



**A NEW HEART FOR THE
CANNING BRIDGE PRECINCT**

Moreau Mews Town Square and Public Open Space

**Stage 2 - Community Engagement Report
May 2025**



City of
Melville



Executive summary

The City of Melville conducted the stage two engagement for the proposed Moreau Mews Town Square from 1 April to 4 May 2025. This stage built upon the initial visioning process completed in late 2024, which helped define community values and key design principles for a new public open space in Applecross, within the Canning Bridge precinct.

Stage two invited the community to review and provide feedback on three draft concept designs. These designs were shaped by earlier engagement outcomes and aimed to balance greenery, recreational opportunity, accessibility, and integration with future precinct development. The purpose of this stage was to test the draft concepts with the community and identify preferences, concerns, and opportunities for refinement.

Engagement activities included a widely promoted online survey, five on-site pop-up events (attended by 38 residents), and targeted outreach to stakeholder groups. The City also provided opportunities for the community to complete the survey in other forms to support accessibility. A total of 341 responses were received during the engagement.

Alongside the City of Melville's formal consultation, the Canning Bridge Activity Centre Plan Review Council Reference Group (CRG) circulated an independent survey. This survey proposed a modified version of Concept 1, which excluded car parking and reduced the budget. The CRG-led survey received 96 responses, including 20 participants who also completed the City's official survey. While not included in the formal engagement analysis, a tabled submission summarising the CRG survey results has been prepared for reference.

The feedback collected through the City's engagement process will guide the refinement of a preferred concept design that will be presented to Council for their consideration. This report summarises the engagement approach, participation levels, communication reach, and key community insights, ensuring that the design process remains transparent, inclusive, and community informed.



Key findings

Feedback gathered was largely positive, with many participants expressing enthusiasm and support for the creation of the new public open space. Participants recognised the project's potential to deliver long-term social and recreational benefits. While many comments reflected alignment with the City's direction, specific concerns, particularly regarding the inclusion of parking, were raised consistently across open comments.

Key findings:

- Concept 1 was the most preferred, praised for its simplicity, green space, and affordability.
- Concept 2 was seen as the most balanced, especially by families, though it received the highest dislike in overall layout and arrangement of spaces.
- Concept 3 had the most polarising views, receiving both strong praise and the highest disagreement.
- Parking remains a polarising issue with 46.3% support inclusion, while 42.6% oppose.
- Parking, nature, safety, and informal gathering spaces were recurring themes across all open comments.
- Interactive water play was the preferred water feature.
- Those who opposed the inclusion of a water feature cited concerns around cost, ongoing maintenance, and the site's close proximity to the Swan River.
- Preferred design elements were playspace, accessible toilets, open turf, and shaded BBQ areas.
- Direct communication was most effective, with 44% of respondents learning about the project via eNews, direct letters and emails.
- The campaign was viewed over 1.5 million times, contributing to strong community awareness.
- Most feedback was constructive, with 62% of comments positive or idea-driven.



Objectives and principles

The **objectives** of the stage two consultation were to:

- Bring awareness of the project and the opportunities to get involved,
- Seek community feedback on three proposed concept designs.
- Understand preferences, priorities, and concerns.
- Identify which features and elements matter most to local residents, businesses, and visitors.

The stage two engagement approach continued to be guided by the six core **principles** aligned with the International Association of Public Participation (IAP2) and the City of Melville’s Stakeholder Engagement Policy. These principles informed the planning and delivery of engagement activities, with a strong focus on building trust, encouraging participation, and ensuring diverse voices were heard.

This approach remained responsive to the context of the project, adapting to political considerations, branding, budget, and service delivery factors as required.

- **Integrity:** The City remained transparent about the process, clearly outlining what the public could and could not influence.
- **Inclusivity:** Engagement methods actively involved affected communities and ensured stakeholders felt welcomed and supported in participating.
- **Informed:** Timely and relevant information was provided to enable meaningful participation, with communication occurring before, during, and after decision-making stages.
- **Accountability:** Community feedback was carefully considered and the City committed to communicating how input influenced the project.
- **Flexibility:** The engagement approach remained adaptable, responding to community needs and refining methods where required.
- **Excellence:** The City continuously evaluated the process to identify opportunities for improvement.

identified level for this stage

	Inform	Consult	Involve	Collaborate	Empower
Public Participation Goal	To provide balanced and objective information in a timely manner.	To obtain public feedback on analysis, alternatives and or/decisions.	To work directly with the public throughout the process to ensure public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of preferred solution.	To place final decision in making in the hands of the public.
Promise to the public	We will keep you informed.	We will keep you informed, listen to acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced.	We will look to you for advise and innovation in formulating solutions and incorporate your advise and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

IAP2 Spectrum of Public Participation

Engagement methodology

Stage two of the engagement was undertaken at the 'Consult' level of the IAP2 Spectrum of Public Participation, with a focus on gathering community feedback on three draft concept designs. These designs were shaped by the aspirations, values, and design principles identified during the initial engagement process.

Engagement process

The consultation period ran from **1 April to 4 May 2025**, and included a combination of online, in-person, and phone-based participation opportunities to ensure broad community access and involvement.

- **On-site pop-up events:** Five in-person pop-up sessions were held at the project site throughout April, attended by 38 community members. These events provided opportunities to view the draft concepts, ask questions, and speak directly with project officers.
- **Online engagement:** A dedicated project webpage was hosted on Melville Talks, attracting 9,104 visits during the engagement period. The online survey was made available through the site and completed by 322 participants.
- **Survey distribution:** Printed surveys were made available at all City of Melville Council buildings. In-person, email and phone survey options were offered to support accessibility and participation across diverse community groups. A total of 19 hard copy and emailed surveys were received.

Additional submissions

In addition to the formal engagement process, the City received a number of email submissions and responses to a community-initiated survey circulated by members of the Canning Bridge Activity Centre Plan Review Council Reference Group (CRG).

- 96 responses to the CRG-led survey were received.

While these contributions are not included in the formal engagement analysis due to data integrity and verification requirements, the City acknowledges the community's ongoing interest and involvement. A summary of submissions received through the community-led survey will be included as a tabled appendix to ensure transparency and recognition of all community voices.

Communication and promotion

The City delivered a comprehensive and high-impact awareness campaign to promote the engagement process. An estimated audience reach of 1.57 million was achieved across digital, print, in-person, and social channels. The campaign aimed to raise awareness, drive participation, and provide ongoing information to ensure the community had multiple opportunities to engage with the project in an informed and accessible way.

To maximise effectiveness, the communication campaign was monitored weekly, with adjustments made throughout the engagement period in response to reach metrics, community feedback, and project developments. This adaptive approach ensured the City could respond in real time to improve visibility and maintain clear, consistent, and timely information across all platforms.



A concept for an Appcross site includes an amphitheatre on the roof of an underground carpark. Credit: The City of Melville

City of Melville reveals three options for development of Moreau Mews Town Square precinct

Callin Vinci | PerthNow
April 3, 2025 2:00AM

Callin Vinci
Comments

Draft concept options

- What are the costs for these designs and how are they being funded? Expand
- What are the key differences between the concept options? The different options between each concept include: Expand
- The Council resolution was for 100% public open space. Why is car parking being included in all three concepts? Expand
- What is the vision around the carpark in option three? Expand
- What are the options for interfacing between the public open space and surrounding properties? Expand
- Options one and two have similar inclusions but different budgets - what is the additional \$1-2 million going to be spent on? Expand
- If the final concept design includes a two-storey car park (or similar) with construction staged over 5-10 years, what will be in this space in the meantime? Expand

Draft concept designs

In stage 1 of our engagement, you told us you wanted a vibrant, nature-inspired public space that accommodates a wide range of users and activities. In response, we developed three concept designs, which were presented at the March 2025 Ordinary Meeting of Council.

The three concepts offer a variety of options, from green spaces with more for events and activations, to an outdoor long-term vision that integrates with surrounding buildings and features a rooftop space.

Click on the interactive image services below to view the designs and navigate between pages. Can't see the interact on image? [Download the designs here](#)



Communication activities included:

- Direct email campaigns to:
 - Local residents (n218)
 - Three random samples of community members (n10,879)
 - Local schools (n4)
 - Members of the Melville Sounding Board (n277)
 - Participants from previous engagement phases (n120)
 - Community members who received the Council Reference Group (CRG)-led survey, encouraging completion of City's official survey to ensure data integrity
 - Community members who had submitted incomplete surveys were notified and encouraged to resubmit.
- Direct mail:
 - Letters issued to local residents and ratepayers within the project area (n2,069)
- City of Melville website:
 - Dedicated Melville Talks engagement page, featuring:
 - Updated FAQs
 - Interactive draft concept design viewed over 14,000 times
 - Two formal engagement updates shared during the consultation period, with notifications issued to 146 page followers
 - 9,104 unique visits during stage two consultation period
 - Website homepage banner to drive visibility clicked 144 times
- Digital communications:
 - Promotion through the City's eNews platform, Corporate and Melville Talks (18,765 combined subscribers)
 - A special edition eNews issued to Melville Talks subscribers to highlight the consultation period, costings and design features and encourage participation (6,027 distribution)
 - Social media promotion, paid and organic (reach n9,419) including:
 - Facebook
 - Instagram
- In-person information:
 - Five on-site events with a total of 38 attendees
- Traditional media and advertising:
 - Newspaper advertising (140,064 distribution)
 - Bus shelter advertising (345,716 weekly times viewed, estimated 1,382,864 during the engagement by vehicles, bus and train commuters)
- On-site visibility:
 - Posters, corflutes, and banners installed around the project area.

In addition to the City-led campaign, the project received further exposure through external media coverage, independently published newspaper articles, and word-of-mouth promotion by local community members and interest groups. While not coordinated by the City, these activities contributed to increased public awareness of the project.

We heard from

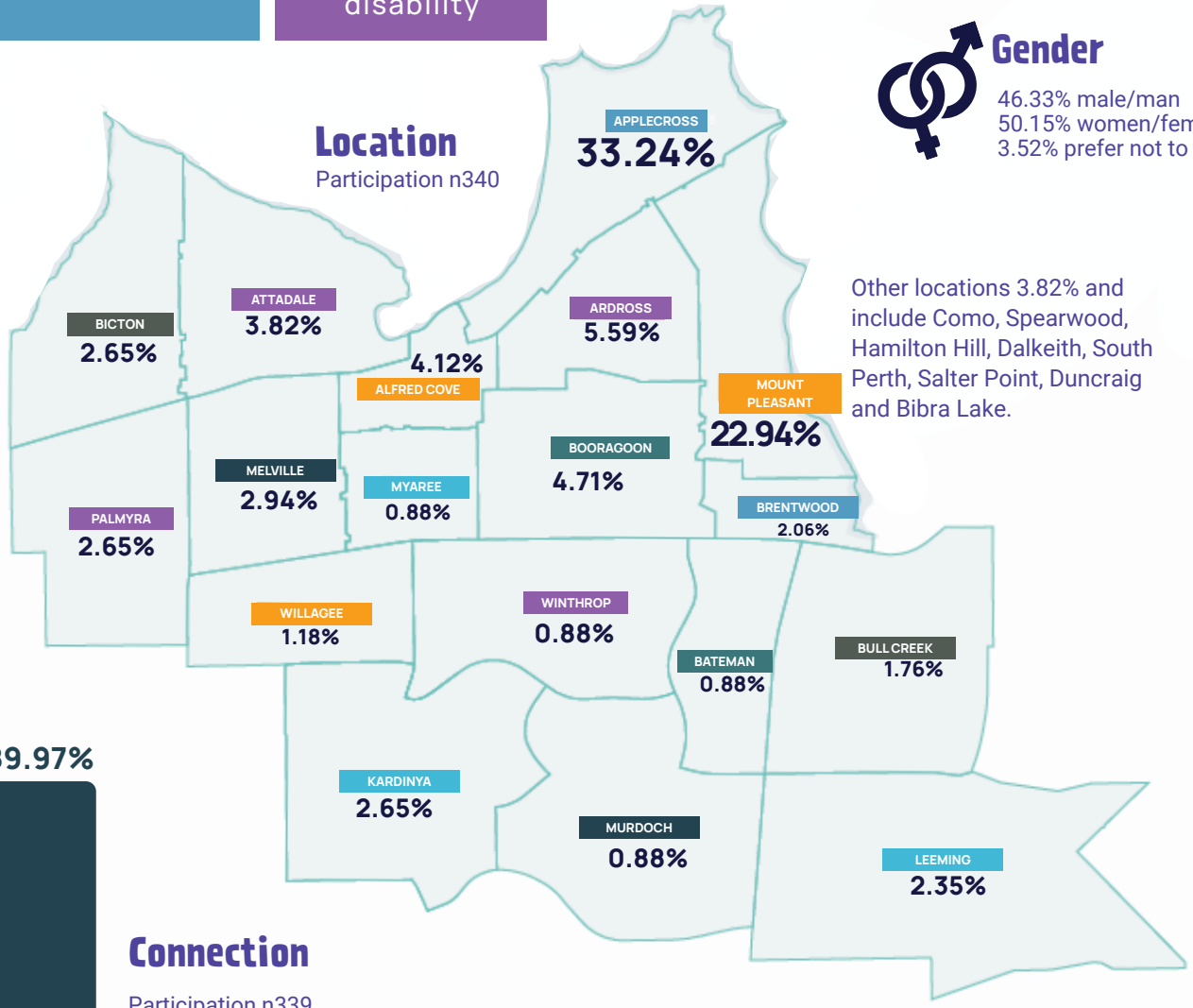
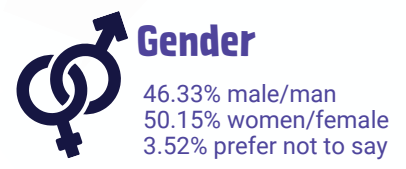
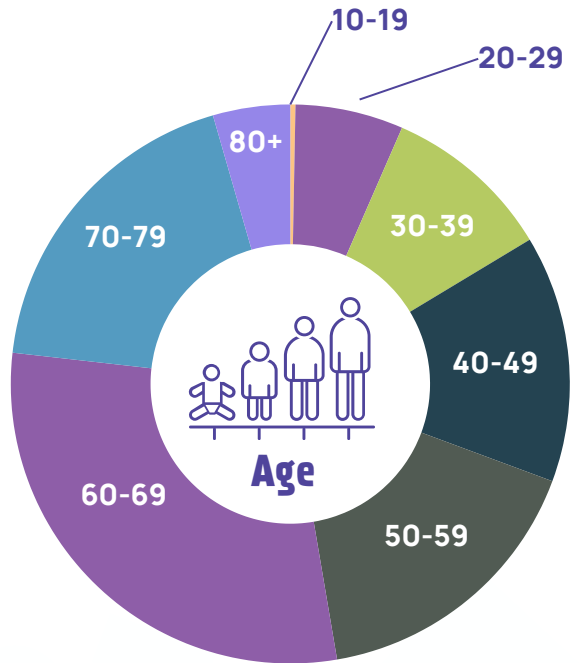
96% reside in the City of Melville

4
First Nations People

43
migrant background

7
LGBTQIA+

12
living with a disability

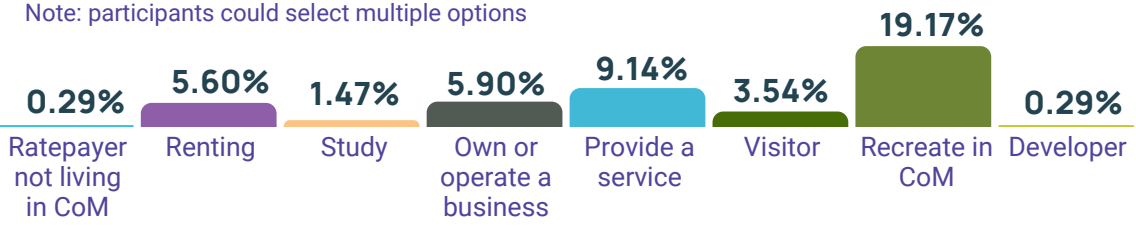


Other locations 3.82% and include Como, Spearwood, Hamilton Hill, Dalkeith, South Perth, Salter Point, Duncraig and Bibra Lake.

89.97%
Ratepayer living in CoM

Connection

Participation n339
Note: participants could select multiple options



Engagement outcomes

To ensure consistency, the same survey questions were asked across both in-person and online platforms. The responses were analysed using a combination of quantitative aggregation and qualitative theme analysis, supported by AI tools to identify patterns in sentiment and content. This section presents a detailed breakdown of responses to each question, including insights, sentiment trends, and thematic summaries.



Preferred concept design

Participants were asked to share their preferred option from the three draft concept designs. In addition, a fourth option was provided to allow respondents to indicate that none of the proposed concepts were suitable.

Total responses: 341

Concept 1 – Prioritises green space.
Estimated cost: \$4–5 million

34.9%

Concept 2 – Focus on event space and activation. Estimated cost: \$5–6 million

17.6%

Concept 3 – Integrated with future development and aspirational. Estimated cost: \$10–30 million

29.3%

I do not prefer any of the concepts

18.2%



Level of support for preferred concept design by age and suburb

Age	Concept 1	Concept 2	Concept 3	I don't prefer any of the concepts
10-19	100.0%	0.0%	0.0%	0.0%
20-29	28.6%	23.8%	23.8%	23.8%
30-39	24.2%	24.2%	42.4%	9.1%
40-49	16.7%	29.2%	41.7%	12.5%
50-59	44.6%	8.9%	28.6%	17.9%
60-69	35.4%	15.2%	28.3%	21.2%
70-79	39.7%	12.7%	22.2%	25.4%
80+	53.3%	26.7%	13.3%	6.7%
Alfred Cove	35.7%	21.4%	28.6%	14.3%
Applecross	27.4%	15.0%	35.4%	22.1%
Ardross	42.1%	15.8%	21.1%	21.1%
Attadale	38.5%	15.4%	15.4%	30.8%
Bateman	66.7%	33.3%	0.0%	0.0%
Bicton	55.6%	11.1%	22.2%	11.1%
Booragoon	43.8%	18.8%	12.5%	25.0%
Brentwood	28.6%	28.6%	28.6%	14.3%
Bull Creek	33.3%	50.0%	0.0%	16.7%
Kardinya	33.3%	22.2%	11.1%	33.3%
Leeming	25.0%	25.0%	37.5%	12.5%
Melville	40.0%	20.0%	40.0%	0.0%
Mount Pleasant	46.2%	12.8%	28.2%	12.8%
Murdoch	33.3%	66.7%	0.0%	0.0%
Myaree	33.3%	0.0%	33.3%	33.3%
Palmyra	11.1%	11.1%	66.7%	11.1%
Other	14.3%	35.7%	28.6%	21.4%
Willagee	0.0%	25.0%	50.0%	25.0%
Winthrop	66.7%	0.0%	33.3%	0.0%

Highlighted preferred option per segment

The following section outlines the distribution of preferences and key reasons provided for each option. *Total responses: 320 open comments*

Concept 1 – Prioritises green space (\$4–5 million)

Why participants preferred Concept 1:

- Affordability and readiness: Frequently described as the most realistic and deliverable option within the current budget, allowing work to begin sooner.
- Maximised green open space: Widely appreciated for preserving open turf, trees, and shade especially in contrast to other, more built-up designs.
- Simplicity and functionality: The design was praised for avoiding clutter, unnecessary infrastructure, and over development.
- Respect for original intent: Several responses noted Concept 1 best aligns with earlier community feedback and avoids future uncertainty.



“Simple, low cost, and provides the most amount of open space.”

“Concept 1 is achievable now. Why wait for aspirational plans when we need green space today?”

“This is what the community asked for: trees, grass, and somewhere calm.”

**comments shared by participants*

Concept 2 – Focus on event space and activation (\$5–6 million)

Why participants preferred Concept 2:

- Support for community gatherings: Respondents liked the amphitheatre seating, curved lines, and potential for events, performances, and activation.
- Balanced approach: Seen as the most even mix of passive open space and built features, without going as far as Concept 3.
- Versatility and inclusivity: Perceived as suitable for families, events, and general use—offering a sense of purpose and energy.



“I love the idea of events and local performances here.”

“Concept 2 feels like a community square—it’s functional and fun.”

“Great balance of green space and things to do.”

**comments shared by participants*

Concept 3 – Integrated with future development (\$10–30 million)

Why participants preferred Concept 3:

- Ambitious and forward-looking: Many respondents considered Concept 3 the most visionary, offering a vibrant urban plaza.
- Alignment with the precinct: Supporters saw this as the concept best integrated with current and future development in the Canning Bridge Activity Centre area.
- Supports activation and economy: Favoured for its inclusion of café/retail structures and more formalised layout that could support businesses and community activity.



“Concept 3 activates the space and complements the changes happening around it.”

“A bold option that delivers something new and exciting.”

“It feels like a proper town square—modern, connected, and future-ready.”

**comments shared by participants*

Option 4 - None of the concepts

Why participants did not prefer any concept:

- Disappointment with all options: Some felt none of the designs adequately responded to previous engagement or reflected community values.
- Overdevelopment concerns: Strong opposition to infrastructure-heavy concepts, especially those reducing green space or introducing commercial elements.
- Desire for refinement or a hybrid: Numerous comments suggested combining elements from Concepts 1 and 2 or redesigning entirely with more focus on nature and no parking.

“None reflect the community’s call for a green, restful space.”

“Too much concrete. This was meant to be public open space.”

“Back to the drawing board. Take the best parts and start fresh.”

**comments shared by participants*

Detailed feedback by concept design

Participants were asked what they specifically liked and did not like about each concept design, and to share their thoughts on the overall layout and arrangement of spaces on each concept design on a 5-point scale (from 'strongly disagree' to 'strongly agree').

Concept 1

Total responses: 159 (rating), 146 (open-text)

What people liked:

- Strong green character and mature trees retained
- Calm, uncluttered layout suited to relaxation and passive use
- Considered affordable and deliverable without delay.

What people didn't like:

- Space allocated to parking
- Inclusion of cafe or retail
- Perceived as underwhelming or "not ambitious enough" for a town square.

Rating sentiment 3.21 out of 5:

- 44% liked or strongly liked the overall layout
- 34% neutral
- 22% disagreed.

Concept 2

Total responses: 155 (rating), 138 (open-text)

What people liked:

- Broad appeal with play, shelter, lawn and event spaces
- Perceived as a flexible, family-friendly design
- Good compromise between cost and function.

What people didn't like:

- Space allocated to parking
- Concerns about over-programming the space
- Lack of green space and hard surfaces.

Rating sentiment 2.95 out of 5:

- 34.2% liked or strongly liked the overall layout
- 31.6% neutral
- 34.2% disagreed.

Concept 3

Total responses: 157 (rating), 181 (open-text)

What people liked:

- Maximising green open space
- Accessibility of features and lower parking
- Suitable for events, markets, and public life
- Seen as progressive and future-focused.

What people didn't like:

- Too commercial or built-up for a small public space
- Concerns about safety and noise
- Maintenance, cost and scale considered excessive by some.

Rating sentiment 3.18 out of 5:

- 48% liked or strongly liked the overall layout
- 19% neutral
- 33% disagreed.

Parking

Participants were asked if parking should be included in the final design.

Total responses: 341

- Include parking: 158 (46.3%)
- Do not include parking: 145 (42.6%)
- Unsure: 38 (11.1%).

Key themes and sentiment:

- Supporters of parking focused on convenience and accessibility, especially for families, older adults, and people with disabilities.
- Opponents of parking raised concerns of the use of public open space for vehicles, potential heat and visual impact, and felt other nearby parking options sufficed.

Water feature

Participants were asked what type of water feature, if any, they would like to see included in the final design. Respondents could select more than one option.

Total responses and votes: 308 responses with 395 votes

- Interactive water play area: 127 votes
- Small fountain or stream: 96 votes
- Man-made pond: 42 votes
- Traditional statue fountain: 40 votes
- Other (please specify): 90 responses with 54 requesting no water feature.

Key themes and sentiment analysis:

- Supporters of water features saw value in visual interest, cooling, and interactive play for children.
- Those who opposed a water feature cited maintenance concerns (e.g. algae, blockages), safety risks (especially for small children), cost, and questioned the need due to proximity to the Swan River.
- Other suggestions included bird baths, reflective pools, and water walls.

“drinking fountain only. The river is nearby for water play”

“keep it simple and natural”

“no water feature - waste of rate payer money ”

“can we have cockitroughs installed there”

“modern sculpture fountain”

**comments shared by participants*



Design elements

Participants were asked to identify their top five design elements. Respondents could select up to five design elements.

Total responses and votes: 336 responses with 1406 votes

- Playspace: 234 votes
- Universal access toilet: 223 votes
- Open turf for recreation: 214 votes
- Shelter and BBQ area: 180 votes
- Café/community space: 132 votes
- Community event space: 126 votes
- Water feature: 122 votes
- Amphitheatre-style seating: 76 votes
- Half basketball court: 68 votes
- Retail structure: 31 votes

Other design elements

In addition to structured questions, respondents were invited to suggest any additional design elements they felt should be considered. These responses provided valuable insights into community values and expectations for functionality, comfort, and long-term success. *Total responses: 191 (open-text)*

Themes identified:

- Fitness and active recreation: Requests for exercise equipment, walking loops, combination play, and informal areas for active use.
- Shade and weather protection: Continued calls for covered areas, tree canopy, and all-weather infrastructure.
- Lighting and safety: Requests for well-lit paths, passive surveillance, and safe pedestrian access.
- Seating and gathering spaces: More informal, social seating options including picnic areas, benches, and open turf.
- Biodiversity and habitat features: Strong interest in native planting, bird-friendly spaces, and integration of natural materials.
- Accessibility and inclusion: Inclusive design for people with disabilities, parents with prams, child safety and older residents.
- Community art and cultural interpretation: Support for public art, wayfinding, and storytelling elements to reflect local identity.
- Dog-friendly facilities: Some suggested dog water stations, shaded areas, or off-lead zones.

These suggestions reflect a strong community desire for a welcoming, inclusive, and environmentally responsive space.

Theme and identity suggestions

Participants were invited to suggest a potential theme or iconic feature that could give the new town square a unique and memorable identity. Examples provided included local favourites like “Dr. Seuss Park” (Kadidjiny Park), “UFO Park” (Bob Gordon Reserve), “Robot Park” (Piara Waters), and “Volcano Park” (Belmont).

Total responses: 206 (open-text)

Key themes identified:

- Nature-based themes: Swan River, tree canopy, native wildlife, and water-inspired designs.
- Cultural and historical themes: Ideas referencing Noongar culture, local stories, and the area's history.
- Imaginative play and discovery: Adventure, robotics, exploration, and creative learning.
- Timeless appeal: A strong preference from some for a classic, elegant design without a novelty theme.

Sentiment summary:

- Positive/Constructive (64%): Many participants offered enthusiastic, creative ideas to make the park fun, unique, and family-friendly.
- Neutral (23%): A number of respondents shared practical suggestions or were unsure about the need for a theme.
- Critical (13%): Some felt that introducing a strong theme might feel forced, overly commercial, or could quickly become outdated.

“Bon Scott/ACDC”

“River – dolphin or Swan, pelican”

“Two Rivers Park, as a reference to the two rivers that meet in the Canning Bridge area”

“this area does not need bells and whistles”

“Swan River theme-water”

“let's just keep it natural and call it something simple like Moreau Mews Park”

“if it's themed it won't appeal to everyone.”

“Renewable/Green Energy Park.”

“prefer natural setting, without themes”

**comments shared by participants*



Other comments and suggestions

Participants were invited to share any other feedback or ideas for the final design.

Total responses: 190 (open-text)

Thematic analysis revealed the following priorities:

Key themes:

- Green space and trees were the strongest priorities, with a clear desire for a natural, shaded, and restorative public space. Many called for native planting, canopy cover, and biodiversity.
- There was strong opposition to on-site car parking, with many urging its removal or reduction in favour of more usable green space. The site's accessibility by foot and public transport was frequently cited.
- The space was seen as one that should serve local residents, not become a destination or event venue. Simplicity, calm, and passive recreation were preferred over active or highly programmed use.
- Many comments called for a low-cost, deliverable outcome, encouraging the City to avoid overdesign and prioritise affordability.
- There was broad rejection of retail and commercial elements, with most respondents preferring a non-commercial, open community space.
- Additional themes included support for family-friendly design, accessible amenities, and opportunities to reflect local culture, environment, and First Nations connections.

Sentiment summary:

- 62% of comments were positive or constructive, offering ideas to strengthen or blend the concepts.
- 28% expressed concerns about cost, appropriateness, or implementation.
- 10% were neutral or unrelated suggestions.

These comments provide important depth to the quantitative results and offer community-generated ideas to refine the preferred concept.

"I am sure that the local businesses want the parking and obviously this is a balance and the local businesses need to thrive"

"have long term vision. Select the option that will be a valuable asset to the community for many decades to come"

"ditch the carpark" "great initiative"

"it would be good to see more variations on options 1 and 2. Option 3 is too grandiose and wasteful"

"make this outstandingly iconic in aesthetics and functionality"

"incorporate as many trees and native shrubs as possible"

**comments shared by participants*

