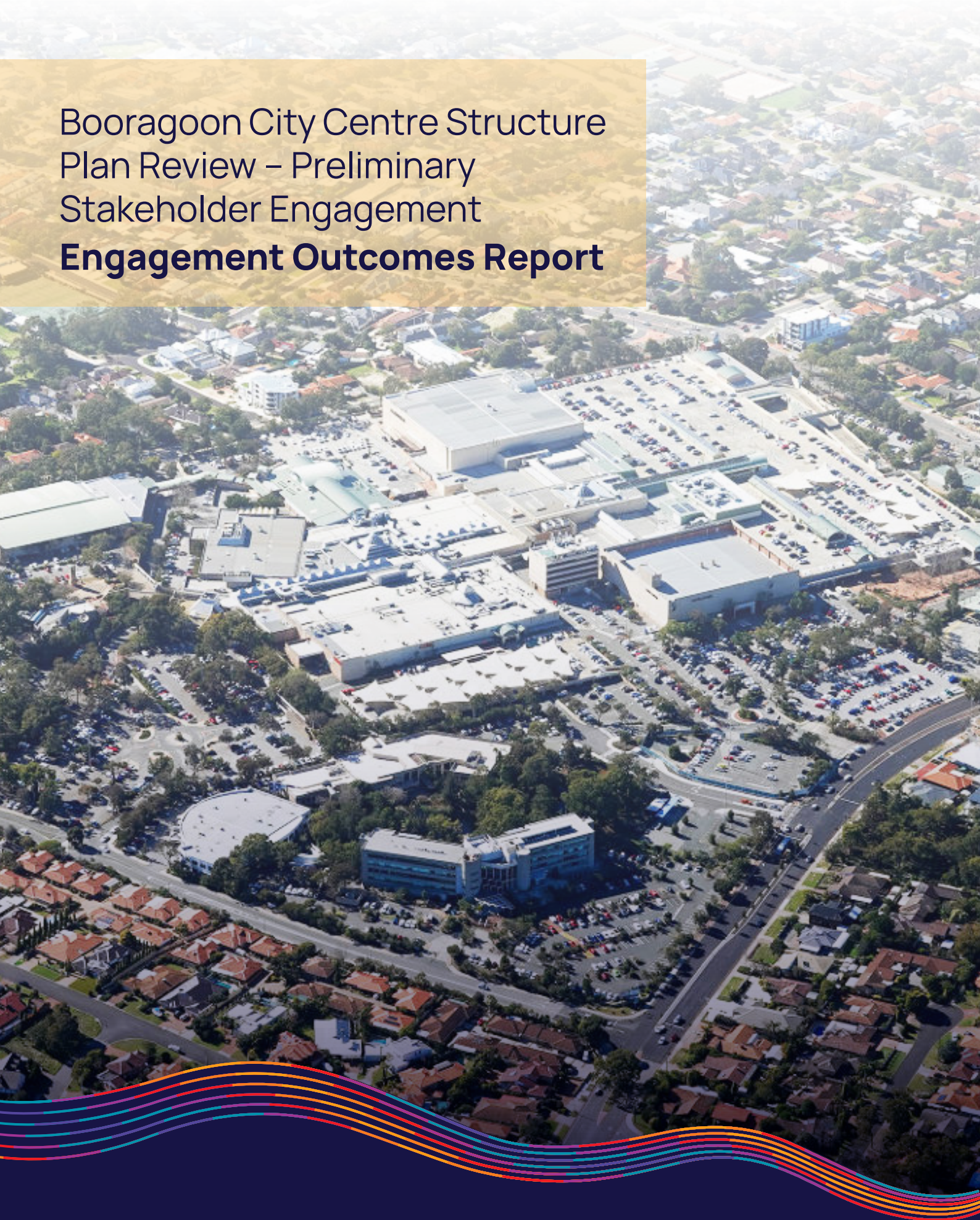


Booragoon City Centre Structure
Plan Review – Preliminary
Stakeholder Engagement
Engagement Outcomes Report



November 2025 | Final



City of
Melville

Acknowledgment of Country

We acknowledge the Whadjuk people of the Noongar nation as Traditional Owners of the land on which we live and work.

We acknowledge and respect their enduring culture, their contribution to the life of this city, and Elders, past and present.

Prepared by:



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Executive summary

The City of Melville, in collaboration with Element Advisory part of SLR and Align Strategy + Projects, undertook preliminary engagement to inform the future review of the current Melville City Centre Structure Plan (MCCSP) (which will likely then be named the Booragoon Precinct Structure Plan (PSP)), and a Master Plan for the City's landholdings within the Structure Plan area.

The purpose of this early engagement ahead of a PSP was to:

- Help inform stakeholders of the PSP process
- Discuss what is expected of a Secondary Activity Centre
- Explore key opportunities and challenges for the planning process to inform future studies
- Determine aspirations for the area, understand sentiment and buy-in to inform future process
- Explore the opportunity for the City's landholdings in the context of the broader centre

The process was one of informing, knowledge sharing, listening and managing expectations. The key findings from this early engagement have helped to inform and develop scopes of work for both the PSP and Master Plan for the City's land.

Who We Engaged

Engagement activities were held between December 2024 and July 2025.

How we communicated



Project website and direct, targeted invitation



Expressions of Interest

Our reach

36

Local Community Workshop Attendees

How we engaged



- ◆ Local Community Workshop
- ◆ State Agency Workshop
- ◆ 1x1 Stakeholder Meetings
- ◆ ELT / MT Workshop
- ◆ Elected Member Workshop

15

State Agency Workshop attendees

14

ELT / MLT Workshop Attendees

9

Elected Member Workshop Attendees



'Where Are We Planning For?

There are several terms used within this report and the planning framework for the same area and planning tool.

The 'Melville City Centre' and 'Booragoon City Centre' (BCC) are used interchangeably to refer to the same area. A 'Structure Plan' or 'Precinct Structure Plan' are also used interchangeably, to refer to the type planning document that will define future built form and use for the area. The Melville City Centre Structure Plan (MCCSP) is the current plan in place, which will be reviewed as the next step in this process, to create a revised plan, likely to be called and referred to herein as the 'Booragoon City Centre Precinct Structure Plan' (BCCPSP).

Why Did We Engage?

The Booragoon City Centre is a designated Secondary Centre under State Planning Policy 4.2 and is set to undergo change, including the proposed Westfield Booragoon Shopping Centre and a new \$60 million Library and Cultural Centre. The existing MCCSP, developed in 2013, requires a review to guide future development, align with State and local planning objectives, and unlock opportunities for coordinated public and private investment.

We engaged in order to share knowledge and help inform stakeholders of this process, to help increase understanding and awareness ahead of a PSP process, and shape that process based on key findings. It was also to listen to early opportunities to help inform the future PSP and Master Plan approaches.

Key Findings

The key findings of the engagement were:

- **Planning and Process Clarity:** Stakeholders sought clear communication on planning boundaries, structure plan terminology, and coordination with other initiatives such as the Local Planning Scheme No. 6 review. Clarity was also sought on the nature and depth of the review required.

- **Redevelopment and Identity:** There were mixed views on the identity of the precinct (e.g., Booragoon vs Garden City), concerns over redevelopment delays for Westfield Booragoon Shopping Centre and views on the need for strong leadership and vision from the City.
- **Public Realm and Green Space:** Community and agency feedback highlighted the need for increased green space, tree canopy, and pedestrian-friendly public spaces for a diverse range of community needs. There was broad support for better integration with Wireless Hill across all stakeholders.
- **Density and Housing Diversity:** There was a desire for diverse housing types, including affordable and specialist accommodation, whilst maintaining the character of surrounding suburbs. Concerns were raised about infrastructure capacity and the impact of increased density.
- **Transport and Accessibility:** Feedback pointed to the need for improved public transport integration, better connectivity with nearby train stations, safer pedestrian and cycling access and early traffic planning at both a regional and local scale.
- **Economic and Social Activation:** Stakeholders supported a stronger day-night economy, more entertainment and dining options, and improved retail offerings to revitalise the precinct and attract investment.
- **City Landholdings:** The City is expected to lead by example, with a strong vision required for use of City landholdings which could be used for civic, cultural, residential and activation-based uses. A clear Master Plan is needed to guide development and attract investment.
- **Stakeholder understanding:** There are varied levels of acceptance and understanding about the review of the planning framework for the BCC. Many understand the need for a review, given the perceived lack of investment in the centre. However, there is further work to do in determining State direction on Secondary Activity Centre expectations, as well as helping stakeholders, particularly community, understand the role of a PSP in the planning framework, and the need for change, along with consideration of density.

Next Steps

The findings will be used to inform the scope of the Melville City Centre Structure Plan review and the development of a Master Plan for the City's land. Ongoing stakeholder engagement, particularly with State agencies, commercial landowners, and the broader community, will be critical to ensuring alignment and a shared vision for the City Centre's future.

1. Introduction

1.1 Purpose

On behalf of the City of Melville (the City), Element Advisory part of SLR (Element Advisory) in partnership with Align Strategy + Projects (Align), were appointed to undertake preliminary stakeholder engagement with key stakeholders regarding the Booragoon City Centre to inform scopes for the future comprehensive review of the Melville City Centre Structure Plan (MCCSP) and a Master Plan for the City landholdings.

This report details the outcomes of the preliminary engagement, analysing the results of workshops and key stakeholder meetings held with selected members of the local community, landowners, as well as the City's Executive Leadership Team and Elected Members. The findings of these workshops will be used to draft the scopes referred to above.

The purpose of this early engagement ahead of a PSP was to:

- Help inform stakeholders of the PSP process
- Discuss what is expected of a Secondary Activity Centre
- Explore key opportunities and challenges for the planning process to inform future studies
- Determine aspirations for the area, understand sentiment and buy-in to inform future process
- Explore the opportunity for the City's landholdings in the context of the broader centre

The process was one of informing, knowledge sharing, listening and managing expectations. The key findings from this early engagement have helped to inform and develop scopes of work for both the PSP and Master Plan for the City's land.

1.2 Project Overview

The Booragoon City Centre precinct is approximately 38 hectares, and encompasses the Westfield Booragoon shopping centre, substantial land owned by the City and a range of other commercial and residential landholdings. The precinct is a major retail destination for the region as well as being an important civic and commercial point of activity for residents and visitors including the City's administration offices/building. This aligns with its status as a 'Secondary Centre' under State Planning Policy 4.2 Activity Centres (SPP 4.2).

The area is subject to a number of proposals with the potential to significantly transform the precinct, including the expansion of Westfield Booragoon Shopping Centre, and the City's plans for a \$60 million library and cultural centre. It is important that this transformation is guided by an agreed, contemporary plan for the centre that is built around a clear and common vision.

Booragoon City Centre has been the subject of significant development interest since 2013, when the Melville City Centre Structure Plan (MCCSP) was developed. As the guiding planning framework for the area for the past decade, the MCCSP has shaped land use, development standards and urban design. The City intend to initiate a review to evaluate the existing framework and ensure that it aligns with future growth opportunities and addresses emerging challenges. The review is anticipated to commence during 2025.

Concurrently, the City has recognised the opportunity to have a clear vision for its own landholdings within the City Centre via a Master Plan, expected to explore potential redevelopment and community-focused projects.

The MCCSP set out a bold vision for the precinct in 2014:

“...that will see our current civic library site transformed into an exciting new cultural centre. The future Melville City Centre will be a place for people to gather and connect, experience culture, arts, events, entertainment and excellent dining, and will be a place to enjoy and celebrate with friends and family.”

The Booragoon PSP, through the review process, will replace the MCCSP and establish ‘a’ vision for ‘the’ future. Both the PSP and Master Plan will be guided by a range of statutory and strategic documents and processes and ensure a contemporary, fit for purpose planning framework for the Booragoon City Centre.

1.3 Project Scope

The scope of this preliminary engagement project has included:

- Preparation of a Stakeholder Engagement Plan (SEP) to guide and coordinate inputs and plan an engagement process with key stakeholders. This includes identifying stakeholders, communication methods, key messages, engagement activities, and a schedule of activities.
- Preparation of communications collateral and supporting the City to issue invitations and monitor and management RSVPs and attendance numbers across the engagement series.
- Planning, design and facilitation of key stakeholder workshop and meetings.
- Preparation of an engagement outcomes report analysing the findings from the engagement, and both workshops and briefings to Elected Members (EM) and City’s Executive Leadership Team (ELT).
- Utilising the outcomes of engagement for preparation of two scopes of work for a review of the MCCSP (and preparation of the Booragoon PSP) and preparation of a Master Plan for the City’s land.

2. Engagement approach and methodology

This section provides an overview of the activities undertaken, and provides details of the key themes that underpinned communications and the methods of communication used to promote the engagement process.

This section also details the project's engagement objectives, methodology and participation in engagement between December 2024 and July 2025 in accordance with an approved Stakeholder Engagement Plan by the City.

2.1 Engagement Objectives

The following engagement objectives were agreed with the City at commencement of the project:

- Ensure adequate communication channels to provide information and opportunities to be involved, now or in the coming review, for all relevant stakeholders.
- Provide stakeholders with clear information regarding the function and purpose of the PSP and Master Plan, its place within the planning framework, and the intention of the project.
- Identify stakeholders and understand the nature of their interest and potential to contribute towards the success of the project.
- Establish early in the project opportunities to have authentic conversations with people, particularly those the PSP Review and Master Plan will affect and relevant government agencies.
- Educate stakeholders as to the vision and opportunities within the Booragoon City Centre, and obligations for the PSP and State Government expectations. This includes Elected Members and Executive Leadership, particularly in regard to the City landholdings.
- Understand the issues, opportunities, concerns and constraints regarding the Booragoon City Centre. Ascertain how stakeholders would like to be engaged in the future with regards to the Review process, including format and frequency of engagement.
- Record feedback and prepare an Engagement Outcomes report for the City to review.

2.2 Context Review

As part of the engagement planning process, the project team undertook a desktop review to understand the context for the project and highlight key issues relevant to the engagement process. These were documented in the Stakeholder Engagement Plan, noting the following key takeaways:

- **Built Form and Activity Centre role:** As a designated Secondary Centre under State Planning Policy 4.2 (SPP4.2) there are expectations of the Booragoon City Centre to contribute to State Government density targets for the broader City of Melville. The City is required to deliver 10,830 additional dwellings by 2031.
- **Local Planning Framework Review:** The City's review of Local Planning Scheme No. 6 (LPS6), includes testing draft proposals for increased density around the Booragoon City Centre. This has raised local community concerns about built form, heights, infrastructure, schools and traffic. The advertising for proposed changes to LPS6 occurred at the end of 2024 and was a current discussion within the community when majority of the engagement for this project occurred in early 2025.
- **Commercial and Retail Strategy:** Objectives to enhance Booragoon's retail and employment mix, with the proposed Westfield Booragoon expansion improving amenities but lacking strong street-level activation and with unknown timeframes.

- **Structure Planning and Future Review:** The current MCCSP expires in 2025, and requires a review to unlock development potential, improve mixed-use integration, and guide public realm upgrades.
- **Economic and Community Considerations:** A Land Economics Analysis has been completed concurrently to this project to inform commercial viability and development flexibility, and to investigate the importance of development settings to stimulate development activity in a future PSP.
- **Developments of interest:** Scentre Group at the end of 2024 applied to extend their current planning approval for Westfield Booragoon shopping centre and building the high street (approved by the WAPC on 24 February 2023) for another four (4) years to enable substantial commencement by 2027. The extension was determined by the WAPC on 15 May 2025 and granted for an additional four years. The City's Cultural Heart (library and cultural centre) is another key piece of investment slated for the area, with the original business case approved in 2015, community engagement in 2017 and an updated business case endorsed by Council in March 2024.

2.3 Stakeholders and Communication Channels

In order to effectively engage a diverse audience, a number of communication tools, messages and communications were prepared in collaboration with the City to identify, contact and engage with stakeholders.

2.3.1 Identifying Key Stakeholders

The City identified the following key stakeholder groups to be included in the preliminary engagement:

- State agencies
- Commercial landowners
- Community
- Elected Members
- City Executive Leadership Team and Management Leadership Team

Stakeholders within these groups were identified in collaboration with the City with a preparation of a stakeholder master list of contacts which included 19 State Agencies, and commercial landowners within the structure plan area identified through the City's database. Community members for the community workshop were contacted through random selection from the City's database to fill an expression of interest (EOI) form to participate. The randomised selection allowed the project team to ensure that the selection was from a diverse pool of respondents. Data for the commercial landowners within the precinct was limited, as many tenancies were in the ownership of strata companies, which proved challenging to reach the landowners themselves. Refer to section 4.1.1 for further details on the EOI process.

Following this, communications collateral was prepared and tailored to each stakeholder based on the level of contact and the workshop that they would be targeted for.

2.3.2 Communication Channels

Project information, updates and invitations were distributed to the community as described in Table 1 (below). The consultant team prepared content for the collateral with the City distributing the materials to relevant stakeholders.

See Appendix A for the examples of communications collateral prepared for the project.

Table 1. Communication channels

Communication channel	Date/s released	Total numbers	Description
Project Website	4 December 2024		<p>The City shared information about the project via their online engagement page, Melville Talks, which was designed as a webpage that can endure through the PSP review process.</p> <p>Link to the website: https://www.melvillecity.com.au/our-city/connect-with-us/melville-talks/community-engagements/booragoon-precinct-structure-plan-review</p>
Community Workshop EOIs	4 December 2024 – 8 January 2025	597 recipients	<p>An expression of interest to attend the Community Workshop was sent to a random selection of community members directly via the City's database (500 across the City of Melville area and 100 within the Booragoon area).</p> <p>All who expressed an interest in attending the workshop received communications thanking them for applying, and notifying them whether they were successful or not. Not all successful applicants could attend the Workshop date and time, so the City then extended invites to the remaining interested participants to fill the workshop.</p>
Commercial Landowner Workshop Invitation	<p>Initial: 4 December 2024;</p> <p>Reminder: 2 January 2025</p>	18	<p>Digital letters (invites) were distributed via email to identified commercial landowners within the precinct to inform and involve them in the project, using the letters as a 'call to action'.</p> <p>Email invitations were initially sent on 4th December 2024, with a reminder sent on 16th January 2025. Further invitations were sent, ensuring that everyone was captured along with a direct letter drop in January to commercial businesses.</p>

Communication channel	Date/s released	Total numbers	Description
State Agency Workshop Invitation	<p>Initial: 4 December 2024</p> <p>Reminder: 2 January 2025</p> <p>2nd Invites: 16 January 2025</p>	28	<p>A collaborative effort between the consultant and City's project team built out the stakeholder list for State Agencies.</p> <p>State Agency contacts were invited by email from the City initially in December 2024. A reminder was sent by the City in January 2025, and second round of invites were sent by the City to additional State Agency representatives in mid-January 2025.</p>
Elected Members and Executive Leadership	Communications with Elected Members and Executive Leadership were sent internally via the City of Melville.		

2.3.3 Key Messages / FAQs

Key messages were developed for the project webpage and apply to stakeholder invitations to guide communications for the duration of the review. The key messages can be found in Appendix B.

Booragoon Precinct Structure Plan Review

Active [FOLLOW ENGAGEMENT](#)

The community workshop is now complete and we are working hard to compile the feedback. Stay tuned for updates!

Last Updated: 10 January 2025

We're revisiting the Booragoon Precinct Structure Plan, formerly known as the Melville City Structure Plan, and we invited the community to help shape its future direction. Preliminary engagement for the Plan has taken place and a report on the findings is now being prepared.

To capture a broad range of perspectives and opportunities prior to drafting the Booragoon Precinct Structure Plan, preliminary stakeholder engagement sessions were held in February 2025. This included a series of workshops, with sessions tailored for the community (residents, landowners, businesses, and visitors), state government agencies, and commercial landowners. Feedback received from this stage of the consultation is now being reviewed.

For the past decade, we have followed the [Melville City Centre Structure Plan](#) as the guiding planning framework for the City Centre area. This review aims to transition that structure plan to the Booragoon Precinct Structure Plan (BPSP).

Creating this Plan helps ensure that development in this precinct will:

- Comply with state and local planning policies
- Promote sustainability
- Support community well-being
- Address transport, infrastructure, and public space needs

2.4 Engagement Activities

Engagement activities took the form of targeted engagement with:

1. A local community workshop with attendees who expressed interest in attending through the EOI;
2. 1x1 Meetings with Commercial Landowners within the PSP Area;
3. A workshop with multiple representatives from the following State Agencies:
 - a. Department of Planning, Lands and Heritage
 - b. Department of Fire and Emergency Services
 - c. Public Transport Authority
 - d. Department of Communities
 - e. Department of Education
4. Briefings and workshops with:
 - a. City's Elected Members; and
 - b. City's Executive Leadership and Management Team.

Following an initial meeting with DPLH, briefings were held with the City's Elected Members and Executive Leadership Team. This was then followed by separate workshops with state agencies and the local community.

A commercial landowners workshop was also arranged, however due to a low response rate and late cancellations, it was adjusted to a series of 1x1 meetings during the same timeslot. The agenda for these direct engagements were modelled on the workshop that has been planned for these stakeholders.

The details of the engagement activities held can be found in Table 2 below.

Table 2. In-person engagement details

Activity	Date / Time	Location	No. of Attendees
DPLH Meeting	28 November 2025	DPLH Offices	5
ELT Briefing	23 January 2025	City of Melville Civic Centre	10
EMES Briefing	5 February 2025	City of Melville Civic Centre	18
State Agency Landowners Workshop	6 February 2025 10:00AM – 12:00PM	City of Melville Civic Centre	15
Local Community Workshop	10 February 2025 4:00PM – 6:30PM	City of Melville EcoHub	27 (Community) 3 (First Nations Observers) 6 (CoM Elected Member Observers)
Commercial Landowner Meeting x 3	12 February 2025 4:00PM – 6:30PM	City of Melville Civic Centre	4 attendees overall
ELT & MT Workshop	26 March 2025 8:00AM – 11:00AM	City of Melville Civic Centre	14 attendees
EMES Workshop	1 July 2025 6:00PM – 8:00PM	City of Melville Civic Centre	9 Elected Members

3. Key findings

This section sets out the main insights and themes from the engagement process inclusive of engagement with the community, key stakeholders, and the City of Melville EMES and ELT. It includes a summary of stakeholders future aspirations, opportunities, issues, potential risks, information gaps, and buy-in for the future of the City Centre.

The emerging themes of the engagement process are detailed below under three key headings which consider:

- The Booragoon City Centre;
- The City's Land within the Booragoon City Centre; and
- Future stakeholder and community engagement.

3.1 Booragoon City Centre

The role of the BCC as a Secondary Centre

- Most stakeholders understood the need for a review of the planning framework, particularly given the perceived lack of recent investment in the centre.
- There needs to be further clarity around the role of the BCC as a Secondary Centre in the context of the development already realised and underway at Canning Bridge (District Centre) and Murdoch (Specialised Activity Centre). This requires further engagement and direction from the State.
- There is a mixed degree of acceptance from stakeholders about the level of change that may be required to the planning framework, particularly regarding density and building heights. As discussed further in this section, there are mixed views around increased density both within and around the centre.

- Many stakeholders understood and could identify opportunities for increased vibrancy, amenity, service provision, social infrastructure and improved public realm.
- Although there is an initial understanding formed, there is more work needed with all stakeholders, particularly community, in communicating the scale and significance of the BCC, and City's landholdings, and the role they both play in the City's future.

Planning process

- Some stakeholders expressed uncertainty regarding the role and relationship between planning processes that affect an area of community, and the governance of these. They expressed a desire for clear communication about planning processes and expectations.
- There is an opportunity to review the boundary of the BCC as part of the BCCPSP.
- There is a need to determine early on (with DPLH input) whether the current structure plan (the MCCSP) requires a wholesale review or an update, and what information will be required to meet statutory requirements, and develop the BCCPSP.
- Planning terminology is confusing for many stakeholders. It is important to establish the right terms early on, whether it be an Activity Centre Structure Plan or Precinct Structure Plan (PSP) or redevelopment project, to support a clear narrative for all stakeholders.
- There is a need for a clear interface with the review of LPS 6 and other City planning projects and processes to avoid confusion and explain how the outcomes of one project may relate to or impact the BCCPSP.
- There is still some misunderstanding present about the ability for the planning framework to catalyse and shape investment and development, where some stakeholders don't

understand the interplay between control and influence over development, land ownership, and the planning framework. This will be an important message to cover in the future process in order to receive meaningful feedback from stakeholders.

- Explore and incorporate different ways to communicate analysis throughout the project, such as:
 - 3D modelling to communicate built form and scale
 - Scenario modelling to inform the development of the PSP
 - The use of case studies and other benchmarks to understand outcomes in other precincts and the impact of different density models

Development and Redevelopment

- The BCC has had a number of names, including Garden City, Melville City Centre and Booragoon.
- The BCC is tired, and in need of redevelopment. Stakeholders expressed concern about how long it will take to see this change.
- Delays in the redevelopment of the Westfield Booragoon shopping centre has reduced community and other commercial landowner confidence in investment and redevelopment.
- There is an expectation that the Westfield Booragoon shopping centre redevelopment would be a leader and catalyst in the precinct to driver further redevelopment and investment, given the dominance of its footprint.
- The City's land is the second largest landholding in the precinct and presents significant opportunities to catalyse change.

The Lakes

- Commercial landholdings around the 'lakes precinct' are largely aging strata developments requiring redevelopment incentives or another catalyst in order to stimulate investment.
- The lakes themselves perform a drainage function which may not be fully understood.
- While the lakes are privately owned, they are used informally and perceived as public open space.

- The Lakes Association is a body of landowners surrounding the lakes area that have entered into an agreement with the City and various parties about management of the area.
- Further consideration is required to understand implications for access, ownership, and the broader Lakes Association agreement that sits upon the land.

Wireless Hill and adjacent State land

- The BCC's proximity to Wireless Hill is strategically important and presents an opportunity to create strong connections. This must be done in a sensitive manner to ensure continuity of bushland values and function.
- Acknowledgement that the City is considering initiating a process to convert the State land within the precinct to a Class A Reserve.

Public Spaces

- There are differing expectations across stakeholder groups about the nature of open and green space and public realm that should be provided within or in proximity to the BCC in future, noting:
 - The relevance of catering to all age groups and needs
 - Provision of urban spaces (public space and places to sit) as well as green spaces
 - A growing importance of open space provision commensurate with expectations of more density and residential growth
- Bushfire risk is an important consideration in land use and public space planning for the area.

Sustainability

- Stakeholders expressed expectations that new infrastructure, design initiatives and developments within a future BCC are more sustainable.
- Suggestions included microgrid connections, solar panels, urban greening, tree canopy targets, and the importance of tree retention.

Character and density

- Stakeholder views regarding where and how density is delivered, both within the precinct and surrounding suburbs and centres was varied with some stakeholders expressing strong support, and others strongly opposed.
- Key elements of the density discussion included:
 - The potential erosion of character in surrounding residential neighbourhoods
 - The importance of achieving a balance between density and maintaining character
 - There is a complex relationship between density within the precinct and the impact of density delivered in the broader activity centre catchment and other activity centres nearby. Understanding the broader context for density planning is important, particularly in terms of functionality, infrastructure planning and demands, and the stimulation of redevelopment or investment decisions of key landholders.
 - Balancing an increase in density in the context of other considerations such as tree retention and supporting affordable and diverse housing
- There were diverse views between community and State agencies regarding the impact of density on community and social infrastructure upgrades. For example, what level of density may trigger a demand for additional or upgraded education facilities.

Built form and buildings

- There is a requirement and expectation to improve built form outcomes in the BCC to be more interesting and aesthetically pleasing.
- Some stakeholders would prefer to avoid any further large towers.
- Housing diversity
- Many stakeholders recognise the need for more, and a greater range of types of residential development in the BCC.
- There is a desire for a mix of housing types to help accommodate all family dynamics, including more affordable and aged-care options.

- The current lack of housing diversity and affordability is linked to the limited range of housing types within the area.
- There are some concerns about displacement of existing demographics through any increase in affordable and social housing.
- Public transport
 - Public transport links and services to and from the BCC are limited to bus services which don't connect well into regional networks, specifically the nearby train line.
 - The PTA bus station is located on the edge of the BCC on privately owned land leased by the State (PTA).
 - The service should be retained, but also better integrated in any future redevelopment of the BCC to ensure it is connected from proposed activity (particularly after hours) in the proposed High Street.
 - Bus connections between the centre and nearby railway stations are not frequent or efficient enough to make the journey attractive.
 - Stakeholders desire for more transport options.
 - Transit oriented type development desirable, however heavy bus reliance may not truly enable this.

Accessibility

- Stakeholders would like to see an accessible centre, encouraging local walking and riding trips and reduced vehicle dominance.
- There is interest in pedestrian-friendly spaces, including suggestions about the proposed High Street being designed and operated as a pedestrian mall.
- Improved safety and accessibility to/ from the centre is important for some stakeholders.
- There is an interest in improving public realm and surrounding streets to facilitate better local journeys.

Traffic

- Prioritising early traffic modelling was considered important to understand broader transport networks and travel patterns in the BCC catchment, and to then understand the impact of any planning and growth on these networks.
- There are concerns about traffic impacts of increased development, and these need to be considered very early.
- Stakeholders noted successful centre redevelopment and growth was related to the ability to address traffic and parking issues experienced in other redeveloped centres.

Economic activity

- Westfield Booragoon shopping centre dominates the BCC in terms of the size of the landholding, retail land uses, and redevelopment decisions and timeframes.
- There is a desire for an improved day-to-night economy with food and beverage uses, high-quality retail, entertainment and hospitality.
- Stakeholders perceive a decline of the shopping centre quality, citing the loss of services such as the post office, and a poor-quality food court.
- Current retail facilities are tired in contrast to other shopping centres and recent upgrades that have been enjoyed in other locations. There is a perception that provision of services and amenities were previously better than what is currently there and it is 'not a Tier 1 shopping centre' anymore.
- In future a greater diversity of retail may be needed to accommodate changing demographics and compete with other centres.
- Stakeholders expressed an interest in economic and social activation through hubs of activity including cafes, retail diversity, entertainment and community uses.
- Further consideration is required regarding important attractors or features to meet tourism objectives.

Community uses

- Some stakeholders noted the need for more community uses given the role of the BCC as a 'city centre'.
- There is a lack of existing social infrastructure, limited spaces for youth, families and community activities.
- Social infrastructure, including education, will be important to consider in future as populations grow and change.
- Collaborative opportunities should be explored with developers to provide community infrastructure or grant funding opportunities to support infrastructure upgrades.
- There are opportunities to reinforce and explore physical connections to other City infrastructure, such as Leisurefit Melville which is an important asset for local youth.

3.2 City's land holdings

- There is an opportunity for planning and development of the City's land to catalyse other developments and deliver confidence and direction regarding change.
- A clear vision for the future of the City's land will demonstrate leadership and guide the development of the wider BCC.
- Priority uses to explore include civic, cultural, community, conservation, specialist residential, and activation-based uses.
- There was a strong recognition by stakeholders that collaboration with Scentre Group, State Government Agencies, joint venture partners and community groups would be important in setting and delivering on proposals over the City's land.
- City land must deliver long term public value, be well maintained, protect natural assets and align with strategic, social, environmental and financial goals.
- Immediate action to establish a vision is needed to inform upcoming decisions and maintain funding commitments.
- There are strong interdependencies between City land and Westfield Booragoon shopping centre, infrastructure planning, environmental connections (i.e., Wireless Hill) and broader investment attraction.
- The interface between Westfield Booragoon shopping centre and the City's Land is important, ensuring the proposed High Street is continued as a principle.
- Different funding models and opportunities to realise the proposed High Street should be considered.
- Clear governance is required for both the City Land and the BCC.
- Ensuring decision-making and planning for the City's land informs and is informed by future BCC planning. Running these processes concurrently ensures opportunities to align planning and decision-making, given the location and reciprocal impact of both precincts.

3.3 Future / further stakeholder engagements

Communication and messaging

- Future engagement with stakeholders needs to ensure clear communications and messaging regarding:
 - The role of a Secondary Centre and what the associated State development expectations are for this. Case studies may assist in this regard.
 - Planning processes, where and how stakeholders and have input, and who the final decision-makers are for each process.
 - How feedback received from other concurrent projects (particularly LPS 6 Review) would be considered through the PSP process or inform one another.
 - The need for and role of density in delivering vibrancy in centres.
 - The City's role(s) in planning for the BCC and its various interests (i.e. landholder, regulator and community representative) and why certain decisions are made along the journey.
- Transparent communication with stakeholders throughout the planning process is critical.

Stakeholder Groups

- Commercial landowners and business owners in the BCC were logistically hard-to-reach in the engagement forms that formed part of the Preliminary Engagement project. Consideration should be given to alternative methods and communication channels to reach these important stakeholders, noting:
 - Some commercial landowners are behind layers of strata
 - Neither group are in an accessible, central database
 - Business owners are particularly busy
- There are existing commercial and business groups and associations, such as Friends of Wireless Hill or the Lakes Association, and these may be suitable future forums to engage.

- Close and on-going liaison with Westfield Booragoon shopping centre/Scentre Group, particularly regarding the outcome of the 4-year development appeal extension, and their role as a major landholder in the centre is important. This also provides an opportunity to collaborate.
- Ongoing engagement and communications with the community is important and expected. A number of community participants are interested in having a voice early in the planning processes.
- Ensuring a diverse cross-section of the community are represented, including a diversity of youth, cultures, backgrounds and ages is important.
- First Nations voices are also important to embed cultural considerations and needs.
- Elected Members want to be involved in future planning and recognise the importance of ensuring a clear scope and process is developed and followed.
- There are opportunities to collaborate with adjoining local governments considering the role and catchment of the BCC.
- For engagement with State Agencies, ensuring that the decision-making or senior staff are attending or aware of progress is important.

4. Engagement Summaries

Community

This section provides a summary of the community workshop. A tabled version of the responses for each activity have been included for reference and can be found in Appendix C.

Community Workshop Overview

Table 3. Community Workshop details

Community Workshop Details	
Date	10th February 2025
Time	4:00PM – 6:00PM
Location	City of Melville EcoHub
Attendees	Members of the Community 27
	First Nations (Observers) 3
	City Elected Members (Observers) 6

Expression of Interest Process

To ensure a cross-section of voices, an EOI process was run from the 4th December 2024 through to 8th January 2025, allowing 5 weeks due to the Christmas Break.

The EOI form was emailed to a random selection of residents in the City =, beginning with 600 communications (500 across the City of Melville area and 100 within the Booragoon and surrounding suburbs area). Applicants were asked to provide the following:

- Name
- Contact details
- Connection to the Booragoon City Centre
- Demographic information such as gender, age, diversity information
- Whether they can attend the anticipated time of the workshop in February

- Why the applicant wished to attend the community workshop, and how they believed their input could contribute to the review of the Booragoon Precinct Structure Plan.

Element Advisory and Align evaluated the completed applications through a blind-selection process (names removed) to select 30 participants representing a cross-section of the following:

- Residents / ratepayers within the ACP area
- Local residents in surrounding suburbs / ratepayers (Booragoon, Ardross)
- Broader City residents / ratepayers (visitors)
- Business operators within the City

It was intended that following representation across the above, that participants also represented a range of gender, age and diversity backgrounds.

The final selection of 30 attendees for the workshop comprised a mix of the following demographic factors:

Locality	Total
Booragoon / Ardross	16
Other City of Melville suburbs	12
Business (owner or operator)	2
	30

Gender	Total
Women	14
Men	15
Non-binary	1
	30

Age	Total
10-19	1
20-29	3
30-29	5
40-49	6
50-59	5
60-69	5
70-79	5
	30

Diversity / Demographic Factors	Total
Migrant or refugee background	4
Living with a disability	2
LGBTQIA+	2
Member of a community group	3
Renting in the City of Melville	3
Work or provide a service in the City of Melville	5
Study in the City of Melville	1
	20

Workshop Overview

Workshops began with an introduction to the project, the purpose of the workshop itself, presentations that set the context, speaking to the current state and setting of the Booragoon centre today, and some of the future considerations and expectations for both precinct planning and a Secondary Centre. Following these presentations, interactive activities were run to seek feedback and input from participants.

Activity 1: Future Aspirations

Activity 1 asked participants what they would like to see and experience in the Booragoon City Centre in 2050, whilst prompts on the screen set the context for what might change in 25 years time (Figure 1). The activity required participants to jot down on post it notes their answers individually first. Then these answers were discussed amongst each table, and placed onto a worksheet (Figure 2) across six themes that align with precinct planning: Environment, Activities and Uses, Buildings, Streets and Public Spaces, Movement and Functionality, Community and Economy.

What would you like to see and experience in the Booragoon City Centre in 2050 (25 years)?

1. Working individually, put down your ideas using the post-it notes at your table (5 mins)
2. Share your ideas at your table; placing them against the most relevant theme on the worksheet (15mins)

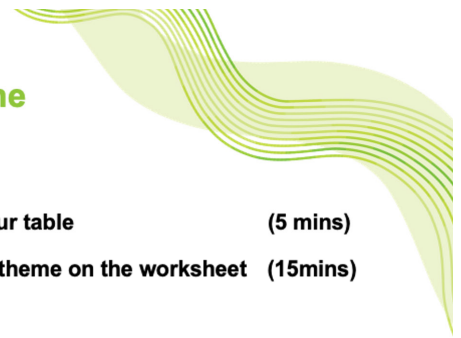
THINGS TO THINK ABOUT:


In the year 2050, today's Applecross High School students will be ~40 years old.

- Community**
 - Will some of today's students, or their parents still be living here?
 - What types of homes will be available?
 - How will it feel to live, visit, or spend time here?
- Buildings, streets, public spaces**
 - What will the buildings look like?
 - Will anything stand out, or set this place apart from anywhere else?
 - Will it be easy and safe to walk, cycle, and move around?
- Environment**
 - Are there green spaces; trees; water; sustainability features?
 - Will people be able to experience nature?

- Economy**
 - What types of businesses and jobs will be available?
 - What will attract visitors and investment to the area?
 - How will people socialise, or access services?
- Movement, functionality**
 - How will people get to and move around the centre?
 - What transport options make it easy to access?
- Activities & uses**
 - What new or different land uses or activities might there be?

Figure 1. Prompts displayed through Activity 1 to guide responses.





Booragoon PSP Preliminary Engagement

What would you like to see and experience in the Booragoon City Centre in 2050?

Environment	Activities & uses	Buildings, Streets & public spaces	Movement, functionality	Community	Economy
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Workshop: Table: Date:
Activity 1 – Future Aspirations for the Booragoon City Centre




Figure 2. Activity 1 Worksheet

Activity 2: Key Opportunities and Challenges

In Activity 2 attendees worked in table groups to identify aspects of the Place, People, Plans and Policies that will be important opportunities or challenges to consider in the planning process. Guiding questions for these three areas were displayed on the presentation slides to help guide respondent’s thinking (Figure 3). Each group placed them under the relevant section on the worksheet provided to each table (Figure 4).

Planning the Plan – What are the important opportunities and challenges?

1. Working in groups, identify aspects of the Place; People; and Plans and Policies you think will be important considerations in the planning process (30 mins)

THINGS TO THINK ABOUT

The Place

- Land uses
- Land ownership
- Vegetation; Trees
- Environmental features
- Water cycle
- Open spaces
- Physical infrastructure

The People and Community

- Social patterns; habits; values
- Household types
- Demographics
- Residents; Visitors
- Social infrastructure and services
- Unmet community needs

The Plans and Policies

- State and local planning policies and frameworks
- Density targets
- City of Melville strategic direction and priorities
- Environmental policies
- Economic strategies
- Infrastructure plans
- Sustainability policies and targets

Figure 3. Prompts to guide Activity 2 responses

Booragoon PSP Preliminary Engagement

What are the key opportunities and challenges that need to be accounted for in the planning process? And why?

THE PLACE	THE PEOPLE & COMMUNITY	THE PLANS & POLICIES

Workshop: Table: Date:.....
Activity 2 - Planning the Plan

Figure 4. Activity 1 Worksheet

Future Aspirations Activity

Activity 1 asked participants what they would like to see in 2050, with context prompts displayed on the screen. They then placed their ideas under six broad themes to align with precinct planning: Environment, Activities and Uses, Buildings, Streets and Public Spaces, Movement and Functionality, Community and Economy.

Responses for Activity 1 were initially given against the six themes above. During analysis of workshop outcomes, they were themed against State Planning Policy 7.2 – Precinct Design ('SPP7.2') Design Elements (Table 4, below) to identify any gaps that may need addressing through the structure plan process.

Table 4. State Planning Policy 7.2 – Precinct Design ('SPP7.2') Design Element Overview

Design Element Overview	
URBAN ECOLOGY	This element considers the interrelationship of built, cultural and natural components of the urban environment. It is a holistic consideration that aims to create healthy relationships between people, the built environment and ecological systems.
URBAN STRUCTURE	This element considers the physical framework of a precinct – the pattern and scale of street blocks, lots and public spaces, and the organisation and scale of streets, roads and paths.
PUBLIC REALM	This element considers the public spaces, including streets, plazas, civic squares and other areas used by and accessible to the community.
MOVEMENT	This element considers the network and services that facilitate movement and access of people and goods within, to and from precincts; including roads, streets, paths, public transport and parking.








Design Element Overview

LAND USE	This element considers the economic, social and civic functions of the precinct and how they relate to its immediate context and surrounding areas.
BUILT FORM	This element considers built form and scale and the relationships between buildings, and between buildings and the public realm.

Primarily, the participants future aspirations for the Booragoon City Centre focused on a desire for increased green spaces, parks and tree canopy, providing a link from Wireless Hill to the Booragoon City Centre and creating diverse, mixed-use spaces that could be used for all ages and demographics.

There were some concerns around increasing building heights and density, as well as many respondents citing concerns about the uncertain future redevelopment of Westfield Shopping Centre and ongoing delays over the years. This sentiment is linked to the recent Westfield application for extension of time for their development approval and recent LPS6 engagement for up-coding density in areas adjacent the centre (now subsequently approved by State).

The following is a snapshot of the responses from Activity 1. A table of responses assessed against the principles of SPP7.2 can be found in Appendix C.

	INCREASE GREENING / GREEN SPACES
	<ul style="list-style-type: none"> – Increase the tree canopy across the structure plan area. – Increase green spaces such as parks and open spaces.
	WIRELESS HILL
	<ul style="list-style-type: none"> – Protect / conserve Wireless Hill. – Create corridor links between Wireless Hill and the Booragon City Centre. – Provide links to Wireless Hill whilst preserving the character of the area. – Align area to Wireless Hill.
	LOCAL CHARACTER / IDENTITY
	<ul style="list-style-type: none"> – Focus on cultural / local conservation. – Recognise local history / culture of the area (i.e., Wireless Hill; Garden City 'vision/ history').
	ECONOMIC AND SOCIAL ACTIVATION
	<ul style="list-style-type: none"> – Improve economic and social activations with a mix of entertainment and leisure activities, improved shopping facilities, high end quality retail and a mix of day and night activities. – A need to understand what is happening in the broader catchment in terms of planning, density and economics, in order to support a successful BCC. – Create diverse, mixed-use spaces which are community-centred and multiple use, such as utilising the Library and Cultural Centre for activities such as a youth maker space or creating spaces for all ages to use and socialise.
	HOUSING DENSITY
	<ul style="list-style-type: none"> – Mixed views on density / building heights limits. – Preference against high-rise development. – Lower plot ratios.
	IMPROVED PUBLIC TRANSPORT
	<ul style="list-style-type: none"> – Improved public transport system including an increase in transport services, transport links and transport-oriented development. – Provide alternative methods of transport. – Early traffic studies to understand regional impact and overall transport picture.
	IMPROVED ACCESSIBILITY
	<ul style="list-style-type: none"> – Turn proposed High Street into a pedestrian walkway / mall. – Improve accessibility to the structure plan area for the public through increased access points and universal design.

Opportunities and Challenges Activity

In Activity 2, participants worked in groups at their tables to identify aspects of Place, People, and Plans and Policies that they think were important opportunities or challenges to consider in the planning process. Guiding prompts included looking into the land uses, land ownership, vegetation, social patterns, density targets and demographics.

Responses to Activity 2 highlighted opportunities for economic and social activation and the types of activities and facilities respondents would

like to see, such as childcare facilities, increased surveillance and improved walkways and paths, an increase in green spaces, and housing for a variety of age groups and demographics.

Challenges included concerns over the lack of infrastructure to support an increase in density, unlimited building heights, and concerns that development would displace groups in need. A summary of the key themes separated by Place, People and Plans and the Plans and Policies are tabled below.

Table 5. Summary of key opportunities and challenges

	 Opportunities	 Challenges
THE PLACE	<ul style="list-style-type: none"> – Mixed-use (i.e., food and beverage, childcare, entertainment, commercial facilities) (12) – Increased green spaces (i.e., tree canopy, parks) (4) – Affordable/diversity in housing (4) – Improve community safety (3) – Build relationship between Westfield Booragoon and the Community (2) – Community agreement for all the Booragoon developments – Universal design 	<ul style="list-style-type: none"> – Concerns over impact of Westfield Booragoon redevelopment lack of progress (2) – Lack of infrastructure to support increase in density (2) – Feeling unsafe – Unlimited building heights – Area isn't affordable for all – Lack of suitable education facilities – Displacement of groups (i.e., community groups)
THE PEOPLE	<ul style="list-style-type: none"> – Transport oriented development (11) – Sustainable development (7) – Flora / fauna protection (4) – Precinct that encourages visitors / residents (3) – Provision of essential services (i.e., aged care, medical and informative services) (2) – Integration of centre with the Gateway commercial building – Mix of land uses (i.e., entertainment, commercial) 	<ul style="list-style-type: none"> – Lack of faith in Westfield Booragoon redevelopment (5) – Insufficient public transport currently (3) – Current built form is soulless (2) – Avoid repeating history (i.e., Canning Bridge) – Concerns over too much social housing – Current / projected population preventing redevelopment of shopping centre – Impact of work on services / businesses
THE PLANS & POLICIES	<ul style="list-style-type: none"> – Energy efficient buildings (5) – Explain planning process to the community (6) – Improvements to the shopping centre (i.e., tier 1 shopping centre) (4) – Engage with the community (4) – Higher density without high rise (2) 	<ul style="list-style-type: none"> – Westfield Booragoon development appeal extensions will delay other development – How to plan for a City Centre with a hole in the middle – Planning process lacks strategic focus for growth – Density increases will not push Westfield Booragoon redevelopment - its about the catchment – Recent builds are poorly built

State Agencies

This section provides a summary of engagement with State Agencies, including meetings and the State Agency workshop. Workshop details and a snapshot of the key responses are provided below, with a tabled version of the responses for each activity have been included for reference and can be found in Appendix C.

DPLH Meeting

A meeting with officers from DPLH and the project team was held in late-November 2024, to introduce DPLH to the project, discuss the expectations for the Booragoon City Centre and for the engagement.

In summary, the following was discussed:

Project Overview

- DPLH were provided background on the approach, including pre-engagement phase ahead of the structure plan review to be undertaken in 2025.
- Clarified expectations for Activity Centre Plans (ACPs) versus Precinct Structure Plans (PSPs) and their relationship to planning schemes, including the plan being changed from an ACP to a PSP to align with planning regulations and current terminology.

Booragoon Secondary Centre

- Acknowledgement of community dissatisfaction with proposals in LPS6 review and that feedback will inform the PSP review process.
- Discussion around potential boundary changes, which may form part of the process.
- Consideration needed for how the Booragoon City Centre contributes to broader housing targets.

Engagement Approach

- DPLH were invited to be involved in the engagement process including contributing key context and examples.

State Agency Workshop

Refer to section 4.2 for a description of the workshop structure and activities used in the State Agency Workshop.

Table 6. State Agency Workshop details







State Agency Workshop Details	
Date	6th February 2025
Time	10:00AM – 12:00PM
Location	City of Melville Civic Centre
Attendees	<ul style="list-style-type: none"> – Department of Planning, Lands and Heritage – Department of Fire and Emergency Services – Public Transport Authority – Department of Communities – Department of Education

Future Aspirations Activity

Activity 1 asked participants about what they would like to see in 2050, with context prompts displayed on the screen. They then placed their ideas under six broad themes to align with precinct planning: *Environment, Activities and Uses, Buildings, Streets and Public Spaces, Movement and Functionality, Community and Economy*.

Primarily, responses centred around enhancing green and public spaces, both economically and socially activating the precinct area, and improvements to the public transport system to ensure that there is sufficient transport infrastructure to support the current and projected population.

The following is a snapshot of the responses from Activity 1. A table of responses assessed against the principles of SPP7.2 can be found in Appendix C.

	INCREASE GREENING / GREEN SPACES
	<ul style="list-style-type: none"> – Enhance greenery and public spaces through the increase of tree canopies and providing quality street trees. – Green links through to Wireless Hill. – Increase of managed public open spaces.
	LAND USES
	<ul style="list-style-type: none"> – Diversity in Land Uses (i.e., not just F&B). – Increased educational facilities (i.e., schools and childcare). – Spaces for youth and families. – Densified around the shopping centre.
	ECONOMIC AND SOCIAL ACTIVATION
	<ul style="list-style-type: none"> – Improved economic and social activations (i.e., nighttime economy, spaces for all ages). – Attractive businesses on the proposed High Street.
	HOUSING DENSITY
	<ul style="list-style-type: none"> – Diverse housing types (i.e., mix of apartments, townhouses, more families in high density). – Affordable and downsizing options. – Striking the balance between public desire for less building heights and meeting density targets.
	IMPROVED PUBLIC TRANSPORT
	<ul style="list-style-type: none"> – Improved public transport system (i.e., future train station, residents able to access shopping centre from bus station). – Look into existing users travel patterns. – Cycling infrastructure around the shopping centre. – Address car dependency.
	IMPROVED ACCESSIBILITY
	<ul style="list-style-type: none"> – Turn proposed High Street into a pedestrian walkway/mall. – Improve accessibility to the structure plan area for the public through increased access points and universal design.



Opportunities and Challenges Activity

In Activity 2, participants worked in groups at their tables to identify aspects of Place, People and Plans and Policies that they think were important opportunities or challenges to consider in the planning process. Guiding prompts included looking into the land uses, land ownership, vegetation, social patterns, density targets and demographics.

Responses for Activity 2 highlighted an opportunity to investigate the precinct boundary, improve transport infrastructure, provide a diverse and wide range of housing and improve greenery. Challenges highlighted the complexity with strata developments, drainage and water, the difficulty of retaining trees whilst increasing density and providing housing diversity and affordability.

A summary of the key themes separated by Place, People and Plans and the Plans and Policies are tabled below.

Table 7. Summary of key opportunities and challenges

	 Opportunities	 Challenges
THE PLACE	<ul style="list-style-type: none"> – Improve transport infrastructure (6) – Increase in greenery (i.e., more trees) (5) – Diversity in housing (2) – Investigate precinct boundary – Provide routes through precinct – Co-ordinated vision to bring stakeholders together 	<ul style="list-style-type: none"> – Strata complexity – land assembly – Drainage & water complexity – Retain trees and vegetation whilst increasing density – Housing diversity & affordability
THE PEOPLE	<ul style="list-style-type: none"> – Need for housing diversity – Market for downsizers and youth – After hours uses (i.e., nightlife attractors) – Ensure services meet community needs – Land use gaps (i.e. vocational training) – Move away from retail land uses (i.e., more social activities) – Changing behaviours around movement (i.e., addressing car dependency) – Link civic services – Address for ageing in place 	<ul style="list-style-type: none"> – None raised
THE PLANS & POLICIES	<ul style="list-style-type: none"> – Residential density strategy / targets (2) – Regional traffic / transport strategies – Plan for housing for ageing population – R-Codes Vol. 2 did not exist in previous plan – Review developments to understand built form provisions – do they need to depart from the R-Codes 	<ul style="list-style-type: none"> – 80s, 90s, early 2000s current housing assets - not ripe for redevelopment. 11% rough target. – Single bedroom dominant waitlist.

Further (Out of Session) Feedback

Additional feedback from DPLH was received due to officers from the Lands team being unable to attend the State Agency workshop, set out below:

- Crown land in the Booragoon City Centre is limited to Reserve 33422, which is comprised of two lots, 2674 and 2335 on Deposited Plan 185181. Reserve 33422 is set aside for the purpose of 'Public Recreation' with a management order in favour of the City.
- While this land is zoned 'Urban' in the Metropolitan Region Scheme, the effect of the Crown land tenure is that the reserve land can only be used for public recreation and ancillary/beneficial uses.
- DPLH have no issues with the City including it in the PSP area, but should it result in a proposed land use that is outside of public recreation and related uses, it would require consideration of alternative forms of tenure to be realised. It is encouraged for the City to engage with DPLH to discuss potential tenure changes.
- Any proposed commercial or residential uses would necessitate alternative forms of tenure such as freehold or leasehold, the consideration for which is market value, as a starting point.

In addition to the feedback received from the Lands team, officers at the Heritage and Property Services team of DPLH were contacted and asked to provide any preliminary feedback, set out below:

- Officers confirmed that the Booragoon City Centre intersects with the boundary of Aboriginal site Melville Scarred Tree (ID 18725), which is mainly in City of Melville landholding.
- Any proposed works that intersect with the boundary of the Melville Scarred Tree will require approval under the *Aboriginal Heritage Act 1972* (AHA).
- Whilst there have been previous developments on the subject land, limited Aboriginal heritage surveys have been completed; therefore, it is unknown if there is other Aboriginal heritage present and the proponents need to be aware of obligations under the Act.
- DPLH also advised that the Aboriginal Cultural Heritage Inquiry System (ACHIS) should be checked regularly should new Aboriginal heritage be reported within the subject land.

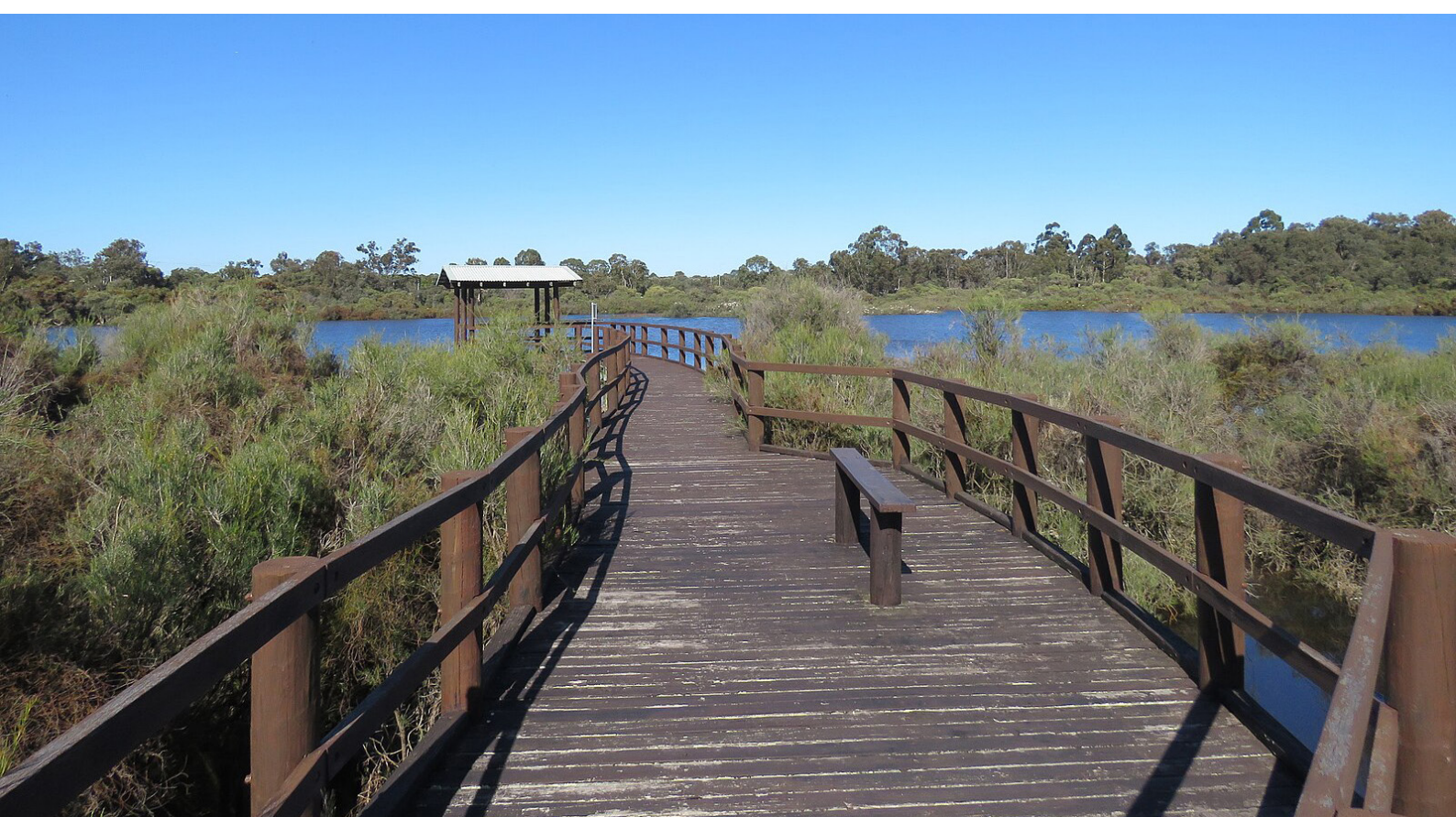


Commercial landowners

Due to low RSVP numbers and late cancellations, the workshop with commercial landowners was rescheduled as a series of 1-on-1 meetings during the same workshop timeslot. Meetings were held with Scentre Group (Westfield Booragon owners) and two other commercial property owners within the precinct.

Points raised across these meetings has been summarised below, including:

- An interest to be involved in the Structure Plan review process
- With any density, a desire for it to be accompanied by open space for residents
- Enhance natural aspects such as gardens and landscaping, not just concrete
- An associated group of owners across the Booragoon Commercial Centre, Alcoa Building, the Gateway Business Centre and the City are parties to a deed over the Lakes area which is used informally as public open space.
- A need for coordination across multiple parties and stakeholders to facilitate development given it will take time to unlock any strata development
- Some landowners are waiting for a catalyst or incentive to redevelop due to the difficult nature of commercial strata, but keen to be involved in the future of the Booragon City centre
- Opportunities for more housing and accommodation, including a mix of options including for a younger demographic, students, retirement, luxury apartments
- Opportunity for co-location of uses (i.e. medical or wellness precincts)
- Opportunities to link to Wireless Hill Park for improved public open space access
- Opportunity to develop mixed-use style development with shops, bars, restaurants at ground floor and apartments above, as seen in Europe and Asia.



Executive Leadership Team

Briefing

A briefing was held with the City's Executive Leadership Team (ELT) on Thursday 23rd January 2025 at 9:30am at the City of Melville Civic Centre. The purpose of the session was to provide a briefing for the ELT on the preliminary engagement project ahead of undertaking the broader engagement, to determine early buy-in for the project, to provide context on some of the considerations for the Booragoon Centre and provide the opportunity for questions and answers with the project team.

Discussion with the ELT members during this session included:

- Support for the EOI process undertaken for the Community Workshop
- Considering interplay with neighbouring local governments given Booragoon's Secondary Centre role and broad catchment
- Additional support from the City may help to encourage DPLH involvement in the early engagement process
- Ensuring that the right attendees (senior level) are attending the State Agency workshop
- Catchment data for Westfield Booragoon may current exist, which could be helpful for the Structure Plan review
- Discussion around the future naming for the centre, including Booragoon, Garden City Westfield Booragoon etc. and that this should be considered early for the project, both in the naming for the project, the centre, and resulting plan
- Visioning for Booragoon will be important, understanding how people think of the city centre as a place and how we position it to be distinct from other centres
- That the City has a role to play in the activation of the centre
- The State-owned land adjacent Wireless Hill is going through a concurrent process to explore changing this to an A-Class Reserve, which should be acknowledged through the project, including indicating it as open space on mapping
- A further workshop(s) is desired by the ELT group to focus on the City's landholdings and Master Plan
- State density targets and requirements will be important to understand early



Workshop

A workshop with the ELT and Management Leadership Team (MLT) was held on Wednesday March 26th 2025 at 8am at the City of Melville Civic Centre. This followed the workshops with State Agencies, Community and Commercial Landowner discussions.

The purpose of the workshop was to:

- Establish alignment across the ELT and MT at the City regarding the priorities for the land owned by the City within the Booragoon City Centre; and
- To establish a clear direction regarding the need for and approach to a Masterplan over the land owned by the City of Melville, and how this should inform a Review of the Melville City Centre Structure Plan.

The structure of the workshop was as follows:

Opening and Context Setting – 8.00am

Acknowledgement of Country

Purpose

Centre Context

Key considerations and drivers (presentations)

1. Westfield delay - Gavin Ponton & Bronwyn Watson
2. Library & Cultural Centre - Gary Tuffin
3. Land Economics Study - Murray Casselton & John Syme
4. Prelim Engagement on the Structure Plan Review - Bronwyn Watson

City Land (interactive sessions)

1. Strategic objectives for the City's Land
2. Planning for the City's Land

Next Steps

What to expect after the workshop

Workshop concludes - 11.00am

The workshop included an update on the Land Economics Analysis being undertaken as a separate but concurrent project to this Preliminary Engagement. The update included an introduction to the project, the process and findings so far. This update was in amongst several other short presentations on concurrent projects and considerations that provided contextual snapshots for the ELT and MT group.

Following these presentations, two interactive sessions were undertaken in the second half of the workshop.

Activity One was based on the ELT/MT members sitting in three groups across three separate tables, each with a different question (see Figure 5 below) in relation to identifying the strategic priorities of the site. Time was given for each group to answer each question through rotation of worksheets, allowing responses to build upon one another. Following the completion, key findings were shared amongst the whole group. Each participant was then given six sticky dots. They were then asked to place their sticky dots on the priorities they felt were the most important priorities or objectives, with voting collated at the end and reported back to the group.

Activity Two allowed for whole-of-room discussions about planning for the City's land, including the importance of establishing a vision, timing considerations and the biggest synergies and interdependencies with other projects and stakeholders (Figure 6).

Strategic Objectives for the City's land

Table discussions:

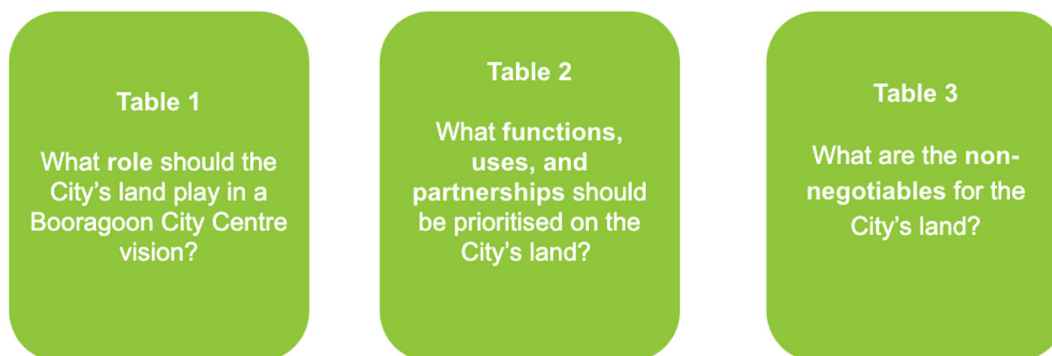


Figure 5. ELT/MT Workshop Activity 1 questions

Planning for the City's Land

Whole room discussion:

1. How important is it that the City establish a clear vision for this land, via a Masterplan?
2. When should this occur?
3. What are the biggest synergies and interdependencies with other projects and stakeholders?

Figure 6. ELT/MT Workshop Activity 2 questions

Key Themes

The key themes arising from the workshop were:

City Leadership and Vision-Setting

- The City must take a proactive leadership role in shaping the future of Booragoon.
- The City's land should demonstrate commitment, lead by example and inform the vision for the broader area.
- A clear and strategic vision is vital to inspire investment, build community trust and align the stakeholders.

Activation and Place-Making

- Land should be used to stimulate development, activate public spaces and create a vibrant, high-quality city centre.
- This should include a mix of civic, cultural, residential, and entertainment uses to attract diverse users and make Booragoon a destination.

Financial and Social Return on Investment

- The City's land should deliver a balanced return financially (i.e., reduced rate burden), socially, environmentally and for future generations.
- Investments should be sustainable, guided by clear governance, and support the triple bottom line: community benefit, economic viability, and environmental stewardship.

Connectivity and Integration

- Physical and functional integration with the surrounding areas (i.e., Westfield, Wireless Hill) is essential.
- Enhance accessibility, manage infrastructure impacts and promote high-quality streetscapes that link people and places.

Strategic Partnerships and Collaboration

- Collaboration with state agencies, private developers, institutions, and community groups is critical.
- Strategic partnerships (e.g. with Scentre Group, State Government) will help leverage resources and align planning and delivery.

Action-Oriented Planning and Implementation

- The City must shift from reactive to proactive planning, with a clear roadmap and governance model.
- Urgency is recognised – decisions need to be made soon, even if a full masterplan isn't yet in place.
- A staged, scenario-based planning approach can help test ideas and maintain momentum.

Visioning and Master-Planning

- There is a need for a clear vision, with the masterplan guiding City decisions and include principles and scenarios to inform decision making.
- Establish clear governance structures with Elected Member involvement noting that the Council needs to make decisions in the short-term, even before the masterplan is finalised.
- A vision should ensure that there are long-term community benefits.
- Masterplan is needed to secure funding and guide delivery.

Elected Members

Briefing

A briefing was held with the City's Elected Members on Wednesday 5 February 2025 at 6:00pm at the City of Melville Civic Centre. The purpose of the session was to provide a briefing for the Elected Members on the preliminary engagement project ahead of undertaking the broader engagement, to provide context on some of the considerations for the Booragoon Centre and provide the opportunity for questions and answers with the project team.

Discussion with the Elected Members during this session included:

- Clarification about the community group composition and size, and whether Elected Members could attend to observe, which was allowed
- Queries around what makes Booragoon a Secondary Centre and what the State's expectations are for this, showing that further clarification is needed in this space
- Discussion around expectations for development of centres, given the City's previous experience where the State will determine last minute development controls, heights and plot ratio and that early conversations will need to factor this in
- The need to consider all that is happening within the City as a whole, rather than a piecemeal approach
- The interplay between the Westfield Booragoon (4 year extension request) acknowledging that outcomes for the centre would be impacted by their design and development
- Factoring in stakeholders (i.e. shop owners) who are unable to plan for the future due to Westfield extension

Workshop

A workshop with the Elected Members was held on Tuesday 1st July 2025 at 6pm at the City of Melville Civic Centre during one of the regularly scheduled Elected Members Engagement Sessions (EMES).

The purpose of the workshop was to:

- Share findings from preliminary engagement with key stakeholders as well as other informing studies and initiatives; and
- Gather perspectives and priorities from Elected Members on how to get the planning right for the Booragoon City Centre and how best to utilise the City's land within it.

The structure of the workshop was as follows:

Opening and Context Setting – 6.00pm

Acknowledgement of Country

Purpose and format

Session context

Key considerations and drivers (presentations)

1. Prelim Engagement on the Structure Plan Review - *Bronwyn Watson*
2. Land Economics Study - *John Syme*

Elected Member Perspectives and Priorities (interactive)

1. What are the important opportunities and challenges to be addressed in the planning process?

Next Steps

What to expect after the workshop

Workshop concludes – 8.00pm

The workshop included an update on the key findings from the preliminary engagement project, including what was raised by a range of key stakeholders, the level of alignment on these issues, specific feedback regarding the 'planning the plan' and associated process, as well as key feedback on the City's Land, primarily from the ELT/MT group. This was followed by an update on the Land Economics Analysis project being undertaken as a separate but concurrent project to the Preliminary Engagement. The update included an introduction to the project, the process and findings so far.

Following these presentations, time was allowed for clarifications on the information presented before moving into an interactive session.

This was conducted as a whole-of-room discussion about the opportunities and challenges for 'planning the plan' for the Booragoon City Centre. The discussion focussed around three key areas: People & places, concurrent initiatives and projects, and the process itself (Figure 7 below).

Key themes:

The key themes arising from the workshop were:

- Opportunities for the area looked at creating opportunities for a range of community needs (First Nations culture, aging population, youth etc.)
- Physically, some of the opportunities looked at improving public realm of surrounding streets and delivering on medium density outcomes
- The interface between City Land and Westfield Booragoon was important to address in planning, and ensuring the High Street is well considered
- Clearly communicating with stakeholders through visual methods, scenario testing and explaining decision-making
- Setting a clear vision for the area within State Agency requirements, positioning it as a redevelopment project
- Understanding clear leadership, and expectations from the State around a Secondary Centre

Planning the Plan – the Opportunities and Challenges

2. Working in groups – share and discuss your priorities as they relate to each of the three areas below

THINGS TO THINK ABOUT

The People & Places

- The way land will be used and developed
- Transport and movement – to, from and within the centre
- Types of services and facilities
- Amount and location of open spaces, trees, vegetation, water
- Residents, households, visitors
 - Current and future
 - Local and City-wide
- Community values

Projects, Initiatives and other areas of City of Melville

- Masterplan for City land (in the BCC)
- Library and Culture Centre
- Local Planning Scheme 6
- Westfield timing and agreements
- Wireless Hill
- Other activity centres – Murdoch, Canning Bridge

The Process

- Roles of the City – as a landowner, regulator and leader
- Involving key stakeholders
 - the community
 - State government
 - Landowners (incl Westfield)
 - other stakeholders
- Explaining and communicating the planning process to stakeholders and community

Figure 7. ELT/MT Workshop Activity 2 questions

Next steps

The key findings from this Outcomes Report will be used to inform the scope development for both the Structure Plan review and the development of a Master Plan for the City's land.

An update will be made on the City's Melville Talks project page detailing a summary of key findings to close the loop for stakeholders on the project and outcomes.

Ongoing stakeholder engagement, particularly with State agencies, commercial landowners, and the broader community, will be critical to ensuring alignment and a shared vision for the City Centre's future, and will therefore be written into the scopes.



Appendix A – Communication materials

[View this email in your browser](#)

MelvilleTalks



Dear Commercial Landowner,

We invite you to a workshop as part of the preliminary engagement for the upcoming review of the Booragoon Precinct Structure Plan (PSP).

The City of Melville will begin reviewing the Booragoon Activity Centre's planning framework in mid-2025 to align it with future growth and address emerging challenges. Element Advisory and Align Strategy+Projects have been appointed to conduct early engagement with key stakeholders to inform this process.

The Commercial Landowners Workshop will be held on:

Date: Wednesday, 12 February 2025

Time: 4:00 pm – 6:30 pm

Location: City of Melville Civic Centre

Attendees: Commercial landowners within the Structure Plan area.

Light refreshments will be provided; we ask that you RSVP at the link by Wednesday, 5 February 2025 (one week prior to the workshop).

Please note that places are limited, and we kindly ask that only one representative per landowner be registered.

[RSVP here](#)



The Booragoon Precinct boundary is between Marmion Street North, Riseley Street, Davy Street North, and Almondbury Road in Booragoon.

For more details, visit melvillecity.com.au/booragoon-precinct.

Example of email invitation sent to Commercial Landowners.

MelvilleTalks



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The City of Melville will begin reviewing the Booragoon Activity Centre's planning framework in mid-2025 to align it with future growth and address emerging challenges. Element Advisory and Align Strategy+Projects have been appointed to conduct early engagement with key stakeholders to inform this process.

The State Agency Workshop will be held on:

Date: Thursday, 6 February 2025

Time: 10am – 12pm

Location: City of Melville Civic Centre

Attendees: State Agency and City of Melville Officers

Light refreshments will be provided; we ask that you RSVP at the link by **Thursday, 30 January**.

Participants have the option to request bringing a colleague. However, due to limited availability, priority will be given to one representative per agency, and a second person will only be approved if space allows.

[RSVP here](#)



The Booragoon Precinct boundary is between Marmion Street North, Riseley Street, Davy Street North, and Almondbury Road in Booragoon.

For more details, visit melvillecity.com.au/booragoon-precinct.

Example of email invitation sent to State Agencies.

MelvilleTalks



Booragoon Precinct Structure Plan Review - we need you!

We're revisiting the Booragoon Precinct Structure Plan, formerly known as the Melville City Centre Structure Plan, and invite the community to help shape its future direction.

Preliminary engagement for this Plan is now underway, ahead of a more comprehensive review in mid-2025.

To ensure a broad range of perspectives are captured, we will be hosting a community workshop in early February 2025 for residents, visitors, and local businesses. This workshop will provide the chance to share views on the opportunities, challenges, and aspirations for the Booragoon Precinct.

Nominations for the workshop are open until **5pm Wednesday, 8 January 2025**, and must be submitted using our online form.

[Nominate here](#)

Creating this Plan aims to ensure future development will:

- Comply with state and local planning policies
- Promote sustainability
- Support community well-being
- Address transport, infrastructure, and public space needs
- Encourage economic growth
- Accommodate population changes
- Ensure development is appropriately scaled and integrated with its surroundings.



The Booragoon Precinct boundary is between Marmion Street North, Riseley Street, Davy Street North, and Almondbury Road in Booragoon.

Example of email invitation sent to Friends of Community Group.

MelvilleTalks



Booragoon Precinct Structure Plan Review - we need you!

We're revisiting the Booragoon Precinct Structure Plan, formerly known as the Melville City Centre Structure Plan, and invite the community to help shape its future direction.

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- Address transport, infrastructure, and public space needs
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- Accommodate population changes
- Ensure development is appropriately scaled and integrated with its surroundings.



The Booragoon Precinct boundary is between Marmion Street North, Riseley Street, Davy Street North, and Almondbury Road in Booragoon.

Example of email invitation sent to general community for EOI.

Appendix B – Project key messages

Overall project key messages

FAQ	KEY MESSAGE
<p>How did the project come about?</p>	<p>The current plan for the Melville City Centre is set to expire in October 2025. However, a request has been submitted to the Department of Planning, Lands and Heritage (DPLH) to extend the plan for an additional two years, allowing time for the necessary review process. Under planning regulations, these types of plans are required to be reviewed every 10 years.</p> <p>Recent development proposals in the Booragoon precinct highlight the need for an up-to-date planning framework to guide informed decisions on future developments. Notably, an expansion of Westfield Booragoon was approved in February 2023, which includes retail growth, additional car parking, and public realm enhancements.</p> <p>In addition, we have committed to developing a new library and cultural centre within this precinct.</p>
<p>What is a Precinct Structure Plan?</p>	<p>In Western Australia, a Precinct Structure Plan (also known as an Activity Centre Plan - ACP, or Structure Plan) plays a critical role in shaping the development of mixed-use areas such as city centres, town centres, and other hubs of activity. These plans help ensure that development within these centres occurs in a coordinated, sustainable and strategic manner. They set the framework for managing growth and development, ensuring it aligns with the strategic objectives and community needs over time.</p> <p>The Plan must:</p> <ul style="list-style-type: none"> – Comply with state and local planning policies – Promote sustainability – Support community well-being – Address transport, infrastructure, and public space needs – Encourage economic growth – Accommodate population changes – Ensure development is appropriately scaled and integrated with its surroundings.

FAQ	KEY MESSAGE
<p>What is a secondary centre?</p>	<p>The Booragoon Precinct (previously known as the Melville City Centre) is classified as a ‘Secondary Centre’ under the State Planning Framework.</p> <p>A Secondary Centre is multi-purpose, offering a diversity of uses, services, facilities and employment opportunities. They perform an important role in the regional economy and provide essential (day-to-day) services to their residential catchments (typically up to 150,000 people). They have a medium to high density urban area within the core, with activated pedestrian-friendly street frontages and public spaces. This is typically surrounded by low to mid-rise buildings, pedestrian scale streets and landscaped character.</p> <p>Other examples of secondary centres in WA include Claremont, Cockburn, Karrinyup, Leederville, Kwinana, Subiaco, Victoria Park and Whitfords.</p>
<p>What is the specific area of the Booragoon Precinct Structure Plan?</p>	<p>The Booragoon Precinct boundary, as shown on the map below (See below), is located between Marmion Street North, Riseley Street, Davy Street North and Almonbury Road in Booragoon.</p>
<p>Who has been appointed to develop the Booragoon Precinct Structure Plan?</p>	<p>The review process is set to begin in mid-to-late 2025, and as such, no one has been appointed by the City to lead its development.</p>
<p>Who is the final decision maker?</p>	<p>The final decision for the Plan rests with the Western Australian Planning Commission (WAPC) in consultation with the City and relevant State agencies.</p> <p>The final decision maker for the Master Plan of the City’s landholdings is the City of Melville.</p>
<p>How does this preliminary engagement relate to Local Planning Scheme No. 6 (LPS6)?</p>	<p>The preliminary engagement for the Booragoon PSP is a separate project from the LPS6 review. LPS6 covers the entire City of Melville and proposes changes to R-coding near the Booragoon PSP boundary, but not within it. While LPS6 includes density coding for the centre, it relies on the Melville City Centre Structure Plan for detailed development controls within that boundary. The formal review of the Booragoon PSP, which will update the Structure Plan, will begin later this year and will address development controls for the area. Whilst these processes are separate, we recognise there are related issues that will be considered during the preliminary engagement. Visit the LPS6 engagement page for more information.</p>



Figure 8. Reference map for key messages from project website

Workshop Key Messages

FAQ	KEY MESSAGE
<p>Who has been appointed to undertake the preliminary engagement workshop?</p>	<p>Element Advisory and Align Strategy+Projects have been appointed to undertake preliminary stakeholder engagement ahead of the formal review process.</p> <p>This engagement is with identified key stakeholders to gauge stakeholder views about the Booragoon Precinct, in order to inform the considerations and engagement process for the future comprehensive review of the Booragoon Precinct Structure Plan and Master Plan for the City’s landholdings.</p>
<p>Why is early engagement part of the review process?</p>	<p>The preliminary engagement workshop in February 2025 will look to understand how community and stakeholders would like to be involved through the review process.</p> <p>This will help ensure we consider and incorporate the community’s vision as early as possible in the review.</p> <p>Typically, a Structure Plan review will include comprehensive and multi-step community and stakeholder engagement to form a vision and future planning controls for the area.</p> <p>The full engagement process to assist the Booragoon Precinct Structure Plan review is yet to be defined.</p>

FAQ	KEY MESSAGE
<p>How can the community get involved in the Structure Plan review?</p>	<p>There will likely be several opportunities for the community to get involved in the review.</p> <p>While the details of the engagement process are still being finalised, the best way to stay informed is to click 'Follow Engagement' at the top of the page.</p>
<p>What is the role of participants at the preliminary engagement workshop?</p>	<p>Participants will be asked to attend a single workshop in early February 2025, where they will receive information about the background of the Booragoon Precinct and the upcoming Structure Plan review process.</p> <p>During the workshop, participants will engage in activities that explore the opportunities and constraints of the area, helping shape initial considerations for the Structure Plan review. They will also have the opportunity to share their thoughts on how the community and stakeholders should be involved in the future Structure Plan review project.</p> <p>ADDITION POST EOI CLOSURE DATE:</p> <ul style="list-style-type: none"> – Nomination for the Community Workshop has now closed and successful candidates have now been notified. – Click the 'follow engagement' button at the top of the page to stay updated as this project progresses.
<p>How were community representatives selected for the workshop?</p>	<p>The appointment of participants for the community workshop were managed through an EOI nomination and selection process. All nominees were evaluated against specific criteria to ensure broad representation of stakeholder interests within and around the Booragoon Precinct.</p> <p>Invited participants were assessed by the appointed consultant, Element Advisory and Align Strategy+Projects, using a blind selection process with de-identified data to ensure a diverse mix of demographics and interests from the local community.</p> <p>Participation is voluntary and will be made up of residents (both locally and further abroad), business owners, workers, and other interested community members.</p>
<p>How can I be kept informed of outcomes or further opportunities to get involved in this project?</p>	<p>Simply click on the 'follow engagement' button at the top of the page to receive email updates.</p>

Appendix C – Stakeholder workshop outcomes

Local Community Workshop Outcomes

Activity 1: Future Aspirations

SPP 7.2 DESIGN ELEMENT	KEY THEMES
URBAN ECOLOGY	<ul style="list-style-type: none"> – Enhancing greenery and biodiversity (i.e., improve / increase green spaces, preserve flora and fauna, increase tree canopy) (14) – Urban Greening and Cooling (i.e., Heat sensitive design, shade/shelter) (6) – Protect / Conserve Wireless Hill (3) – Corridor links from Wireless Hill (3) – Sustainable energy integration (i.e., microgrid, solar panels, community battery) (2) – Cultural and Local Conservation (i.e., connection to Wireless Hill) – Limit unconstrained access to bushland
URBAN STRUCTURE	<ul style="list-style-type: none"> – Cultural and Local conservation (i.e., connections to Wireless Hill) (2) – Retain precinct frame for intended purposes – Constant and regular community engagement – Align area to Wireless Hill – Improve links to other activity centres
PUBLIC REALM	<ul style="list-style-type: none"> – Diverse, mixed-use spaces (i.e., community-centred, multiple use, diverse activities) (16) – Economic and Social Activation (i.e., mix of entertainment and leisure activities, high end quality retail, improve Westfield, day and night uses) (8) – Improved accessibility for the public (i.e., plenty of access points, accessibility for disability) (4) – Public Safety (i.e., safe walkways, safe spaces) (4) – Space for events (i.e., live music) (3) – Consider Garden City History (i.e., the vision for Garden City, character) (3) – Community orientated entertainment (i.e., family activities, night life, family events) (2) – Family friendly spaces (2) – Increased play areas for children (2) – Improved accessibility to the area – Lively spaces that are still traversable – Public Seating (i.e., resting places / yarning circles)

SPP 7.2 DESIGN ELEMENT	KEY THEMES
MOVEMENT	<ul style="list-style-type: none"> – Improved public transport (i.e., transport oriented development, efficient, transport links, underground services) (6) – Managed parking (i.e., no added issues from changes, parking stations, underground parking) (5) – Walking / Cycling infrastructure (3) – Traffic Management (i.e., mitigate traffic / congestion, rat running) (2) – Improved accessibility (i.e., wide doors, ramps, lifts, signage) (2) – Good linkages between land uses – Reduce speed limits – Remove cars from High Street – Underground pedestrian links to streets – Access across Rislely St
LAND USE	<ul style="list-style-type: none"> – Economic and social activation (i.e., more cafes / restaurants, Tier 1 shopping centre, wider variety of shops, increased diversity in activities, similar demographic, locally owned shops) (15) – Diverse, mixed-use spaces (i.e., mixed uses in the library / cultural centre, multi-use facilities, community centre / hall, safe for youth to socialise) (8) – Housing Diversity (i.e., social housing mixed with other housing) (2) – Provide residential aged care (2) – Community input into shopping centre design
BUILT FORM	<ul style="list-style-type: none"> – Limit building heights / density (i.e., limit height, setback from road, avoid Canning Bridge mistakes) (7) – Housing diversity (i.e., mixed housing types / size for all family dynamics) (4) – Potential for high-rise development (i.e., mixed with single storey) (3) – Interesting built form (i.e., public art, inspiring buildings, sustainable and well-designed) (3) – Good balance between public and private spaces – Connection between residential buildings – Dual Use Buildings / Spaces – Garden City is boring / bleak

Activity 2: Opportunities and Challenges



Opportunities



Challenges

THE PLACE

- Provide mix of land uses (i.e., cafes / restaurants, pub, offices / businesses, childcare, skate / BMX park) (8)
 - Open up outdoor space e.g. area behind Amara (2)
 - Increased greening (i.e., trees, parks) (3)
 - Include Westfield in community discussions
 - Clear community agreement on all developments
 - Mixed / Diverse housing
 - Higher density zoning
 - Integrate high rise with shopping centre. Self-supplied population.
 - Take community on a journey
 - Improvement of community safety
 - Potential for elder / wealthy population (compared to more diverse population)
 - Develop controlled commercial / communal spaces to boost jobs or youth - centered spaces?
 - Opportunity: universal design accessibility in all spaces
 - Locate density with POS
 - Diversity of medium density housing (2-3 storey townhouse)
 - Op: spaces and areas multi use
 - Create connection to the leisure centre e.g. path, ride, walk
 - Better surveilled especially in SP area
 - Bike parking at centre and leisure centre
 - Can the SP boundaries change? Links? Wireless Hill?
- Unlimited building heights in the activity centre are a concern for residents
 - Shift in age demographic - young families can't afford the area
 - Community Expectations
 - No private schools in area (high school)
 - Young people to decrease (demographic)
 - Groups could be displaced (Mothers group)
 - Access through centre. Logical.



Opportunities

- Model precinct that encourages visitors.
- Environmental ‘clean’ space
- Integration of gateway with the centre.
- Introduce play centres to invite parents & children.
- More diversity in shops.
- Make it a place to stay not visit.
- Opportunity to improve bus station & walkability (reduce car-dependency)
- Empty apartments bought as investments by overseas should be filled
- Look to the secondary catchments for density increases
- Do you want Westfield to do high end \$750m+ or cheap?
- See MCC Structure Plan S 3.4.1.2; and 3.7.4. Other planning activities - you need to be strategic
- Be strategic - whole of Melville socio-economic modelling
- Protecting nature and rewilding, retaining what we have and creating new nature strips
- Creating beautiful buildings that age well instead of becoming an eyesore in 15 years
- Opportunity with 2 major landowners easier to succeed
- Separate drinking water, grey water, black water
- Entertainment District: movies, bowling, escape rooms and similar
- Essential services: Bringing back services. Post Office and more medical and more medical informative services
- Essential services: Retirement / aged care
- Providing for and engagement young people 16-25
- Deep research into who uses public transport and why is it employees of the centre. Do most shoppers drive?
- TOD
- Take Bus depot underground
- Creating destination creates a better lifestyle
- Cyclepaths. Light rail. Connect transport hubs.
- Maximise great climate outlooks (us closed in shopping centre)
- Alternative transport: better parking, cycling, walkability
- Building on history of “Garden City” & local identity
- Sustainable development & building opportunity
- Electricity generation, solar etc
- Mini CAT bus service - not Transperth
- Sustainable transport e.g. buses through site, multiple bus connections

THE PEOPLE



Challenges

- Canning Bridge zone has been stuffed up by lack of planning! Total routines(?) the area.
- If CoM keep building social housing in the area Westfield will not invest in a Tier 1 shopping centre for our area. Get the 15km building.
- No post office
- People have lost faith in Westfield
- Name change doesn't suit the sentiment of the area.
- Current and projected population not enough for Scentre to commence redevelopment
- It's all about the numbers for Westfield
- Poor LPS6 Work so far
- Bad architecture, poorly built, lack of character, overly modern, soulless
- Westfield. Very large
- Current transport: Buses and cars only
- The shopping centre will greatly impact the character of the area
- Accessibility: Connectivity and Linkages e.g. traffic, congestion, urban threats of blight
- Concrete jungle, urban blight, dead / negative spaces
- Not to become a big carparking
- Access to peripheral development e.g. pedestrian
- Impact of work on services / businesses)
- Westfield. Target Stakeholders. Reliance on them to do the right thing



Opportunities



Challenges

THE PLANS & POLICIES

- Is there another investor who could support / replace Westfield?
 - Explain the fine print and nuances in the planning to the Community
 - Tier 1 shopping centre. Department Stores x 2
 - Efficient
 - What's happening with the current garden?
 - Outdoor space
 - A reason to come to Garden City other than retail as I age. I want to be able to walk.
 - Have max building heights - Amara too high.
 - Follow engagement
 - 2030. Efficient Buildings. Microgrid. Increased tree canopy. Solar on all roof spaces.
 - Create a new MCC negotiation team to engage with Westfield on Planning
 - Involve Westfield in Planning
 - The planning process must get it right with Westfield
 - Make the community aware of the state government requirement for development E.G. required population density
 - Build for a hotter, drier climate
 - Protect the environment and heritage of Wireless Hill
 - Build only energy efficient facilities and structures
 - Pedestrian access from surrounding area 'safe' underpass between Marmion / Riseley
 - Make public aware of WAPC directions to MCC
 - Policy: To build as per the code
 - Protect state owned land and trees
 - Higher density without high rise
 - Staged development
 - Connect all buildings at a ground floor or podium level. Interconnect.
 - Dual Use buildings to support activity
 - Offer increased height in the middle of the centre
 - Study Cape Town's waterfront as a successful model
 - Relation of One Council project to the Booragoon Precinct Plan
 - What are the impacts? E.g. traffic management, density on community, extensive services
 - Letting community know / lack of awareness
 - Create better pedestrian access plan & bike
 - Physical environment to reflect this. Government & planners to be proactive in engaging with community
 - Educating community about planning process and what they can influence
- Find another investor for Westfield
 - Explain planning to local community
 - Westfield Expansion opportunities (i.e., Tier 1 Shopping Centre)

State Agency Workshop Outcomes

Activity 1: Future Aspirations

SPP 7.2 DESIGN ELEMENT	KEY THEMES
URBAN ECOLOGY	<ul style="list-style-type: none"> - Enhance greenery and public spaces (i.e., increased tree canopy, quality street trees, increased green spaces) (5) - Green links through to Wireless Hill (2) - Greening streets - Increase of public open space - Managed public open spaces - Retain value of state land
URBAN STRUCTURE	<ul style="list-style-type: none"> - Location will mean high value
PUBLIC REALM	<ul style="list-style-type: none"> - Economic and Social Activations (i.e., nighttime economy, space for activities / all ages to socialise) (4) - Desirable place to live - Quiet spaces - Public Seating - Contain attractive businesses to High Street - Create interesting places to walk - Clear identity in place
MOVEMENT	<ul style="list-style-type: none"> - Improved public transport (i.e., future train station, student / residents can access shopping centre from bus station) (2) - Look at existing user travel patterns - Utilise Davy St as a N/W pedestrian link - Turn High Street into a pedestrian mall - Spaces for all abilities to move (i.e., wheel friendly pathway) - Cycling infrastructure around the shopping centre - Upgrade the bus station - Footpath in main street - Address car dependency - Alternative transport methods - Easy to move about

SPP 7.2 DESIGN ELEMENT	KEY THEMES
LAND USE	<ul style="list-style-type: none"> - Diverse land uses (i.e., not all F&B) (6) - Mixed-Use (i.e., hotel above shopping centre) - The PSP area will require an increase in educational facilities (school and childcare) - Land Use and Building Development - Landmark Buildings - Less commercially driven development - Provide residential aged care - Provide community housing - Target area for local business - Expand civic precinct - Densified around the shopping centre and transport hubs - Less intense land uses
BUILT FORM	<ul style="list-style-type: none"> - Diverse housing types (i.e., apartments / townhouses, more families in high density, affordable and downsizing options) (9) - Mix of densities

Activity 2: Opportunities and Challenges



Opportunities



Challenges

THE PLACE

- Investigate precinct boundary
 - Transport infrastructure improvement
 - Precinct through routes
 - POS buffer e.g. with roads
 - More trees e.g. street trees
 - Possible water feature
 - Examine land use boundary to POS
 - Bus Station - Better integration / better location
 - Public ownership - opportunities
 - Diversity in housing - apartments, 36m2 affordable product. Retirements.
 - Main Street destination - diversity of offering to attract visitors
 - Available land in PSP for residential development
 - Integration of public transport to retail
 - Plan for tree planting
 - Co-ordinated vision to bring stakeholders together
 - Active transport? Frequent access of buses. Catering to bikes, scooters, walkers. Connect key nodes.
 - Connection to the school
 - Curated at fine graph scale i.e. the night grocer, the night parcels of land at night time. How do you still be agile for market corridors?
 - Walkability. Access to public transport. Diversity of Jobs. Inclusive (minimise trip generation)
 - DevWA John Curtin synergies with the school. Burt Street Development.
 - Way-finding to link w/movement & connections
 - OP for small local business on high street
 - Improve greenery reduce heat island effect
- Strata complexity - Land assembly
 - Drainage & water complexity - uncertainty over drainage lakes
 - Retain trees & vegetation while increasing density
 - Challenge - housing diversity & affordable housing



Opportunities



Challenges

THE PEOPLE

- Need for housing diversity (age in place)
- Possible market with down sizers & young people
- After hours uses / activation - attractor for families
- More events / activities - reasons to come / identity
- Open space needs
- Ensure services meet community needs - not just medical
- Fill gaps e.g. post office
- Land use gaps - vocational training / co-working
- Move away from just shopping, social activities, online shopping & groceries. Social Component.
- How do people use shopping centres today?
- Changing behaviours around movement & mode shift (away from driving)
- Link civic services (e.g. bin bags) to other offerings (retail, hospitality)
- Activate centre through kids activities indoor / outdoor
- Aging in place. Wheelchair access. ACROD Bays. Accessibility b/w. Bus station. Connect to civic centre for activities.
- Aged demographic is changing for next generation. Collective better health, able technology.
- Applecross & Rossmoyne SHS drive demographic & catchments. Key driver - influence migrants who were hiring here. S. Africa, Singapore, Malay.
- Applecross SHS and specialist schools. Where do the artists live after high school? Opportunities for artist in residence.
- Logical place for social services & joint location for services i.e. childcare community
- Diversification of services for migration i.e. retail shop diversification
- Young people hanging out welcoming space
- Safe - walking groups.



Opportunities



Challenges

THE PLANS & POLICIES

- Density targets important
 - Regional traffic / transport strategies
 - Residential density strategy
 - CoM leadership
 - Rush - December & back to school. Restaurants.
 - Look at affordable housing through mechanisms other than size of dwelling
 - Plan or housing for ageing population
 - Balance trip generating land uses with other (e.g. aged care, less traffic demand)
 - Traffic - Pinch Points outside of PSP boundary
 - Link residential yield - be clear about incoming population & planning for schools
 - Linking bus port to civic / other land uses through site.
 - Targets are maximums - fear of heights & density. Diverse building form without affecting lower density so much.
 - PSP boundaries are typically broader. Doesn't need to be bigger - just need to talk to peripheries? (LP6)
 - PSP & LPS Centre zone - diversity of uses & mixed use around the edge
 - DoT's movement and place
 - Incredible location for affordable housing. <1% in Booragoon currently / Ardross amenity, connections. Govt - call for submissions pipeline. Call for proposals.
 - Feasibility for affordable housing: Built form leadership for govt. Community housing providers.
 - R-Codes Vol. 2 did not exist in previous structure plan - for multiple dwelling-built form, do more of the work.
 - Coordinating infrastructure - flexibility to adapt
 - Opportunity to review developments to understand built form provisions. Do they need to depart from the R-Codes?
- 80s, 90s, 2011 current housing assets - not ripe for redevelopment.
 - 11% rough target. Single Bedroom dominant waitlist.

Appendix D – ELT Workshop Responses

The table below details the raw answers from the workshop with the number noted in brackets being the number of red dots that accompanied them – indicating the level of support from participants for this answer.

Table 8. Workshop Answers from EMT / MT activities

Activity 1 – Strategic Objectives for the City's Land	
Role of the City's land in the vision for Booragoon City Centre	<ul style="list-style-type: none"> – Our land should support and stimulate use and development – activation (4) – Attract additional investment (2) – Improve connectivity with other City owned facilities (cultural facilities) (1) – Include facilities on city owned land that will attract residents and other community users – City land should take the lead and set the vision. We need to show commitment and progress in order to collaborate. – Maintaining our land holdings to a high standard (city centre standard) (5) – More pro-active roles <ul style="list-style-type: none"> – investment in public realm – achieving vision / outcomes – creating city centre – communicating our land and its value as a community destination – Delivering on our strategic objectives <ul style="list-style-type: none"> – social – economic – environmental – governance / leadership

Activity 1 – Strategic Objectives for the City's Land		
Functions, uses and partnerships that should be prioritised for City land	FUNCTIONS / USES <ul style="list-style-type: none"> – Civic / Cultural (11) – Community – Public Open Space (1) – Conservation (3) – Specialist Residential (seniors / students / NDIS) (1) – Entertainment and Dining – Retail – Residential (2) – Relate to the rest of the centre (1) – Accessibility and Connections (4) – High Quality Streetscapes (4) – Destination and Identity (1) – Tourism / Attraction (views) (1) – Function – seamless transition to Westfield 	PARTNERSHIPS <ul style="list-style-type: none"> – Murdoch – Scentre Group (3) – Dexus – State Government (Tourism WA, Culture and Arts) – Department of Transport / PTA – DPLH / Minister / WAPC – Department of Communities – housing – DLGSCI – JV Partners – Other LGs as best practice – Community Groups & Friend Groups – Demonstrations
Non-negotiables for City-owned land	<ul style="list-style-type: none"> – Adequate return on investment (i.e., governance, financial (Reduced rate burden); community; environment; for future generations) (6) – Investment in the public realm – provide uplift (2) – Greater financial benefit from land to reduce rate burden (lower risk) (3) – Pro-active rather than reactive in approach - have our house in order & clear vision for city centre (3) – Fulfilling existing funding obligations (not lapsing) (3) – Protection & conservation of natural areas and trees, connect and link into wireless hill (3) – Resolving level changes – Managing access (consider burden on local roads) – We need a plan and something needs to happen – Partnership with Scentre Group (2) – The City sets the vision for investment attraction and community outcomes (5) – City taking the lead (9) – Continued and strengthened civic and community uses – Outcomes to align with public interest and value - triple bottom line – Development being financially sustainable -> grants \$ 	

Activity 2 – Planning for the City's Land

Vision & Master-planning	<ul style="list-style-type: none"> – Whole of City (CoM & Wider Metro) Centre Vision, with a 'sub-vision' for City's land (City's role in broader vision context) – Clear vision for City's land will inform the vision from the wider area – Roadmap, journey to take, adjust to being proactive – Help make things become a reality – Vision to help manage multiple roles for the City – Critical – Clear governance structure - how to manage other projects, stakeholders, decisions. Confidence in decision - making – Possibly including Elected Members on this (in the tent) – Give community confidence on future proofing of LCC regardless of Westfield – Approach is more question vs. need for masterplan
Synergies and Interdependencies	<ul style="list-style-type: none"> – Clear roles and responsibilities: regulator / other (clear champion & gate keeper) / planning, enviro, infrastructure, corporate – Elected Members - how should they prioritise this project? -> need to bring community along too – Diverse views on city's landholding outcomes. – Precedent through redevelopment authorities -> learnings from structure – Scarborough? Not much state land – Bushfire, funding -> LCC – What would the State's interest be in jumping into this area? – Not necessarily knowing master plan boundaries - explore through scenarios – Not on journey at the moment – Aligned management 1st to not erode confidence
When should this occur?	<ul style="list-style-type: none"> – Now is the right time – alignment. – Have LCC project (time sensitive) that should follow a master plan, need to keep funding & delivery community promises. Council will need to make decision ahead of a masterplan being completed. Next couple of months at the latest. – Early key principles on masterplan and test scenarios. – Council Elections coming up – how far can we get in short term and decisions. – Elected Members will take time to come along the journey – need ownership of the outcome, they are the decision makers.
Other	<ul style="list-style-type: none"> – Vision unique to city centre - built of natural bushland. "That is Booragoon, I want to live / invest here" – Come to City Centre not through – Current vision for City Centre – Previous intent to masterplan city's land, did not proceed, less development supportive – Other drivers are influencing LCC location - many options have been explored and ends up in the same place.

Appendix E – EMES Workshop Responses

The table below details the raw answers from the workshop, which captured both the discussion during the interactive session and during clarifications about presentation content.

	The People & Places	Projects, Initiatives and other areas of City of Melville	The Process
OPPORTUNITIES	<ul style="list-style-type: none"> – Providing attractions or interesting features (i.e. for tourism) – Townhouses / medium density – Aging population <ul style="list-style-type: none"> – accommodating seniors and recreation – Childcare – Youth activities (not just kids) – Tree canopy targets – First Nations culture – Multi-cultural community – Art 	<ul style="list-style-type: none"> – Look at opportunities to finance the proposed High Street – Connections to Leisurefit Melville for youth – Address the interface between Westfield Booragon and the City's Land – Not being in isolation of other projects (i.e. LPS 6 Review feedback) – Ensure the Structure Plan review responds to the High Street – Grant funding for infrastructure upgrades 	<ul style="list-style-type: none"> – Involve shop and commercial owners – Explore collaborating with developers to provide community infrastructure – Opportunity to re-think or review the Booragoon City Centre boundary – 3D modelling, not just 2D plans to communicate with stakeholders – Developing scenarios to test different outcomes and unknowns – Pro-active transport and connectivity planning – Looking at case studies of other structure plans in delivering a variety of density – Positioning this as a redevelopment project – Preparing a Master Plan for the City's Land – Setting the vision with the community but also with State (requirements) of a secondary centre
CHALLENGES	<ul style="list-style-type: none"> – Upgrading district distributor roads to places of high-quality public realm – Bushfire area 	<ul style="list-style-type: none"> – Land Swap Agreement – State Government infrastructure (out of control and/or aging) – Balancing role of the regulator <ul style="list-style-type: none"> – representing community but also leading to drive change, and communicating why a certain path is being pursued 	<ul style="list-style-type: none"> – Expectations (particularly from State) of a Secondary Activity Centre – Who will be responsible for leading the process?

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