

MANDURAH FORESHORE FOCUS 2020

Vision

APRIL 2007



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EXECUTIVE SUMMARY

INTRODUCTION

The Mandurah Foreshore Focus 2020 Study was initiated by the City of Mandurah in February 2005 to prepare a Vision for the Mandurah foreshore that is creative, innovative and unique to Mandurah.

The purpose of the Vision is to establish an agreed framework for the future detailed resolution of development within the various precincts in terms of land use, public realm structure and design, built form structure and design, infrastructure requirements, and environmental outcomes.

This report is divided into two parts: Part 1 – Introduction; and Part 2 – The Vision.

Part 1 provides a summary of the background to the Study Area, including a summary of the detailed analysis of town planning, urban design, transport and traffic, heritage, environmental and cultural issues, and also establishes strengths, weaknesses, opportunities and constraints of the urban form, its operation and natural characteristics that were reviewed in order to assist in the preparation of the Vision. The detailed analysis undertaken is provided in Volume 2.

Part 2 details the proposed Mandurah Foreshore Vision, which includes the vision, key principles and strategic objectives for the Study Area. The strategic objectives have been formulated from the outcomes of the preliminary stakeholder and community consultation, literature research, site analysis, case study analysis, and concept options. Part 2 also identifies priority projects, provides an economic evaluation of achieving the objectives and outlines how the objectives of the Vision will be implemented.

Overall, the Vision provides a starting point for identifying the key development elements and infrastructure requirements, and forms the basis for the preparation of more detailed policy requirements and site design guidelines. The final Vision is illustrated overleaf.

COUNCIL ADOPTION

The Mandurah Foreshore Focus 2020 Vision was adopted by Council in April 2007 as a vision document which will guide further design work and community consultation. In adopting the Vision, Council also acknowledged that:

- a. the redevelopment of the Mandurah Foreshore areas will add to the amenity of Mandurah and thus make Mandurah a more enjoyable place in which to live, work, visit and recreate;

- b. the Vision will require more detailed design work to be undertaken, including further community consultation and assessment of the potential climate change impacts prior to implementation; and
- c. more detailed design work will involve comprehensive environmental, social and economic impact assessments in addition to the necessary statutory approvals being satisfied prior to implementation.

THEMES AND STRATEGIC PRINCIPLES

The broad rationale for the Vision is provided by the following urban design themes and associated strategic principles:

THEME 1: PROVIDING LOCALS WITH A VARIETY OF WATERSIDE EXPERIENCES.

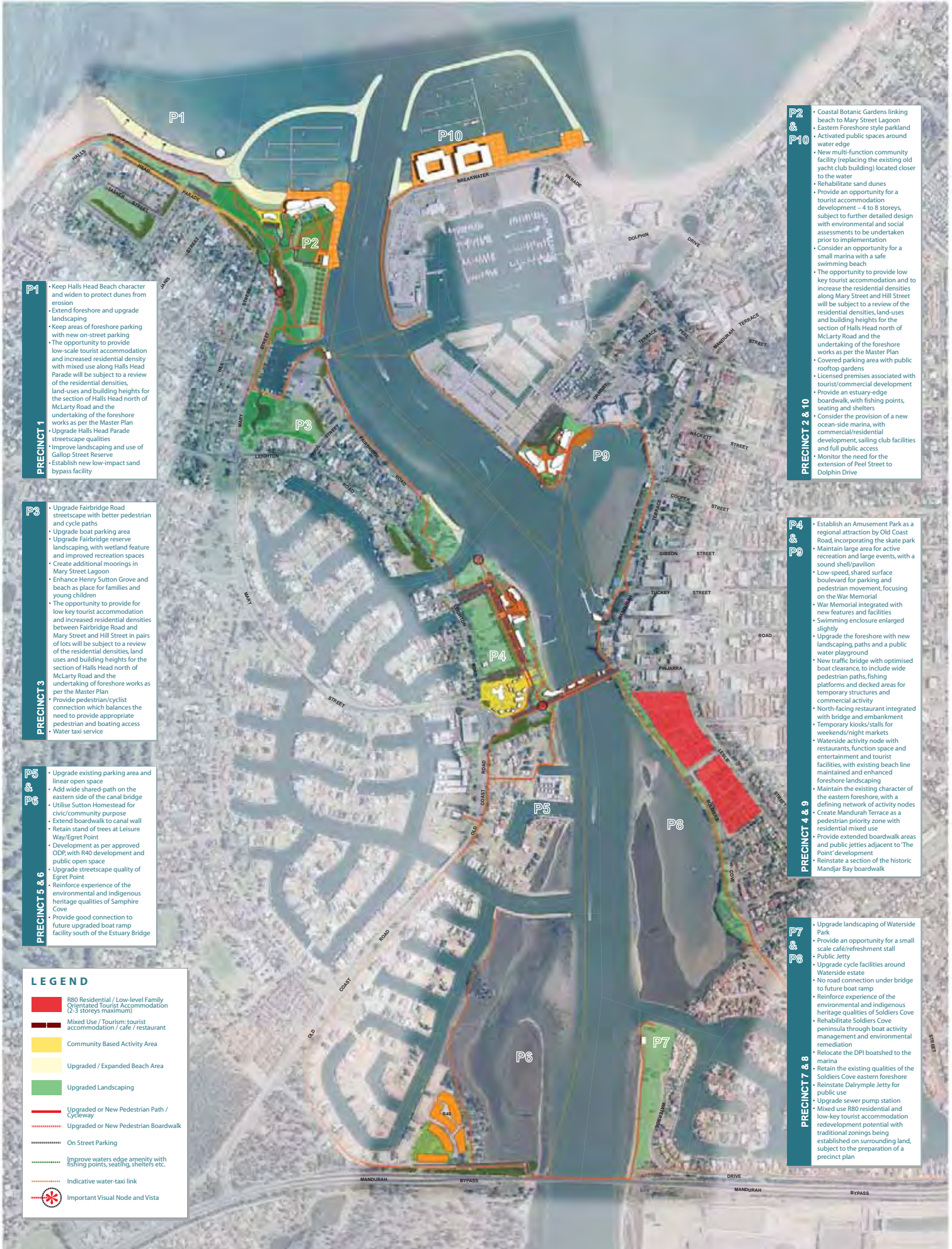
- A place for locals to own and visitors to frequently enjoy
- Activities and places for all ages and interests
- Environmental remediation and management
- Balance development and open space

THEME 2: CREATING AN INTEGRATED NETWORK OF FORESHORE PLACES.

- Integrated network of active and passive, intensive and serene places
- Optimise use and enjoyment of different places – quality of experience and access along the linked network
- Optimise interaction with the water and foreshore

THEME 3: OPTIMISING TOURIST ATTRACTIONS AND INFRASTRUCTURE.

- Focus on the experience of environmental and Indigenous heritage qualities
- Accommodate future leisure and recreation demands from a greater population of locals and visitors
- Create iconic structures and development at landmark sites
- Design and develop to sustain activity and facilities



- PRECINCT 1**
- Keep Halls Head Beach character and widen to protect dunes from erosion
 - Extend foreshore and upgrade landscaping
 - Keep areas of foreshore parking with new on-street parking
 - The opportunity to provide low-scale tourist accommodation and increased residential density with mixed use along Halls Head Parade will be subject to a review of the residential densities, land-uses and building heights for the section of Halls Head north of McLarty Road and the undertaking of the foreshore works as per the Master Plan
 - Upgrade Halls Head Parade streetscape qualities
 - Improve landscaping and use of Gallop Street Reserve
 - Establish new low-impact sand bypass facility

- PRECINCT 2**
- Upgrade Fairbridge Road streetscape with better pedestrian and cycle paths
 - Upgrade boat parking area
 - Upgrade Fairbridge reserve landscaping, with wetland feature and improved recreation spaces
 - Create additional moorings in Mary Street Lagoon
 - Enhance Henry Sutton Grove and beach as place for families and young children
 - The opportunity to provide for low key tourist accommodation and increased residential densities between Fairbridge Road and Mary Street and Hill Street in pairs of lots will be subject to a review of the residential densities, land uses and building heights for the section of Halls Head north of McLarty Road and the undertaking of foreshore works as per the Master Plan
 - Provide pedestrian/cyclist connection which balances the need to provide appropriate pedestrian and boating access
 - Water taxi service

- PRECINCT 3**
- Upgrade existing parking area and linear open space
 - Add wide shared-path on the eastern side of the canal bridge
 - Utilise Sutton Homestead for civic/community purpose
 - Extend boardwalk to canal wall
 - Retain stand of trees at Leisure Way/Egret Point
 - Development as per approved ODP with R40 development and public open space
 - Upgrade streetscape quality of Egret Point
 - Reinforce experience of the environmental and indigenous heritage qualities of Sapphire Cove
 - Provide good connection to future upgraded boat ramp facility south of the Estuary Bridge

LEGEND

- R80 Residential / Low-level Family Orientated Tourist Accommodation (2-3 storeys maximum)
- Mixed Use / Tourism: tourist accommodation / cafe / restaurant
- Community Based Activity Area
- Upgraded / Expanded Beach Area
- Upgraded Landscaping
- Upgraded or New Pedestrian Path / Cycleway
- Upgraded or New Pedestrian Boardwalk
- On Street Parking
- Improve waters edge amenity with fishing poles, seating, shelters etc.
- Indicative water-taxi link
- ⊙ Important Visual Node and Vista

- PRECINCT 4 & 5**
- Coastal Botanic Gardens linking beach to Mary Street Lagoon
 - Eastern Foreshore style parkland
 - Activated public spaces around water edge

- PRECINCT 2 & 10**
- New multi-function community facility (replacing the existing old yacht club building) located closer to the water
 - Rehabilitate sand dunes
 - Provide an opportunity for a tourist accommodation development – 4 to 8 storeys, subject to further detailed design with environmental and social assessments to be undertaken prior to implementation
 - Consider an opportunity for a small marina with a safe swimming beach
 - The opportunity to provide low key tourist accommodation and to increase the residential densities along Mary Street and Hill Street will be subject to a review of the residential densities, land-uses and building heights for the section of Halls Head north of McLarty Road and the undertaking of the foreshore works as per the Master Plan
 - Covered parking area with public rooftop gardens
 - Licensed premises associated with tourist/commercial development
 - Provide an estuary-edge boardwalk, with fishing points, seating and shelters
 - Consider the provision of a new ocean-side marina, with commercial/residential development, sailing club facilities and full public access
 - Monitor the need for the extension of Peel Street to Dolphin Drive

- PRECINCT 4 & 9**
- Establish an Amusement Park as a regional attraction by Old Coast Road, incorporating the skate park
 - Maintain large area for active recreation and large events, with a sound shell/pavilion
 - Low-speed, shared surface boulevard for parking and pedestrian movement, focusing on the War Memorial
 - War Memorial integrated with new features and facilities
 - Swimming enclosure enlarged slightly
 - Upgrade the foreshore with new landscaping, paths and a public water playground
 - New traffic bridge with optimised boat clearance, to include wide pedestrian paths, fishing platforms and decked areas for temporary structures and commercial activity
 - North-facing restaurant integrated with bridge and bankment
 - Temporary kiosks/stalls for weekends/night markets
 - Waterside activity node with restaurants, function space and entertainment and tourist facilities, with existing beach line maintained and enhanced foreshore landscaping
 - Maintain the existing character of the eastern foreshore, with a defining network of activity nodes
 - Create Mandurah Terrace as pedestrian priority zone with residential mixed use
 - Provide extended boardwalk areas and public jetties adjacent to The Point development
 - Reinstate a section of the historic Mandjar Bay boardwalk

- PRECINCT 7 & 8**
- Upgrade landscaping of Waterside Park
 - Provide an opportunity for a small scale cafe/refreshment stall
 - Public Jetty
 - Upgrade cycle facilities around Waterside estate
 - No road connection under bridge to future boat ramp
 - Reinforce experience of the environmental and indigenous heritage qualities of Soldiers Cove
 - Rehabilitate Soldiers Cove peninsula through boat activity management and environmental remediation
 - Relocate the DPI boatshed to the marina
 - Retain the existing qualities of the Soldiers Cove eastern foreshore
 - Reinstate Dalrymple Jetty for public use
 - Upgrade sewer pump station
 - Mixed use R80 residential and low-key tourist accommodation redevelopment potential with traditional zonings being established on surrounding land, subject to the preparation of a precinct plan



KEY OBJECTIVES

The analysis and consultation carried out the course of this study have given rise to a number of complex issues to be addressed when formulating the recommendations for the Vision. A summary of the key objectives guiding the Vision is provided below.

LAND USE

- Maximise the flow-on benefits gained from the attraction of Mandjar Bay and the foreshore.
- Minimise commercial development within the foreshore area to key activity nodes where strategic social and economic benefits can be justified.
- Provide opportunities for private redevelopment that will complement and support the development of key activity nodes and the improvement of the urbanism around the foreshore.
- Locate active leisure/commercial facilities to ensure the best possible integration with the urban structure and limit the negative commercial effects of geographic isolation where possible.
- Consolidate compatible land uses to generate a critical mass of activity and vitality.
- Arrange the variety of private and public redevelopment opportunities to spread the benefits of activity in nodes and along movement paths, and to minimise undue competition between uses to ensure economic sustainability.
- Plan to allow for the effective staging of new development and works that delivers the Vision in the most economically and socially sustainable manner.
- Connect all land use activity nodes together as part of an integrated movement network.
- Provide a place that encourages people to visit and linger, particularly in the evenings and on weekends.

BUILT FORM

- The City of Mandurah has the opportunity to brand itself as a centre of design excellence.
- Architectural projects should adopt contemporary, site responsive and world's best sustainable practice as a minimum.
- Signature projects should be procured through international or national design competitions. This approach gives the City of Mandurah the opportunity to market itself as a progressive world leader and create a world-class destination. All precincts should have guidelines to promote excellent design.
- Architectural projects should be contemporary but diverse in form, materials and approach. Faux architectural 'styles' or 'themes' should be avoided.
- The use of colour to create a local vibrancy should be explored. Precinct definition ('place making') should be accomplished primarily through the landscaping and urban design elements introduced. The architecture can respond to these, particularly through the use of precinct colour palettes. The colour palettes should be derived from the local area and be appropriate to each precinct.
- Built form should be people focused and provide a high level of amenity and connection to its surroundings. Architecture should provide a fine grain of texture and experience through scale and material usage. The interface to the public realm should always be an appropriate scale to promote activation along building edges.
- Redevelopment on private property must be reviewed through comprehensive Precinct Planning to address issues such as land use and zoning, scale and height and must consider development proposals which may require development to be undertaken in lot-pairs as a minimum to ensure comprehensive development proposals.

PUBLIC REALM AND ENVIRONMENT

The following public space design principles have been incorporated into the Vision:

- The cultural heritage of the Study Area should be promoted in the conduct of community art projects expressed as public art in public places.
- Streetscaping within the Study Area is recommended to be upgraded. The use of large, sometimes deciduous, trees is promoted.
- Thresholds into the Study Area are recommended to be further enhanced by the use of public art and landscaping.

For public spaces to work and be used effectively, it is important that they are designed carefully. The following guidelines for the design of public spaces are recommended:

- Where vehicles are allowed, the public space should be pedestrian friendly. Shared surfaces should allow for service access and slow vehicle movement.
- All public spaces should have good safety - well lit, active and overlooked by buildings.
- Public spaces should be bounded by active frontages as much as possible (shops, cafes, offices, housing etc...). Blank, windowless walls should not be permitted. Existing blank walls should be modified to include door and/or window openings if possible.
- Public spaces should be enclosed by buildings as much as possible.
- All public spaces should be accessible to all people day and night. Privatised space that is locked at night should not be permitted.
- Increased amenity and safety of pedestrian and cyclist movement.
- Improved safety in the public realm, particularly at night.
- Elements of visual interest should be provided.
- A range of passive and active recreation opportunities throughout the streets and public spaces should be provided.
- The character of the existing public spaces should be reinforced.

The landscape for the study forms the setting for all future expansion and development in the area. With a major focus on recreation and tourism, there is a heavy emphasis on the landscape to generate the setting and amenity for both the existing and the new activities planned for the area.

Throughout the Study Area the existing established landscape elements have been incorporated into the design. Elements such as trees, parkland planting and remnant indigenous flora are important assets and have been retained wherever possible and practicable.

Additionally, the climate of the area makes the establishment of landscapes extremely difficult. Cold salt-laden westerly winds blow over the site in the winter and the hot, dry summer winds dry out the landscape. The skeletal soils of the area also have particular requirements. The combination of all of these elements has an extreme impact upon the landscape.

New landscape plantings will need to draw on the suite of coastal plants which thrive in the area. Many of the indigenous plants such as *Olearia axillaris*, *Scaevola crassifolia*, *Alyxia buxifolia* and *Spyridium globulosum* are suitable. Trees for the broad landscape should include *Eucalyptus gomphocephala*, *Casuarina fraseriana* and *Eucalyptus marginata*.

MOVEMENT

- The provision of an integrated movement network is crucial. Whilst the focus tends to be on pedestrian, cyclist and vehicle movement, the provision of good quality bus services around the foreshore with frequent connections to the transit station and major commercial centres is important. Furthermore, the provision of a ferry service should be fully investigated as another key part of the movement network, particularly for tourists.
- Also, as part of the variety of transport modes available around the foreshore, the opportunity for a mini-tram extending from Precinct 2 to Precinct 4 should be investigated. The vehicle would nominally be two-people wide and have around twenty rows of seats. Preferably powered by electricity, this vehicle could charge a minimal fare to transport people along the foreshore and be particularly attractive for tourists.
- The personal safety of pedestrians should be improved by focussing pedestrian movement in safely designed pedestrian environments.
- With the creation of activity nodes the objective for the traffic network is to create connectivity between the activities. There is a particular focus on non-motorised transport so that the foreshore retains its current characteristic of a tranquil and safe place to visit.
- All pedestrian and cyclist networks should be designed in accordance with the principals of universal access to create an enabling environment for pedestrian movement.
- It is intended that the pedestrian and cyclist network be a major recreational path, with regular group rides and heavy and concurrent use in both directions. A 4m path would accommodate this.
- The public transport network is to be encouraged and integrated into the foreshore, giving access for residents and tourists alike.
- Current access patterns for both boat and vehicular traffic are to be maintained, where possible.

PRECINCT PROPOSALS

PRECINCT 1

Precinct 1 contains one of the best beaches in Mandurah and is a clear recreation focus for the city. The northern orientation and child-friendly nature of Halls Head Beach creates an excellent environment for public enjoyment. Furthermore, the close proximity of Gallop Street Reserve provides an additional choice for people seeking a different recreation and leisure experience in the area. The recommendations for the precinct focus on providing for better public use and enjoyment by enhancing the qualities of the existing area, and providing development opportunities that would benefit locals and visitors.

1. Keep Halls Head Beach character and widen to protect dunes from erosion
2. Extend foreshore and upgrade landscaping
3. Keep areas of foreshore parking with new on-street parking
4. The opportunity to provide low-scale tourist accommodation and increased residential density with mixed use along Halls Head Parade will be subject to a review of the residential densities, land-uses and building heights for the section of Halls Head north of McLarty Road and the undertaking of the foreshore works as per the Master Plan
5. Upgrade Halls Head Parade streetscape qualities
6. Improve landscaping and use of Gallop Street Reserve
7. Establish new low-impact sand bypass facility.

PRECINCT 2 & 10

Precinct 2 contains the eastern end of Halls Head Beach and the underutilised expanse of Victor Adam Park, which extends some 450m south to Mary Street Lagoon. Combined with the location on the western side of the Mandurah Estuary channel entrance, the precinct has great prominence and the potential to become a major leisure and recreation focus for locals and visitors.

The recommendations for the precinct concentrate on maintaining the vast majority of the area for a variety of new public landscape and activity experiences whilst providing an opportunity for a higher intensity built form development that benefits the local community and supports the economic sustainability of the overall Vision.

The recommendations for Precinct 10 are essentially borne from the clear need to provide additional boating facilities in Mandurah and the desire of the boating/sailing community to examine the opportunity for an expanded marina in the precinct area. The recommendations seek to balance the provision of new boat moorings on the ocean side of the existing marina with the need for commercial development, to help economically sustain the project, provide appropriate parking facilities, minimise the impact of the views from existing residences and provide high quality public realm features.

Strategically, the provision of leisure development in Precincts 2 and 10 represents the only additional intensive foreshore development to the existing activity nodes at the eastern foreshore (Precinct 9) and Hall Park (Precinct 4).

PRECINCT 2

1. Coastal Botanic Gardens linking the beach to Mary Street Lagoon
2. Eastern Foreshore style parkland
3. Activated public spaces around water edge
4. New multi-function community facility (replacing existing old Yacht Club building) located closer to the water
5. Rehabilitate sand dunes
6. Provide an opportunity for a tourist accommodation development – 4 to 8 storeys, subject to further detailed design with environmental and social impact assessments to be undertaken prior to implementation
7. Consider an opportunity for a small marina with a safe swimming beach
8. The opportunity to provide low-key tourist accommodation and to increase the residential densities along Mary Street and Hill Street will be subject to a review of the residential densities, land-uses and building heights for the section of Halls Head north of McLarty Road and the undertaking of the foreshore works as per the Master Plan
9. Covered parking area with public rooftop gardens
10. Licensed premises associated with tourist / commercial development

PRECINCT 10

11. Provide an estuary-edge boardwalk, with fishing points, seating and shelters
12. Consider the provision of a new ocean-side marina, with commercial/residential development, sailing club facilities and full public access
13. Monitor the need for the extension of Peel Street to Dolphin Drive.

PRECINCT 3

Precinct 3 contains the Mary Street Lagoon and is 'book-ended' by two areas of parkland – Mary Cooper/Kingsley Fairbridge Reserves and Henry Sutton Grove. In the context of the study, the precinct serves as the critical link between the proposed activity nodes at Hall Park and Victor Adam Park. As such, the recommendations for the precinct gives attention to providing infrastructure to better accommodate direct north-south pedestrian/cyclist movement and enhancing the leisure and recreation opportunities in the existing open spaces.

As with Precinct 2, the Vision seeks to provide an opportunity in Precinct 3 for a higher intensity built form development that benefits the local community and supports the economic sustainability of the overall Vision

1. Upgrade Fairbridge Road streetscape with better pedestrian and cycle paths;
2. Upgrade boat parking area;
3. Upgrade Fairbridge reserve landscaping, with wetland feature and improved recreation spaces;
4. Create additional moorings in Mary Street Lagoon
5. Enhance Henry Sutton Grove and beach as place for families and young children
6. The opportunity to provide for low-key tourist accommodation and for increased residential densities between Fairbridge Road and Mary Street and Hill Street in pairs of lots will be subject to a review of the residential densities, land uses and building heights for the section of Halls Head north of McLarty Road and the undertaking of the foreshore works as per the Vision
7. Provide pedestrian/cyclist connection which balance the need to provide appropriate pedestrian and boating access
8. Water taxi service.

PRECINCT 4 & 9

Precinct 4 is the major focus for active leisure and recreation within the foreshore Study Area. In order to achieve the best long-term outcomes for the local community and visitors, the existing character of the Precinct has been retained and enhanced through a new composition of land use activities, the enhancement of existing features and the addition of new leisure opportunities that fit well with Mandurah's existing features. Improving the experiences along the water edge is a key outcome of the Vision recommendations.

An amusement park, such as King Carnival and the multi-function open space of Hall Park remain key elements of the Precinct, bringing balancing the active nature of the Precinct is the serene and emotive character of the War Memorial, which is both respected and better integrated in the Vision. Above all, the Precinct remains prioritised for pedestrians, cyclists and as a place for people of all ages.

Precinct 9 was addressed in the Mandurah Central Revitalisation Study, and remains a fundamental component of the overall foreshore experience. The recommendations, as adopted by Council, seek to minimise impacts on the recreational nature of the Eastern Foreshore by removing the 'development' elements as described in the Revitalisation Strategy

PRECINCT 4

1. Establish an Amusement Park as a regional attraction by Old Coast Road, incorporating the skate park
2. Maintain large area for active recreation and large events, with a sound shell / pavilion
3. Low-speed, shared surface boulevard for parking and pedestrian movement, focusing on the War Memorial
4. War Memorial integrated with new features and facilities
5. Swimming enclosure enlarged slightly

6. Upgrade the foreshore with new landscaping, paths and a public water playground
7. New traffic bridge with optimised boat clearance, to include wide pedestrian paths, fishing platforms and decked areas for temporary structures and commercial activity
8. North-facing restaurant integrated with bridge and embankment
9. Temporary kiosks / stalls for weekend / night markets
10. Waterside activity node with restaurants, function space and entertainment and tourist facilities, with existing beach line maintained and enhanced foreshore landscaping

PRECINCT 9

11. Maintain the existing character of the eastern foreshore, with a defining network of activity nodes
12. Create Mandurah Terrace as a pedestrian priority zone with residential mixed use
13. Provide extended boardwalk areas and public jetties adjacent to 'The Point' development
14. Reinstate a section of the historic Mandjar Bay boardwalk.

PRECINCT 5 & 6

Precinct 5 is a transition area from the intense activity in Precinct 4 through to the more tranquil environmental experience of Precinct 6. The Precinct contains 'Samphire Point' – the northern section of Samphire Cove now segregated by the Port Mandurah canal. .

Within Precinct 6, the existing boardwalk and bird-hides already begin to offer an experience of the area. The recommendations for the Precinct build on the environmental and Indigenous heritage features to provide a different type of experience for locals and visitors. Combining environmental management and the adjacent development opportunities is also a key consideration.

PRECINCT 5

1. Upgrade existing parking area and linear open space
2. Add wide shared-path on the eastern side of the canal bridge
3. Utilise Sutton Homestead for civic/community purpose

PRECINCT 6

4. Extend boardwalk to canal wall
5. Retain stand of trees at Leisure Way / Egret Point
6. Development as per approved ODP, with R40 development and public open space
7. Upgrade streetscape quality of Egret Point
8. Reinforce experience of the environmental and indigenous heritage qualities of Samphire Cove
9. Provide good connection to future upgraded boat ramp facility south of the Estuary Bridge

PRECINCT 7 & 8

Precinct 7 is essentially concerned with Waterside Park and its potential as a key leisure opportunity within the foreshore network. The recommendations seek to remove the isolation of the area and better integrate the Park with the system of foreshore experiences. There is the opportunity to provide leisure facilities for locals and visitors if it becomes viable and allows Waterside Park to become a valuable leisure and recreation focus between Samphire Cove and Soldiers Cove.

The feature of Precinct 8 is the ability for pedestrians and cyclists to experience the physical and fauna characteristics of Soldiers Cove along its eastern edge. The recommendations propose to retain the existing character of the eastern foreshore area while providing the opportunity to experience the southern or western edges of Soldiers Cove. Building on the different experience the precinct offers is also part of the rationale for improving infrastructure for tourists.

PRECINCT 7

1. Upgrade landscaping of Waterside Park
2. Provide an opportunity for a small scale café/refreshment stall
3. Public Jetty
4. Upgrade cycle facilities around Waterside estate
5. No road connection under bridge to future boat ramp

PRECINCT 8

6. Reinforce the experience of the environmental and Indigenous Heritage qualities of Soldiers Cove
7. Rehabilitate Soldiers Cove peninsula through boat activity management and environmental remediation
8. Relocate the DPI boatshed to the Mandurah Ocean Marina
9. Retain the existing qualities of the Soldiers Cove eastern foreshore
10. Reinstate Dalrymple Jetty for public use
11. Upgrade sewer pump station
12. Mixed use R80 residential and low-key tourist accommodation redevelopment potential with transitional zonings being established on surrounding land, subject to the preparation of a precinct plan.

IMPLEMENTATION

There are six key phases of the implementation process, plus a consultation strategy, necessary to progress from the implementation of the findings of the Vision, as adopted by Council in April 2007, which is described in more detail in the report:

- Preparation of a Scope of Works/Implementation Strategy
- Business Case
- Preparation of a Consultation Strategy
- Detailed Precinct Business Case
- Ongoing Studies and Other Initiatives
- Statutory Implementation
- Public Works/Development Coordination

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