



DEPUTATION

ITEM UP25/89 PROPOSED SCHEME AMENDMENT – LOT 8, 100, 54 & 55 (39-43B) CANNING BEACH ROAD APPLECROSS R12.5 TO R40

Mr F Mansour, Applecross



City of
Melville

Planning for Tomorrow

The Strategic Benefits of Endorsing the Amendment for Canning Beach Road Properties in Applecross

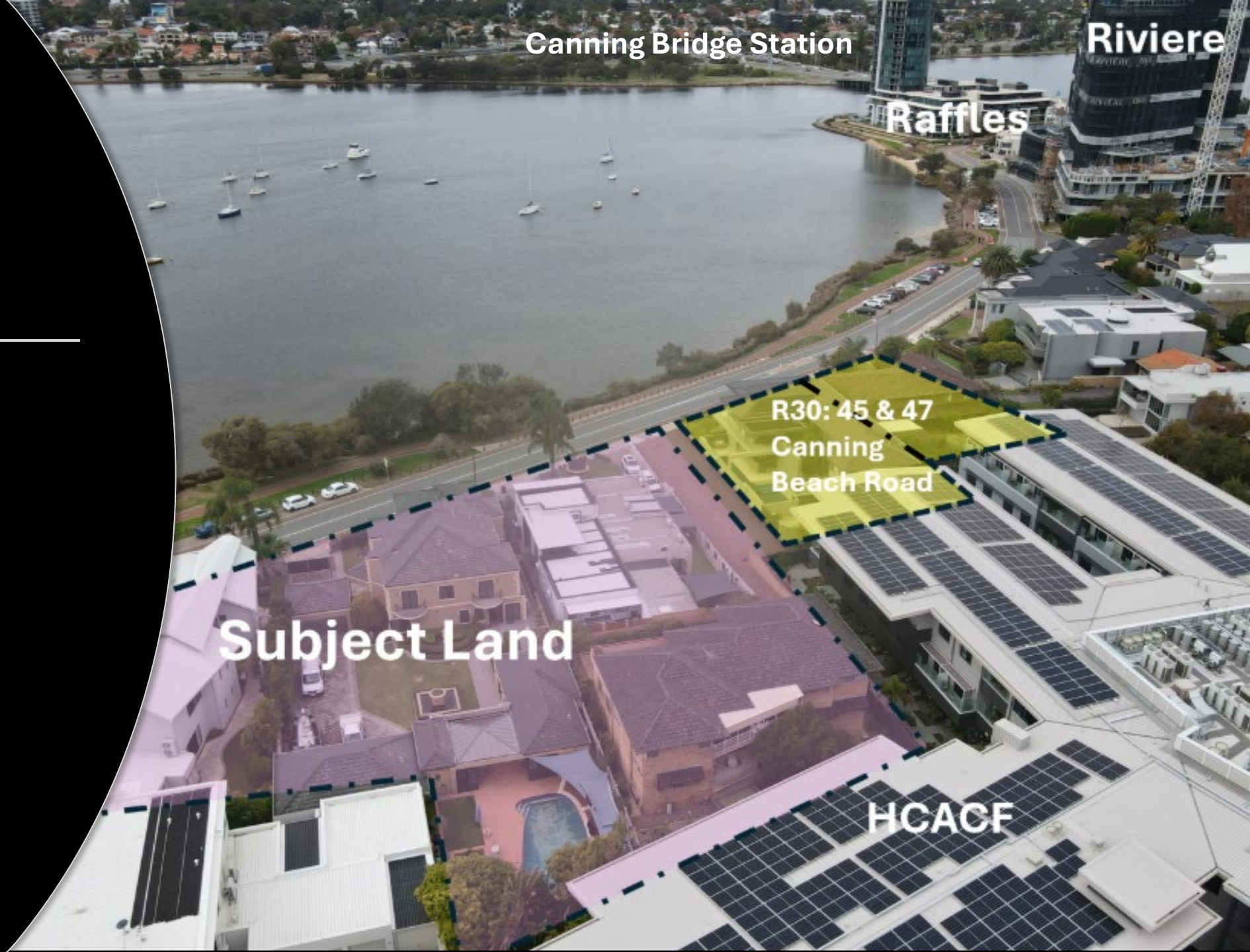
- 39 Canning Beach Road, Applecross 6153, WA
- 41 Canning Beach Road, Applecross 6153, WA
- 43 Canning Beach Road, Applecross 6153, WA
- 43A Canning Beach Road, Applecross 6153, WA
- 43B Canning Beach Road, Applecross 6153, WA

Presented by Fadi Mansour,
Owner and resident of 43 Canning Beach Road



Introduction & Purpose

- Why we are here today
- Objective of the proposed amendment



Background & Context

- Overview of the Canning Bridge Activity Centre Plan (CBACP)
- Current zoning and limitations (R12.5)
- Strategic alignment with City of Melville's planning objectives



Subject Land Overview

1. Kwinana Freeway Entry 622m
2. Canning Bridge Train Station 800 metres (approx.)
3. Heathcoat reserve 500 metres
4. South of Perth Yacht Club 488 meters
5. Jack Howson Reserve 430 metres
6. Canning Bridge Express Library 330 metres
7. Canning Bridge IGA Supermarket 420 meters
8. Warwick Wild Park 380 metres
9. Raffles Hotel 340 metres
10. Canning bridge bus port 700 metres
11. Canning Highway 380 metres
12. Canning bridge activity centre 51 metres
13. 43B and 41 Canning Beach Road share an immediate boundary with the HCACF
14. Tweeddale Road R-AC0 Zoning 85m



The Proposal

- What the amendment seeks (R12.5 → R40)
- How this fits within the CBACP vision



Justification for Amendment

- Alignment with State and Local Planning Policies
- Contribution to 2050 housing targets
- Optimized land use and sustainable growth
- Logical transition and zoning consistency



Addressing Concerns

- **Q: “Why should we reconsider a decision already made?”**

A: “Because the rejection contradicts the strategic planning framework this council established. When professional planning staff support an application that clearly aligns with strategic objectives, reconsideration serves the integrity of our planning system.”

- **Q: “What makes your site special compared to other R12.5 properties?”**

A: “Our inclusion within the CBACP boundary, our proximity to Canning Bridge Station, and the fact that we’re surrounded by higher density zoning. We’re not seeking special treatment - we’re seeking consistency with the strategic framework.”

- **Q: “How does this align with community expectations?”**

A: “The community expects strategic planning to have meaning. When the CBACP was adopted, it set expectations that land within the boundary would support the activity centre vision. R40 zoning delivers on that expectation.”

- **Q: “What about the LPS6 review process?”**

A: “Our application demonstrates that there’s market demand for appropriate density in strategic locations. Rather than waiting indefinitely, early resolution shows that Melville’s planning framework delivers outcomes and provides certainty for strategic planning.”

- **Q: “Why R40 specifically?”**

A: “R40 represents a reasonable recognition of our strategic location while being responsive to concerns about our original R40/R100 proposal. It’s an appropriate intermediate density for land within an activity centre boundary.”

Conclusion & Call to Action



SUMMARY OF BENEFITS



WHY COUNCIL
ENDORSEMENT IS CRITICAL



NEXT STEPS FOR APPROVAL



Agenda Briefing Forum

NOVEMBER 2025



City of
Melville