

# Myaree Business Area Master Plan

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July 2025



Enabling the City of Melville's current and future economic health by realising the vision to be the premier business area of its kind in Perth.



City of  
**Melville**

# Overview

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The Master Plan for the Myaree Business Area supports its role as the premier economic and business area in the City of Melville.

The Myaree Business Area (MBA) is vital to the current and future economic health of the City of Melville.

One of our economic engine rooms, the MBA employs around 5,000 people, generates significant income via rates, provides many business services which support the local community, and attracts customers from outside our region.

Historically, the MBA developed as the premier industrial, then commercial, area in the wider south-west region. Increasing competition has reduced the economic contribution it makes to the City's prosperity. To identify the challenges and opportunities of the MBA, as well as some initiatives the City can realistically pursue to support our key engine room, we undertook a comprehensive and strategic review process. From that, the City of Melville developed a Master Plan for the Myaree Business Area.

## The Vision

*The Myaree Business Area is a diverse place of business, in harmony with the surrounding residential community that is attractive, sustainable, innovative, supported by connected transport, and the premier business area of its kind in Perth.*

## Priority areas of focus

A range of elements were distilled into eleven key areas of focus and analysed to prioritise those which:

- built momentum and long-term commitment,
- support realistic and achievable actions,
- ensure the City's capacities, strategic commitments and broader priorities are met.

## Priority areas of action

A total of twelve recommended actions were identified under five key areas covering:

- Planning and land use – immediate priority
- Economic development – immediate priority
- Branding – medium priority
- Public realm/presentation – medium priority
- Mobility, traffic and parking – medium priority



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# Introduction

## Economic prosperity and vibrant, resilient communities and businesses

The long-term vision, aspirations and priorities of the City of Melville has been captured in our Strategic Community Plan 2024 – 2030. Within this plan is a key outcome of ‘Economic prosperity and vibrant, resilient communities and businesses’ to be achieved by a range of economic objectives including:

- Attracting investment in strategic locations,
- Supporting local business growth and resilience, and
- Facilitating a business-friendly experience.

**As one of our economic engine rooms, the Myaree Business Area (MBA) is vital to the current and future economic health of the City of Melville.** It employs around 5,000 people, generates significant income via rates, provides many business services which support the local community, and attracts customers from outside our region.

However, the MBA is facing increasing competition from expanding centres elsewhere in the south-west region with the potential implication of a declining economic benefit for our City.

Despite its considerable importance to the prosperity of the City, a formal strategic direction for the future of the MBA has never been finalised. This MBA Master Plan represents a high-level strategic review of the MBA by investigating its current status, challenges and opportunities. It seeks to refine a vision for its future and put in place the building blocks to maintain and support the MBA, that reflect how vital it is to the ongoing prosperity of the community and the City of Melville.





A woman with long brown hair, wearing a dark brown sweater and a green apron, is focused on pouring coffee. She is standing behind a counter in a cafe or coffee shop. In front of her is a black manual coffee grinder with a clear hopper filled with dark coffee beans. She is holding a white ceramic cup on a saucer with her left hand while operating the grinder with her right. The background is softly blurred, showing shelves with various coffee-related items like bags of beans and bottles. A large, semi-transparent 'DRAFT' watermark is oriented diagonally across the center of the image.

As one of our economic engine rooms, the Myaree Business Area (MBA) **is vital to the current and future economic health** of the City of Melville.

# A Snapshot of the MBA

The Myaree Business Area is the largest business and economic place in the City of Melville by spatial area. Originally an industrial based activity area in the 1960s, it has evolved into one of the key economic engine rooms of the City comprising a mix of general commercial, mixed business and light/service industrial activities.

There is much diversity in built form – from substantial buildings to small premises and from modern stylish architecturally designed facilities to historic run-down industrial premises.



**>\$500**  
MILLION/YEAR IN  
LOCAL ECONOMIC  
ACTIVITY



**5,000**  
PEOPLE  
EMPLOYED



**\$5,155,530**  
RATES INCOME  
2023/24



**87**  
HECTARES



**222**  
LOTS

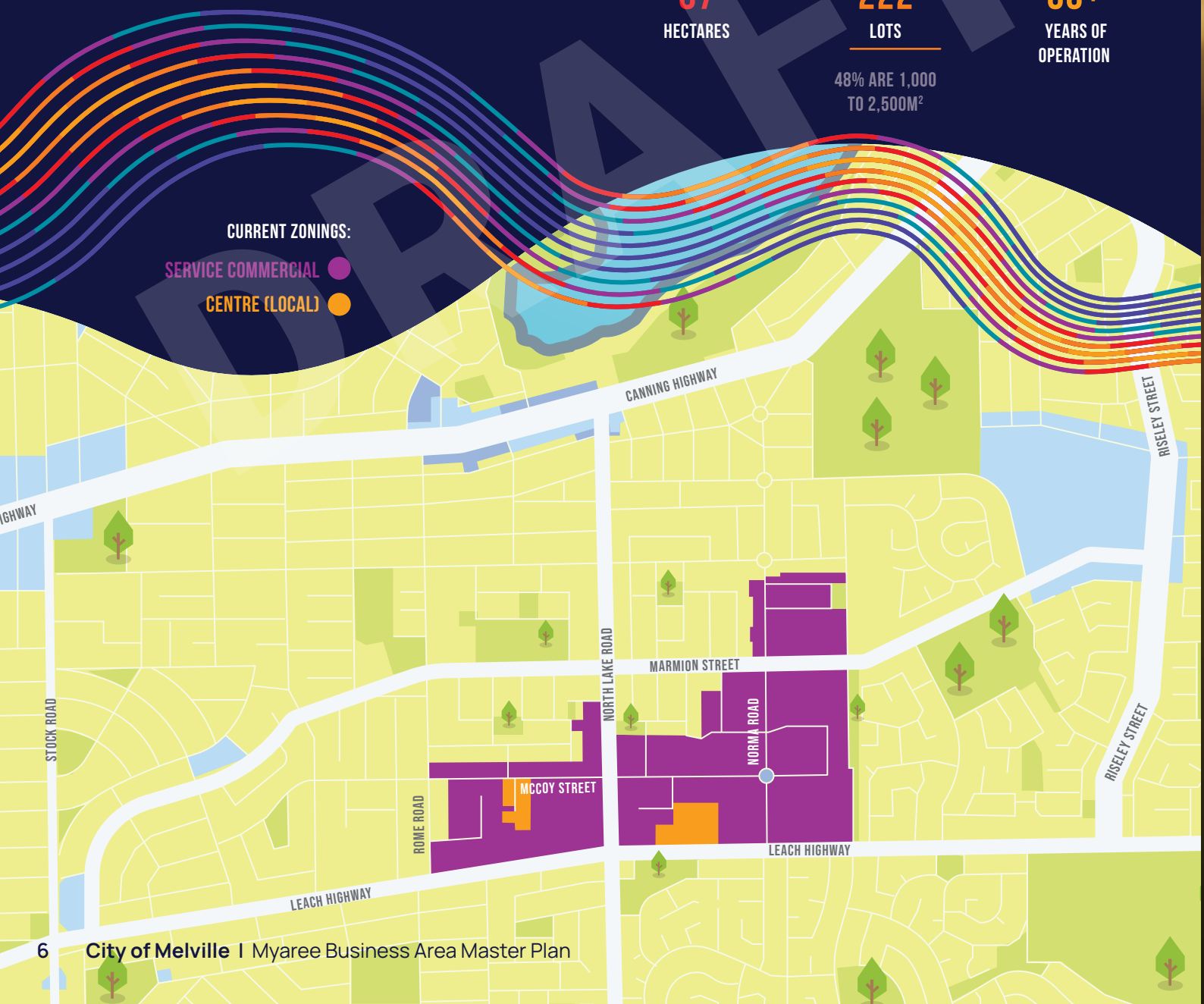


**60+**  
YEARS OF  
OPERATION


48% ARE 1,000  
TO 2,500M<sup>2</sup>

CURRENT ZONINGS:

SERVICE COMMERCIAL   
CENTRE (LOCAL) 







The MBA **employs around 5,000 people**, generates significant income via rates, provides many business services which support the local community, and attracts customers from outside our region.

# Purpose

Securing and supporting the ongoing sustainability of our economic centres is fundamental to the continued prosperity of our community

The overall purpose of the master planning exercise for the MBA, is to address issues and challenges and establish a long-term vision so it can sustain its core role as a significant place of business and economic investment within the City of Melville.

There has never been any historical structure planning or strategic assessment completed for the Myaree Business Area. This is largely because it's not identified as a District Centre or above in State Planning Policy 4.2 (SPP 4.2), and so there has not been the requirement to prepare and implement an Activity Centre Plan (ACP).

Where an ACP has been implemented in the City under SPP 4.2, such as at Canning Bridge or Murdoch, a spatial structure, built form guidance and longer-term vision is created which in turn establishes a strategic basis to support economic development.

Historically the MBA developed as the premier industrial, then commercial/mixed business area servicing the wider south-west region, assisted by the absence of significant competition. Now this is no longer the case, there is a risk that the MBA will lose ground to emerging centres elsewhere in the region and create a significant decline in the economic contribution to the City.

Securing and supporting the ongoing sustainability of our economic centres is fundamental to the continued prosperity of our community and is directly connected to key elements within the City's Strategic Community Plan 2024 – 2030, including:

- **Economic outcome:** 'Economic prosperity and vibrant, resilient communities and businesses.'
- **Economic objectives:** 4.3 Attract investment in strategic locations; 4.4 Support local business growth and resilience; and 4.5 Facilitate a business-friendly experience.

As the only one of three major economic engine rooms in the City without any strategic plan in place, strategic consideration of the MBA is overdue.

The MBA Master Plan will provide a framework that will support organisational status and recognition in budget setting and guidance for the City to support the ongoing and growing importance of the MBA while minimising any impacts on the abutting residential community.







# Process

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The MBA Master Plan process has involved several phases and tasks including:

## 1. Place Assessment

A summary assessment of the Myaree Business Area including its physical, legislative, and economic context was undertaken. This included:

- An historic development/subdivision overview including an historic aerial photography review tracing the development and redevelopment of the MBA into its current form.
- The planning framework at both State and local level applicable to the MBA was reviewed with any implications identified. This included proposed planning reform initiatives under consideration by the State Government as well as the existing framework in place.
- A land use assessment comprising a review of historic State Government land use survey data, as well as a recent desktop assessment was completed.
- Relevant economic data was reviewed to understand the economic importance of the MBA to the City.
- Built form and the public realm throughout the MBA was reviewed.

## 2. Technical Officers Review

A professional panel incorporating relevant specialist disciplinary expertise was assembled to provide specific input to the project. This involved:

- Internal stakeholder team selection
- Preliminary issues, opportunities, and challenges identification
- Preliminary 'Focus Areas' identification

## 3. Stakeholder Reference Group Workshops

An MBA Stakeholder Reference Group (SRG) was established to provide lived experience input from property owners, business operators and adjoining residents. This process involved:

- SRG selection of 20 community representatives (approximately two thirds property owners/ business operators within the MBA and the remaining one third abutting residents) following advertising and nomination processes.
- Three SRG targeted workshops considering issues, opportunities and challenges associated with the MBA, priority areas of focus and development of a future vision for MBA were undertaken.
- During this process the SRG identified the main issues affecting the MBA, the principal opportunities it believed existed and the major challenges to addressing the issues and grasping the opportunities.
- The SRG considered the preliminary Focus Areas identified in Phase 2 above and expanded upon these. Eleven key Focus Areas were identified. The SRG then prioritised them against the priority issues, opportunities and challenges.
- The SRG identified a range of elements it believed were important when considering a future vision for the MBA. These were then grouped into key consensus themes which were then used to guide development of the final Vision for the future of the MBA.



## 4. Outcomes Analysis

Following the SRG process the outcomes were reviewed by the project team and where relevant, further input sought. This included liaison with subject experts in response to the focus area matters raised and investigation of possible actions to address these matters to provide strategic guidance moving forward.

A range of preliminary potential further actions were identified under each of the focus areas as the possible next phase in implementation of an overall strategic approach to support the long-term sustainability of the MBA. These represent a series of high-level actions that will need commitment of resources in order to progress.

## 5. Actions Identification

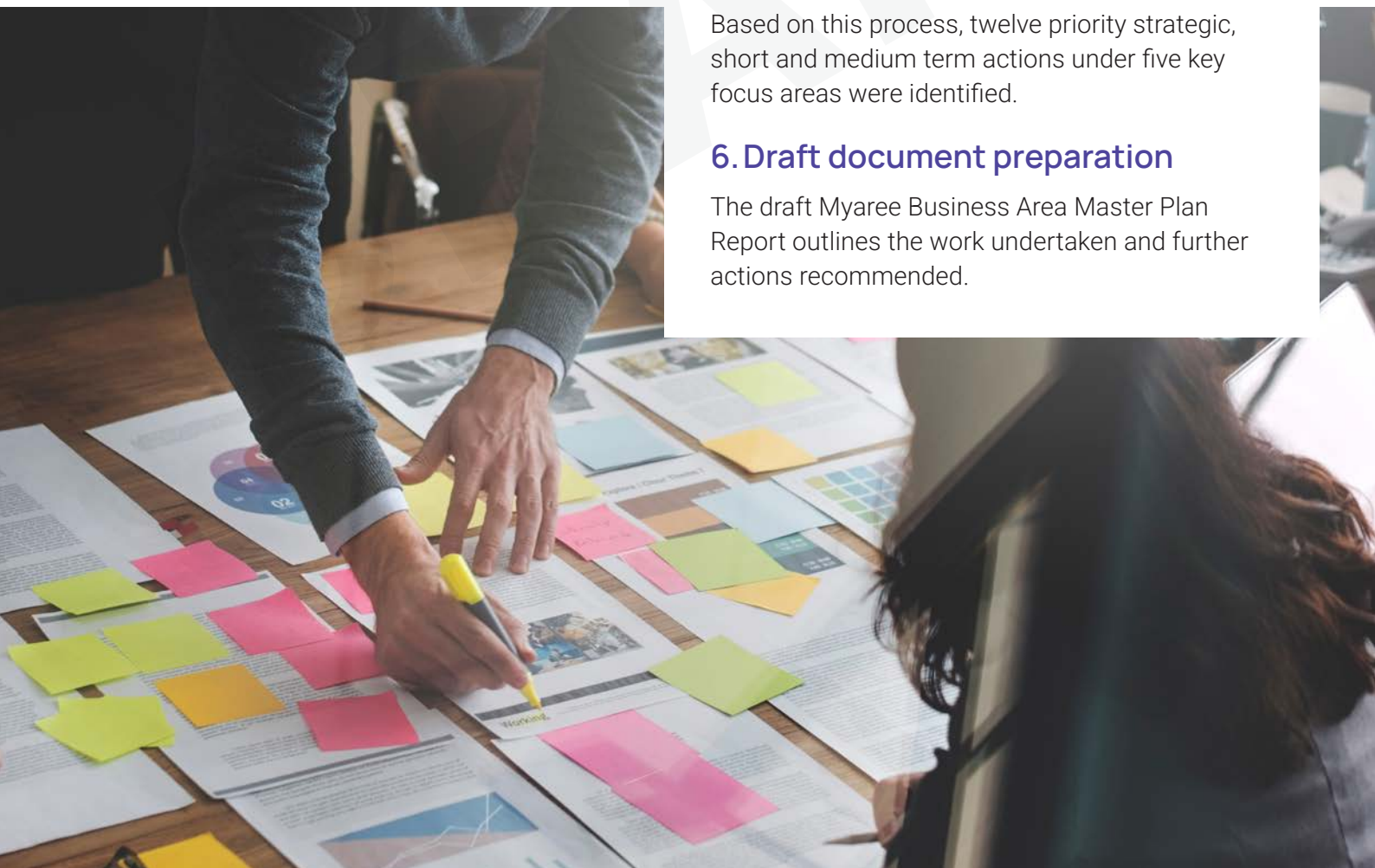
The outcomes of the process to date and proposed action recommendations arising from the outcomes analysis were then reviewed including with City Executive input. This feedback was assessed by the project team with a focus on:

- Building momentum and commitment within a long term and measured strategy to support the Myaree Business Area.
- Achieving balanced and realistically implementable actions.
- Balancing City capacities within wider strategic commitments including statutory requirements.
- Ensuring wider organisational support, manageable within current capacity and priorities.

Based on this process, twelve priority strategic, short and medium term actions under five key focus areas were identified.

## 6. Draft document preparation

The draft Myaree Business Area Master Plan Report outlines the work undertaken and further actions recommended.



# Focus Areas

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Eleven areas of focus were identified as key considerations where potential actions could be investigated to deliver improvements to the MBA. These include:

- **Planning and land use** – Planning and land use framework and implications governing permissible land uses and development controls in the MBA.
- **MBA branding** – A widely recognised brand for the MBA.
- **Infrastructure within the MBA** – Ensuring gaps in necessary infrastructure are addressed and responding to changing infrastructure imperatives.
- **Interface with adjoining areas** – Minimising negative impacts and promoting positive impacts of the MBA on adjoining areas
- **Public realm** – Improving the public realm of the MBA.
- **Mobility, traffic and car parking** – Addressing transport and parking efficiency within the MBA.
- **A connected community** – Mechanisms to support community connectivity and cohesiveness within the MBA and between the MBA and adjoining residential areas.
- **Pollution/environment** – Supporting a sustainable future at the MBA.
- **Economic development/incentives** – Initiatives to promote and incentivise economic development and investment in the MBA.
- **Local centres (Hulme Court & Marshall Road)** – Recognising and responding to the unique characteristics of the existing local centres within the MBA.
- **Government support/commitment** – Actions/commitments required by government to support the MBA.

The preliminary areas of focus were considered as part of the Stakeholder Reference Group process with the SRG asked to identify the top four priority areas under the categories of issues, opportunities and challenges facing the MBA.

## Top Focus Area Priorities – Issues

- Planning and land use
- MBA branding
- Public realm
- Interface with adjoining areas

## Top Focus Area Priorities – Opportunities

- Planning and land use
- MBA branding
- Infrastructure within the MBA
- Mobility, traffic and car parking

## Top Focus Area Priorities – Challenges

- Planning and land use
- MBA branding
- Infrastructure within the MBA
- Interface with adjoining areas



# Issues

**The SRG also considered issues affecting the MBA. A total of twenty-six individual issues were identified.**

## Issues identified

1. Traffic and car parking.
2. Lack of incentives to promote/support development.
3. Economic development must be a focus and connect with residential needs.
4. Effective strata management (Hulme Court specific).
5. After hours (5pm to 9am) including “drag” racing and general antisocial behaviour.
6. Lack of diversity in land uses and business/industry sectors.
7. Noise/odour/environmental impacts.
8. Existing planning framework constraining land use diversity.
9. Not enough connectivity in the business community.
10. Legacy of historic industrial activity.
11. Existing planning controls being flouted.
12. Lack of an overall plan/vision.
13. Lack of formalised structure.
14. Not stable for future business change with emerging trends.
15. Large space users not relevant to local consumers and community.
16. Vacant units especially adjoining Bunnings.
17. Lack of verge landscaping and suitable parking.
18. Limited land for expansion.
19. Lacks medium rise and a greater density of development.
20. No longer on the fringe of the city, so costs/property prices are higher.
21. Apparent lack of advertising for small and medium business to invest in the Myaree Business Area.
22. Lack of specific businesses in defined areas.
23. Lack of attractive architect designed shop fronts.
24. Segregate activities within each area.
25. Hulme Court is currently very disconnected because of the busy road in the middle with cars constantly looking for parking and doesn't allow for pedestrians crossing. Some car yards encroaching within Hulme Court.
26. No longer a fringe suburb.

# Opportunities

**Thirty-seven individual items considered to be opportunities were also identified by the SRG.**

## Opportunities identified

1. Rezoning of permitted usage, making it easier for businesses to come in MBA.
2. Traffic management.
3. Connection and harmony with adjoining residential.
4. Parking.
5. Refinement of current zoning classification.
6. Sustainable/environmentally responsible future.
7. There are two great breweries in MBA, also need a Wine Bar.
8. A strong vision and purpose that is integrated and complimentary to City of Melville and developments.
9. Target future/evolving business activity/sectors.
10. Streetscape/public realm improvement/initiatives.
11. Allow uses such as art gallery, childcare premises, medical/consulting rooms, convenience stores, educational establishments, exhibition centres, family day care, funeral parlours, liquor stores, offices, serviced apartments, shops and veterinary centres abutting residential due to their scale and quieter use being more complimentary.
12. Give owners greater development flexibility with increased plot ratio and heights within a planning framework that discourages large users that do not cater for community use and services.
13. Redevelopment of existing sites to three storeys high mixed use - i.e., class 1 and 5/6.
14. Multi-storey working spaces.
15. Continued use of the area for progressive, high value showrooms and light industry (complimented by scatterings of social and leisure areas such as coffee shops).
16. Proximity.
17. Development of office/retail to service community.
18. Attractive surrounding residential based on relevant and popular light industry and services.
19. Underground parking and facilities.
20. Expansion of the Myaree Business Area.
21. Public transport.
22. Addressing issues including modernisation and restructuring to accommodate "future" of business (IT, traffic movements, congestion etc).
23. Issue a vision of what you want for the community to understand.



## Opportunities identified

24. Sustaining a diversity of businesses, including show rooms for wholesale goods sales and light industrial.
25. Reduce retail that you'd see in shopping centres. This makes it different from other areas like Garden City/Cockburn.
26. Warehouse type retail or light industrial, more showroom.
27. Move to put in those sound barrier fences to stop noise between homes and business – then can have more industrial type services.
28. Managing the impact across the various stakeholder groups, as they may not all be aligned. Buy in from State Planning/City of Melville in recognition of valuable land and currently underdeveloped.
29. Has everything you need without having to travel out of the City of Melville.
30. Nightlife. No after dark business.
31. Marketing for Hulme Court.
32. Turn Hulme Court into an entertainment precinct potentially making it bigger. This can include cinema, mini golf, virtual golf, restaurants, bowling, amusement area, etc.
33. Take advantage of higher rise developments that has city views along McCoy St between North Lake Road and Rome Rd.
34. Provide incentives for expediting changes through a bonus in the planning scheme or no Council Rates for a limited period.
35. Allow Cinemas to be a use within the MBA. It may encourage other cinema experience such as IMAX to come into the area.
36. Businesses have sought cheaper land/office space further from the city as the city has expanded. Rather than develop existing sites, businesses choose more modern, and purpose built in e.g., Cockburn, Jandakot etc. Opportunity to freshen up the older workshops and/or redevelop/modernise.
37. With continued investment, a continued revenue stream for the local City, allowing for reinvestment in the nearby residential and surrounding areas.

# Challenges

**Twenty-eight items were considered to be challenges to addressing issues and securing opportunities in the MBA.**

## Challenges considered

1. Putting a positive lens on the development of this plan and how this plan can harmonise and embrace the unique position of Myaree where business and residential merge. Language like “divide between residential and business” continues that divide.
2. Parking issues/traffic congestion.
3. Transitioning of existing business, into and out of area.
4. Red tape.
5. Government support/commitment.
6. Ensuring residents are not affected - noise/congestion.
7. Aligning different views/perspectives to the common goal, rules and regulations and red tape, politics, enormity of process.
8. Perception of noise and traffic when proposing a new Scheme.
9. Traffic flow on roads around Myaree.
10. Competition with Booragoon shopping centre to encourage office/retail development to increase visiting shoppers/workers.
11. Control of uses. Perhaps like many councils in their centre areas most uses must become “Discretionary” so there is control. Aligned with this must be a clear planning guideline of how the area is to further develop.
12. Redevelopment of roads to reduce congestion to areas like Bunnings on a Saturday morning or Norma Road area: working with key stakeholders to find better solutions.
13. Planning and zoning limitations.
14. Death of traditional retail stores.
15. Very large sites being left vacant, unable to be leased – ‘big’ business no longer exist with current working flexibility?
16. Few vacant land/greenfield sites for larger developments.
17. Existing abutting residential areas will naturally curb development nearby which is not in-line with currently established buildings / developments / businesses.
18. Multiple private and public stakeholders having remit / jurisdiction over the area, which naturally hinders change.
19. Managing the impact across the various stakeholder groups, as they may not all be aligned.
20. Density.
21. Residential opposition for progress (business).

### Challenges considered

- 22. Passing on the knowledge/skills of trades to a younger generation of business owners.
- 23. Keeping manufacturing in Myaree – potential to move to an area more suitable that doesn't have residential boundaries.
- 24. Losing land to be redeveloped for residential housing.
- 25. Older property owners resistant to change, slow implementation of possible solutions.
- 26. The transition from the current Scheme to a new one.
- 27. Reducing the development class of 'P', 'D' and 'A' to maximum of 2 avenues e.g. Only 'P' and 'A'.
- 28. Who will be first to develop? Amenities of the area may not look or function correctly during transition.



# Vision

**SRG members were asked to outline their vision for the future of the MBA, in particular items or components of a future MBA that they would want to see in place. This resulted in fifty-four aspirational vision statements identified by the SRG.**

## Vision statements identified

1. There is better public transport connectivity to nodes and surrounding suburbs.
2. A connected transport network with good public transport and paths.
3. Pedestrian friendly streets/shared streets within certain precincts/around local centres.
4. Public transport links with other centres.
5. Pedestrian and cyclist friendly.
6. Myaree makes any transport mode convenient.
7. Myaree has great footpaths for pedestrian access.
8. The MBA has well thought out traffic calming and infrastructure.
9. It is a clean, green area with generous vegetation.
10. A green commercial centre.
11. An environmentally sustainable precinct (charging stations, energy use passive, water recycling, no car dependence).
12. Public Open Space.
13. EV charging stations.
14. Myaree is tidy and litter free.
15. Myaree has a plethora of green open space.
16. Myaree has lots of well-maintained bins and facilities.
17. There is no heavy industry in the MBA.
18. It is a place which offers local goods.
19. A move away from large format industrial (car yard) towards mixed residential, business, offices and small format retail uses with public realm included.
20. A business centre (less industry and more services).
21. Hub for personal services (social, recreational for the workplace) facilities (buffer to residential).
22. There are arts and cultural businesses/services – art galleries, performing arts.
23. Land use permissibility is easy to understand and supports change and growth.
24. The businesses are in-demand and relevant to the needs of the local area.
25. Has a uniqueness that people want to come to.
26. Work, Live & Play at the MBA.
27. Has a strong identity and shared purpose.

### Vision statements identified

28. Myaree has a strong brand identity and signage.
29. The MBA is highly sought after and has high frequency occupancy.
30. There are remote working hubs.
31. There are business incubation services/opportunities.
32. New office style dynamic where traditional office workspace is combined with social space.
33. Businesses enable customers to view products via VR.
34. There is a Myaree Technology Park, and it benefits from university research.
35. Myaree has embraced changes in technology.
36. Myaree is an incubator for industry small business.
37. Quieter 'business' around the frame or soundproofing.
38. Area of business activity (satellite city) to meet and live and create community with surrounding residential.
39. Myaree has harmonious interactions between business and residents.
40. Residents and businesses feel valued and heard.
41. Has a forum for residents and business to communicate.
42. Underutilised spaces have been repurposed as public spaces.
43. There will be a shady streetscape with good public infrastructure (seats, drinking fountains etc).
44. Increase height to allow more public realm excluding the frame.
45. There will be a sensible, commercial community focal point.
46. Myaree is a tranquil environment.
47. Myaree has a vibrant after-hours hospitality offering to support residents.
48. Myaree has public art and great placemaking.
49. Government infrastructure is well maintained (sumps etc.) and aesthetically pleasing.
50. A strong supporting local council, investing to make this happen.
51. Business and development are supported by the local government.
52. Buildings are 4-5 storeys.
53. Density and mixed use (medium rise).
54. People are attracted by arts and cultural opportunities as they are to other locations i.e., Fremantle, Mandurah.

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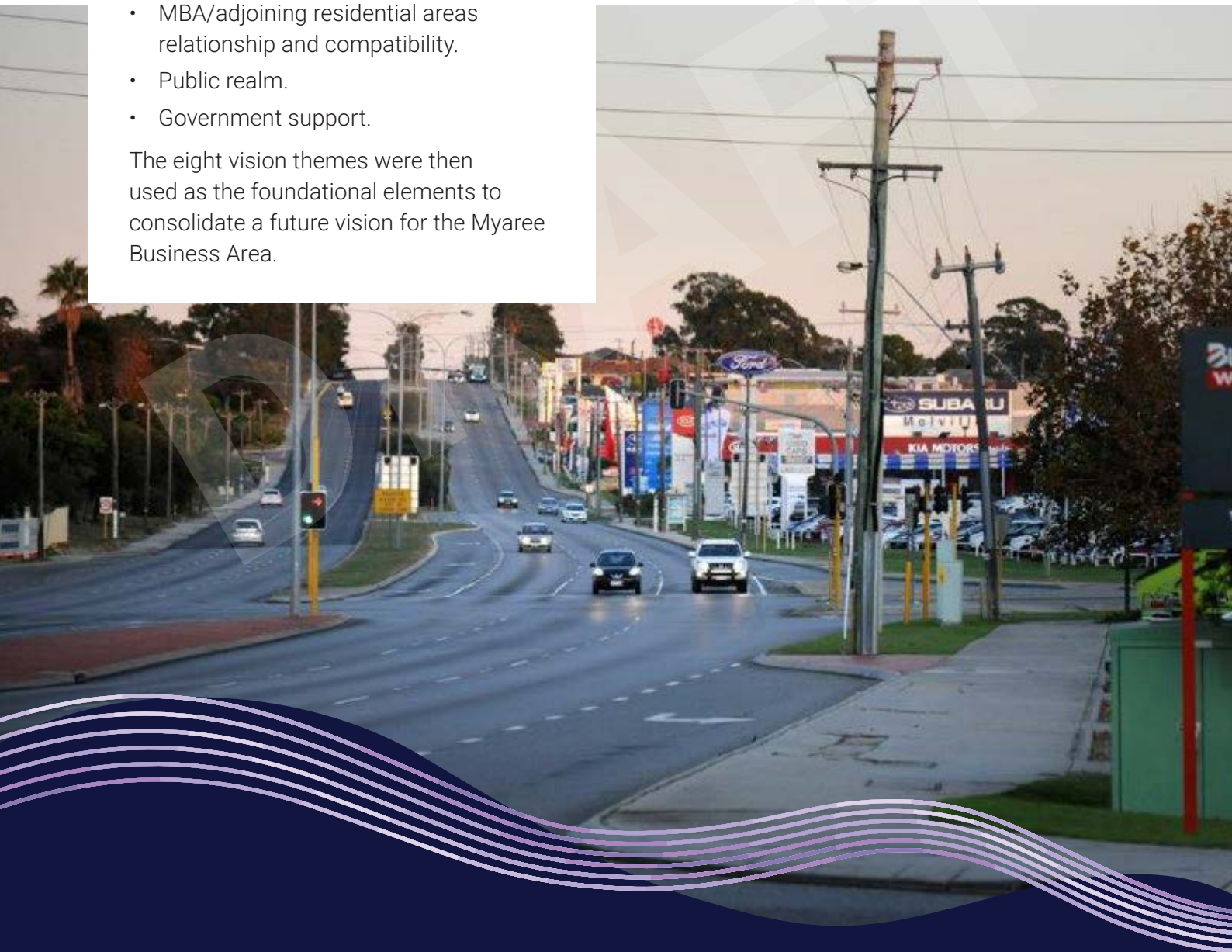
**The vision statements were then distilled into key consensus vision themes as agreed by SRG.**

- Mobility, transport, getting to and around.
- Clean, green, environmentally responsible, and sustainable.
- Land use typologies/characteristics.
- Brand/perception.
- Technology and innovation.
- MBA/adjoining residential areas relationship and compatibility.
- Public realm.
- Government support.

The eight vision themes were then used as the foundational elements to consolidate a future vision for the Myaree Business Area.

## Our Vision

The Myaree Business Area is a diverse place of business, in harmony with the surrounding residential community that is attractive, sustainable, innovative, supported by connected transport, and the premier business area of its kind in Perth.







# Focus Area Recommendations

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To deliver the vision, respond to the priority focus areas, address issues, maximise opportunities and respond to the challenges preliminary recommended actions under each focus area were then identified.

## Planning and Land Use

Items pertaining to potential refinement of the Planning Framework identified included

1. Consider removal of 'Centre C4' designation and 'Centre' zoning for Marshall Road local centre and amend scheme to 'Service Commercial' zone in LPS 6 Scheme Review.
2. Consider reclassification of Hulme Court local centre from 'Centre C4' (Local) to 'Centre C3' (Neighbourhood) designation in LPS 6 Scheme Review.
3. Consider extension of the Hulme Court Neighbourhood Centre designation southwards to Leach Highway and amend zoning accordingly in LPS 6 Scheme Review.
4. Prepare a precinct plan in accordance with the requirements of SPP 7.3 for the proposed Hulme Court Neighbourhood Centre.
5. Investigate increased land use permissibility for MBA in LPS 6 Scheme Review to support business investment (acknowledging that the State Government has ultimate jurisdiction in this regard).
6. Undertake a planning compliance audit of MBA to ensure conditions of development approval are being met, with particular reference to provision of approved car parking and landscaping.

## Branding of MBA

Actions identified to support development of a Myaree Business Area "Brand" included:

1. Appoint a suitably experienced consultant to undertake an MBA Brand Study. This study should:
  - Consider branding approaches designed to reflect the vision for the MBA.
  - Consider branding approaches that support and respond to focus area initiatives.
  - Includes a defined strategy for activating the brand over time.
  - Be developed in liaison with the community.
  - Incorporate a place, brand and style guide.
2. Implement branding strategy to promote the MBA and the vision for it.

## Infrastructure

Infrastructure items identified included:

1. Complete a capacity audit/analysis of existing infrastructure within the MBA – identify gaps in existing infrastructure which could be a constraint to development/redevelopment of the MBA.
2. Complete a future needs infrastructure assessment of the MBA to support future business development focussing on digital/smart technology infrastructure.
3. Utilising the outcomes of the above prepare an infrastructure strategy to guide upgrading/implementation of infrastructure to support the MBA.



## Interface with adjoining areas

Considerations to minimise interface issues between the Myaree Business Area and adjoining residential areas included.

1. Consider approaches to manage the interface between the service commercial zone within the MBA and abutting residential zone to minimise/ameliorate impacts of MBA land use upon the residential area in LPS 6 Scheme Review. Such consideration to include/investigate the following.
  - The merits or otherwise of an alternative zone where the MBA abuts residential zone/land use.
  - Utilising land use classifications/ permissibility at properties within the MBA where they abut residential zone/land use to manage land use within the MBA to minimise/reduce impact upon adjoining residential areas.
  - The merits or otherwise of implementing a Local Planning Policy (LPP) over land within the MBA abutting residential zone/land use containing measures to seek to reduce/minimise impacts upon adjoining residential zone/land uses.
2. Investigate possible incentive-based mechanisms to encourage historic development abutting residential zone/use to be redeveloped with better design/built form/materials to reduce impacts.

## Public realm

Items to support initiatives related to the existing public realm within the MBA included:

1. Undertake preparation of a Public Realm Scoping Paper for the MBA. This paper to consider and make recommendations in relation to the following.
  - Role of public realm in supporting/delivering vision for the MBA.
  - Role of public realm across all focus areas
  - Items required to be considered as part of development of any public realm strategy/plan for the MBA.
  - Potential scope of work for preparation of a “Public Realm Master Plan”
  - The design and implementation of the proposed public realm concept as a demonstration section of an MBA street
  - Preparation of a public realm implementation strategy to provide direction for the staged implementation of the public realm within the MBA via the City’s long term financial planning and capital works program.

## Mobility, traffic and car parking

Items to address mobility, traffic and car parking included:

1. Undertake preparation of a traffic impact assessment for the MBA including the following.
  - Identify and prioritise traffic issues impacting the MBA.
  - The ultimate development potential of the MBA and implications for future traffic challenges and impacts.
  - Impact of traffic associated with the MBA upon surrounding road network.



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2. Consider the role and implications of mobility, traffic and car parking across all focus areas but particularly within the context of the public realm and contribute to Public Realm Scoping Paper as appropriate.
  3. Investigate potential for additional public parking provision within the MBA including consideration of the merits or otherwise of paid parking.
  4. Investigate opportunity for support and promotion of alternative means of mobility within the MBA including bicycle and scooter (manual and electric), including opportunity for priority access/lanes etc.
  5. Audit pedestrian infrastructure, identify gaps and formulate strategy to address as part of public realm proposals.

## Connected community

Items considered to support initiatives to better connect the MBA community both within the MBA and with the wider community included:

1. Support Hulme Court “Town Team”.
2. City Communications team to investigate mechanisms to support regular MBA specific liaison/communications with MBA stakeholders.
3. Investigate opportunities to encourage/support formation of a business representation forum for the MBA (MCCC or a “Myaree Business Association”).

## Pollution/environment

Considerations to support a healthier environment and more sustainable future for the MBA included:

1. Ensure effective compliance actions are maintained in response to environmental matters, i.e., noise/odour etc.
2. Ensure compliance actions are maintained in relation to planning matters, i.e., provision of landscaping etc.
3. Investigate policy opportunities to encourage more sustainable development within the MBA.
4. Promote continued public sustainability initiatives within the MBA such as public charging stations and comprehensive tree planting as part of public realm improvements.

## Economic development/incentives

Items identified to support investment and incentivize economic development in the MBA included:

1. Investigate potential City mechanisms/initiatives to incentivise business investment in the MBA including the following.
  - Funding/grants
  - Rates support
  - Marketing/promotional support
2. Investigate opportunities for provision/promotion of low-cost space for start-ups/emerging growth markets in the MBA.
3. Investigate possible planning/policy mechanisms to encourage economic development in LPS 6 Scheme Review.

## Local Centres (Hulme Court and Marshall Road)

Possible actions in relation to the Local Centres within the MBA included:

1. Delete Local Centre classification at Marshall Road and amend zoning from 'Centre C4' to 'Service Commercial'.
2. Reclassify Hulme Court from 'Centre C4' (Local) to 'Centre C3' (Neighbourhood) designation.
3. Extend Hulme Court Neighbourhood Centre southwards to Leach Highway and amend LPS 6 accordingly.
4. Prepare a Precinct Plan for the Hulme Court Neighbourhood Centre.

## Government support/commitment

Items promoted to activate government support for and commitment to the MBA included:

1. The City commit to undertaking the actions identified herein to support the MBA.
2. The City liaise with business specific Government agencies (Small Business Development Corporation etc.) to identify any potential support/programs available that may be applicable to the MBA.
3. The City investigate potential Federal and State government grants/initiatives that could be utilised to support proposals at the MBA.



# Priority Recommendations

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The preceding preliminary action recommendations have been framed to provide an action response arising from the focus areas and main issues of concern identified in the process.

Some of these actions coincide with, and can be undertaken in collaboration with, other activities, i.e., the LPS 6 Scheme Review.

Others will require a specific commitment and allocation of resources and funding to be progressed. Implementing all the actions outlined concurrently is unlikely to be feasible and as such careful consideration is required in prioritising recommended actions.

In identifying the initial action recommendation priorities, a number of key objectives have been considered.

1. Building momentum and commitment within a long term and measured strategy to support the Myaree Business Area.
2. Achieving balanced and realistically implementable actions.
3. Balancing City capacities within our wider strategic commitments including statutory requirements.
4. Ensuring wider organisational support manageable within current capacity and priorities.





**On the basis of these objectives twelve individual actions under five categories have been identified as follows:**

## **Planning and land use as part of LPS 6 Scheme Review**

### **Priority: Immediate**

- Consider designation and zoning changes:
  - Remove Local (C4) designation and 'Centre' zoning for Marshall Rd local centre.
  - Reclassify Hulme Court local centre from Local (C4) to Neighbourhood (C3).
  - Extend Hulme Court Neighbourhood Centre designation southwards to Leach Highway.
- Investigate increased land use permissibility within the Myaree Business Area.
- Consider approaches to manage the interface between the service commercial zone within the MBA and abutting residential zone to minimise/ameliorate impacts of the MBA land use upon the residential area. This includes possible incentive-based mechanisms to encourage better standards of development adjacent to residential areas.
- Investigate possible planning/policy mechanisms to encourage economic development in LPS 6 Scheme Review.

## **Economic development**

### **Priority: Immediate**

- Appoint an experienced consultant to undertake an economic analysis of the MBA to include consideration of opportunities to support economic development, possible gaps in business offering, and the competitive advantages and disadvantages of the MBA.

## **Branding**

### **Priority: Medium**

- Appoint an experienced consultant to develop a brand strategy for the MBA including visuals and messaging.
- Implement branding strategy to promote the MBA to all audiences.

### **Public realm/presentation (Priority: Medium)**

- Prepare a Public Realm Scoping Paper to consider the potential scope of work for:
  - Preparation of a Public Realm Master Plan.
  - Design and implementation of a demonstration section of the proposed public realm concept.
  - Preparation of an implementation strategy to provide direction for staged implementation via long term financial planning and the capital works program.
- Maintain compliance activity to ensure conditions of approval are enforced, so aspects such as signage and parking improve the presentation of the public realm.

## **Mobility, traffic and parking**

### **Priority: Medium**

- Undertake a traffic impact assessment for Myaree Business Area.
- Consider the role and implications of mobility, traffic and car parking within the context of the public realm and contribute to Public Realm Scoping Paper as appropriate.
- Investigate the potential for provision of additional public parking and promotion of alternative means of mobility etc.



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