We don't know where we are going in the future





Finding the right balance



If there are **no rules**, everybody can do anything they like with their land.

This is not good for the community.

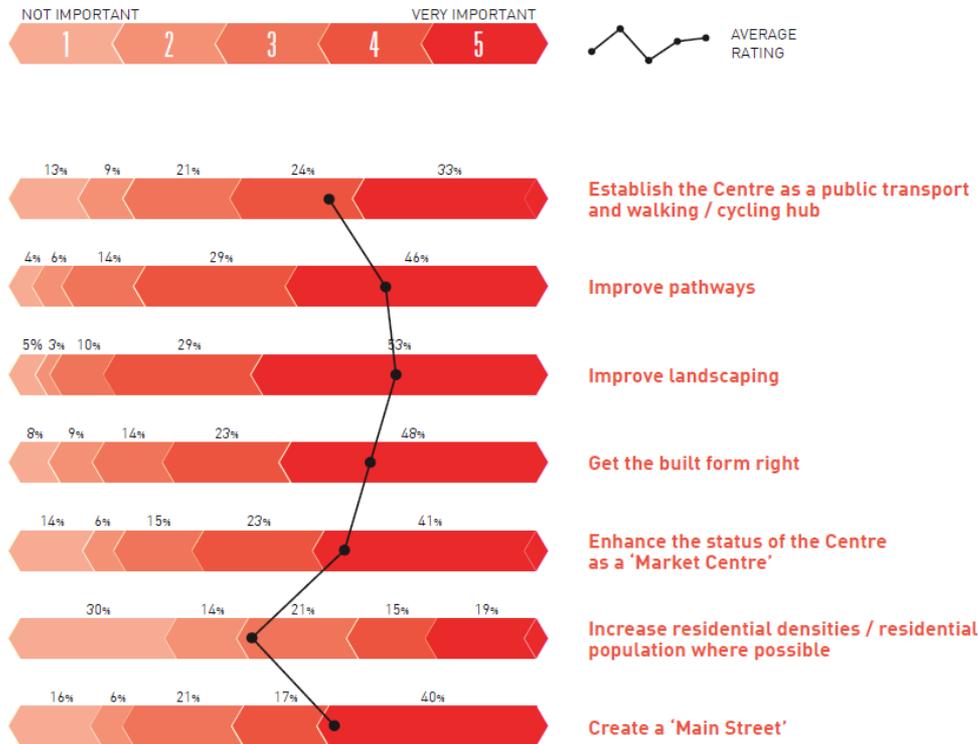
If there are **too many rules**, nobody can do anything with their land.

This is not good for the community.

The rules need to align with the vision for the place we are trying to create.



Issues to Improve



Community Priorities

Improve landscaping

(82% of respondents)

Improve walking environment

(75% of respondents)

Improve look and feel of buildings

(71% of respondents)



Strengths

- Identified activity centre
- Two high frequency bus routes
- Commercial uses have high visibility to passing traffic
- Existing business attractors
- Existing community facilities

Opportunities

- Under-utilised development sites
- Potential views to river
- Canning Highway is busy (good visibility)
- Future improvements to bus services
- Melville Reserve close-by
- More trees and landscaping can help create a better environment

Weaknesses

- 'Look and feel' of the area is relatively poor, particularly for pedestrians
- Poor quality building stock
- Car dominated environment
- Lack of trees, shade and landscaping
- Safety and connection issues for pedestrians, cyclists, people with a disability

Threats / Constraints

- Canning Highway will remain a very busy road through the middle
- Viability of development
- Lack of amenity and vibrancy. Density often follows amenity
- CoM funding constraints



Opportunities

1. New 'High Street' environment
2. Existing community facilities
3. Encourage redevelopment of under-utilised sites

Issues

4. Canning Hwy is a barrier
5. Lack of trees & landscaping
6. Good urban structure, but east to west movement difficult



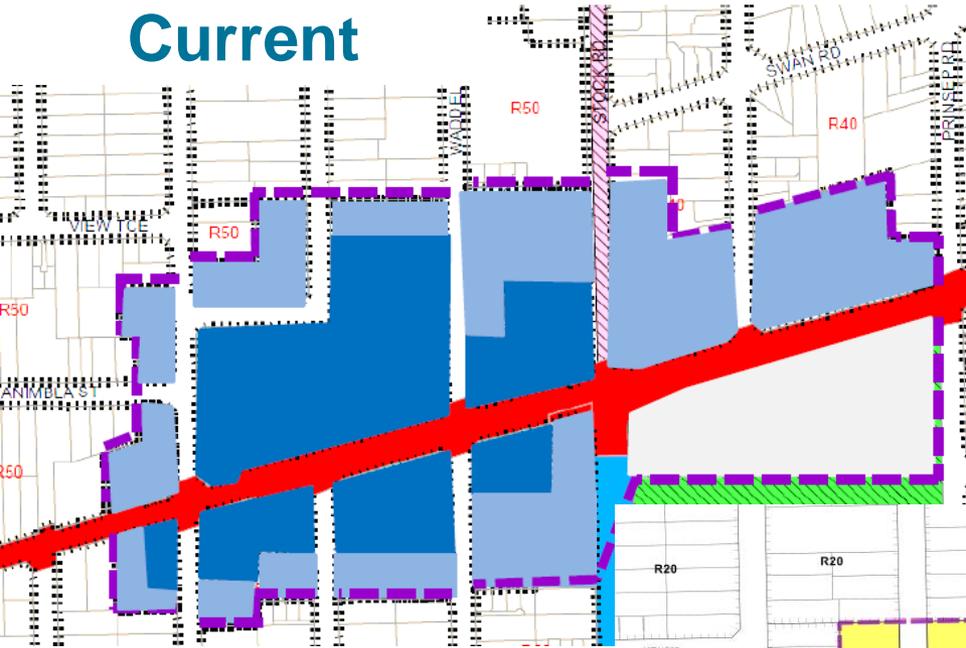
EXISTING ZONING

SCHEME (AMENDMENT) MAP

- Local Planning Scheme 6**
- Residential
 - Centre
 - Mixed Use
 - Public Open Space
 - Local Distributer Road
- Regional Reserves**
- Primary Regional Roads
 - Other Regional Roads



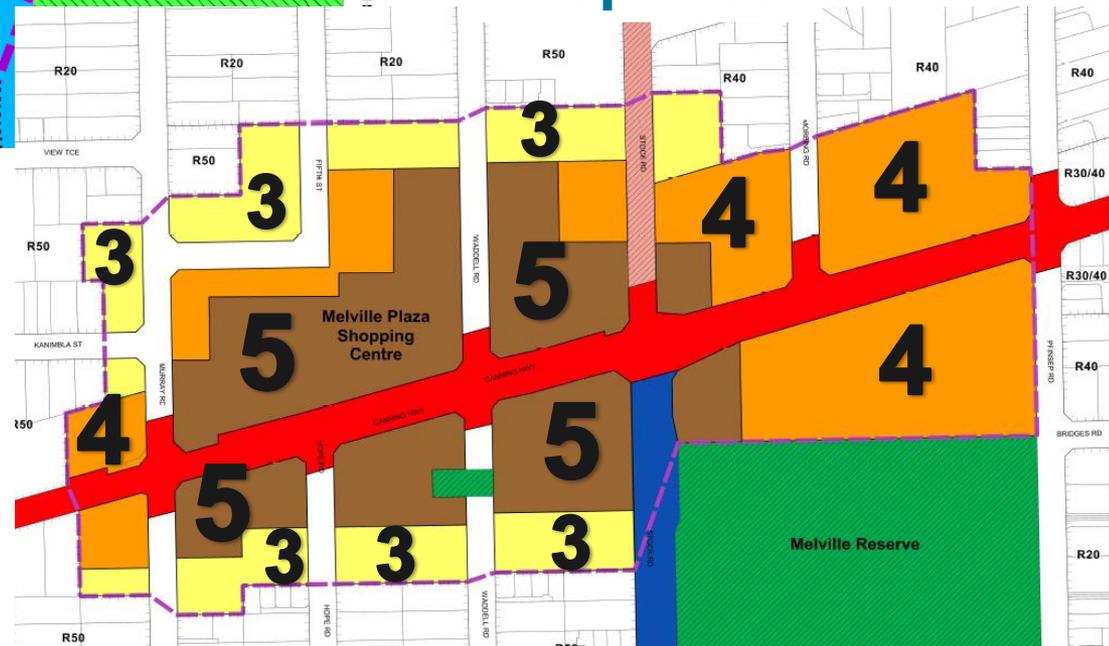
Current



Legend

- 11m / 12m / 13.5m (3-4 storeys)
- 15m / 16m / 17.5m (5 storeys)
- No specified height standards in LPS 6

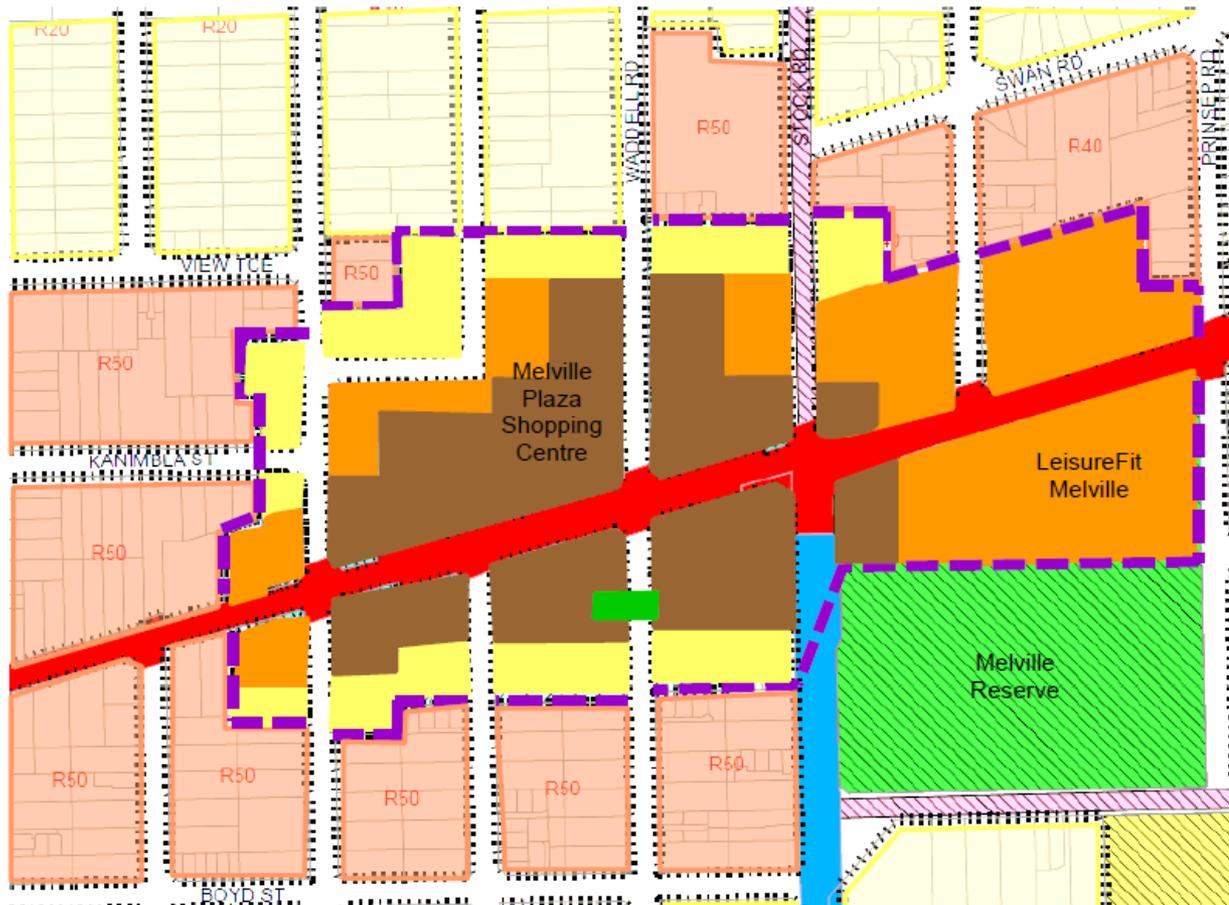
Proposed



Legend

- Activity Centre Plan Boundary
- 3 storeys
- 4 storeys
- 5 storeys
- Public Open Space
- MRS Regional Roads
- Other Regional Roads
- Primary Regional Roads

- Building height, bulk and density to be controlled through height controls in storeys
- No plot ratio



Legend

Heights Within Activity Centre Plan Area

- 3 storeys
- 4 storeys
- 5 storeys

Heights Outside Plan Area

As per Local Planning Scheme 6

- 2/3 storeys
(8m to eaves, 9m concealed roof, 10.5m overall height)
- 3/4 storeys
(11m to eaves, 12m concealed roof, 13.5m overall height)

- Carefully manage building heights to reduce from the middle to the edge of the centre
- Heights on the edge of the plan about the same or lower than outside plan area

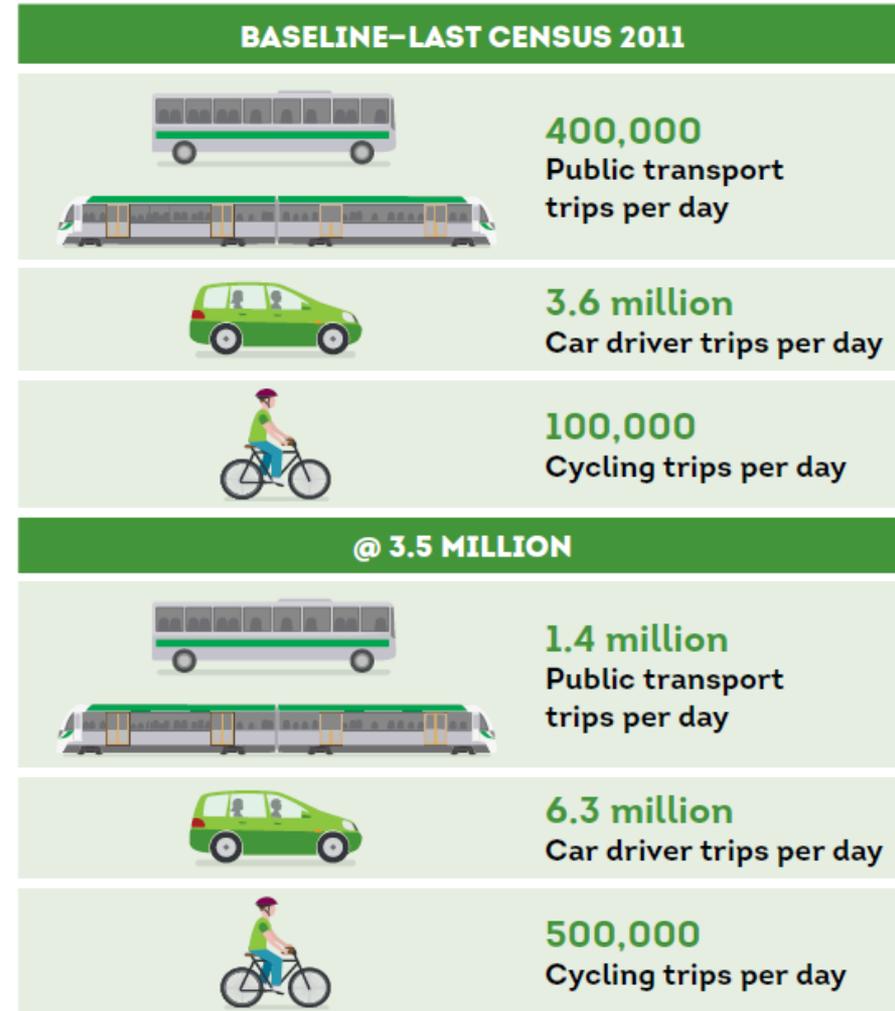


This is an activity centre identified in State Government strategies

Significant benefits for the transport network by concentrating development in centres and corridors

- 3 x daily car trips per average household in centres
- 10 x daily car trips per household in outer suburban areas

Most traffic using Canning Highway and Stock Road is regional traffic driving through the area





-  Key pedestrian links
-  Potential new public vehicle / pedestrian connections by negotiation with landowners
-  Main Street Development
-  First Priority Streetscape Upgrades
-  Streetscape Upgrades
-  New Park / Drainage
-  Existing Parks

- *“Better designed streets are not simply aesthetic or safety improvements”*
- *“High quality pedestrian and cycling conditions are integral to business success”*
- Streetscape upgrades help support local businesses
- Streetscape upgrades could be funded by municipal funding (new development increases rate base), specified area rates and/or community benefit contributions



City of
Melville

Future Waddell High Street

Create a people-friendly street



Yes

This is the kind of place
Waddell Road north of
Canning Hwy could
become in the future

‘Main roads’ are places for cars

‘Main streets’ or ‘high streets’ are places for people

This is the **not** the kind of place
we want on Waddell Road

No





What are we trying to achieve?



Create vibrant, active places



Improve streetscapes

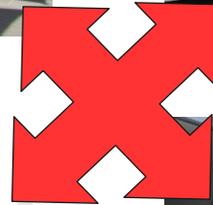


Figure 5: Your move, your choice

Improve access choices



Limit changes to building height



City of
Melville

Tell us what you think!

The draft plan is currently
being publicly advertised

Tell us what you think by
Wednesday, 31 August 2016

Find out more at
www.melvilletalks.com.au

MelvilleTalks



The City of Melville is preparing the first
'Activity Centre Plan'
for the **Melville District Centre.**

Map labels include: VIEW ICE, KANIMILLA ROAD, MELVILLE PLAZA, Melville Plaza Shopping Centre, CANNING HIGHWAY, LeisureFit Melville/ A.H. Bracks Library, Melville Reserve, OTTOBERG ROAD, and PARKLEY ROAD.

my future Melville logo

MelvilleTalks mascot bird

Map features include a grid of streets, a shopping centre, a library, a reserve, and a residential building with balloons.



Prepare

- Prepare the draft plan - completed
- Discuss with internal stakeholders - completed
- Report to Council – completed

Advertise

- **Public advertising of Activity Centre Plan**
- Review submissions and consider changes required

MelvilleTalks



Approve

- Report to Council
- Refer to Western Australian Planning Commission (WAPC)
- WAPC determines the Plan



City of
Melville

my future Melville

*To achieve the best outcomes for tomorrow
we need to plan effectively for change today.*



Thank you for your interest in

The City's 20 year vision for the future

A great place to live, work and play