

LOCAL TOURISM PLANNING STRATEGY

VOLUME 1: STRATEGY RECOMMENDATIONS JUNE 2009 FINAL

WAPC ENDORSED 2 DECEMBER 2009



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**FINAL
JUNE 2009**

Prepared by: **City of Mandurah** Planning and Projects

RECORD OF ADOPTION OF LOCAL TOURISM PLANNING STRATEGY

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LOCAL TOURISM PLANNING STRATEGY
FINAL JUNE 2009

PART 1 INTRODUCTION

1.1 PURPOSE OF THIS STRATEGY

The City of Mandurah *Local Tourism Planning Strategy* (the Strategy) will act as the strategic planning document to provide direction to the City of Mandurah and the development/tourism industry on tourism development issues. The Strategy aims to guide and coordinate sustainable tourism development from a land use planning perspective within the City of Mandurah in recognition of the important role that tourism plays in an economic, social and environmental perspective.

The Strategy will be used by the City of Mandurah to guide the consideration of rezoning proposals, outline development plan proposals, development applications, subdivision applications and in the preparation of a range of strategic planning proposals such as the local planning strategy, future local planning schemes and precinct plans.

In addition to guiding land use planning for the City, the Strategy will also guide the City in its organisational strategic planning, property portfolio management, business planning, economic development activities and partnerships with the State government, Federal government and the development industry.

The key recommendations of the Strategy identify the following:

- Text based amendments to Scheme 3, such as refining the 'Tourist' zone, land use definitions and use-class categories across all zones in Scheme 3;
- State and local strategic tourism sites (which shall be protected for 100% Tourism Accommodation);
- Non-strategic tourism sites (which shall be protected by restricting residential development to 25% of the site);
- Strategic tourism locations (which primarily provide mixed use activity areas to encompass activity and accommodation); and
- Existing 'Tourist' zoned sites that are suitable to be rezoned.

The Strategy is separated into two volumes.

- **Volume 1** outlines the key findings and planning issues relating to tourism, the state and local context for tourism planning in Mandurah, the current tourism planning framework within the Scheme, and the strategic recommendations.
- **Volume 2** outlines the existing state and local context and planning framework, Mandurah's tourism industry profile and trends, the recommendations of the Tourism Taskforce Report, Mandurah's Tourism Accommodation Audit, and the schedule of submissions from the advertising period of the Strategy.

1.2 BACKGROUND

In September 2002 the Minister for Planning and Infrastructure established a Taskforce to examine issues surrounding the introduction of residential components to tourist developments and tourist zoned land and strata titling of tourist development. At the time it was noted that there was a lack of strategic policy to guide planning authorities in dealing with such proposals. The Taskforce's draft report was released for public comment in August 2003, and subsequent final report, entitled *Tourism Taskforce Planning Report* (Taskforce Report), was endorsed by State Cabinet in January 2006 and released to the public in July 2006.

The final Taskforce Report contains 26 recommendations, with recommendations No 1 – 16 primarily focused on land-use planning implications, and the key recommendation being that local authorities prepare a local tourism planning strategy, which should identify the following:

- *Strategic tourism sites*, which are those sites that are critical to the future growth and community benefit of tourism in an area and the State, and where development shall be for tourism purposes only;
- *Strategic tourism locations*, which are those areas identified as having future tourism potential and where further planning is required for the identification of specific tourism sites and other uses;
- *Non-strategic tourism sites*, which are those sites that have an important tourism function but where their retention for tourism only purposes is not in all cases critical;

- Sites for the development of integrated tourist-resorts;
- Those sites that have a general zoning that provides for the development of tourist accommodation, such as town centre and some rural zones, and the role such zonings have in accommodating future tourism demand; and
- Those sites zoned for tourism purposes but no longer having an existing or potential tourism function, and where rezoning of the whole or part of the site for an alternative use is appropriate.

A complete list of the Taskforce Report recommendations is located in **Volume 2** of the Strategy.

1.3 AIMS AND OBJECTIVES

A number of specific objectives are proposed through the Strategy:

- To provide for the sustainable growth of tourism by identifying and retaining sites for the future development of a range of tourist accommodation and attractions to meet the projected demand for Mandurah and the Peel region;
- To encourage affordable holiday accommodation through the appropriate zoning of suitable land to assist the retention of existing caravan parks and camping grounds in prime locations;
- To protect identified tourism locations or sites from the encroachment of uncomplimentary or conflicting land uses;
- To encourage a high standard of design and layout and provision of facilities for tourism developments;
- To acknowledge the importance of tourism to the local economy in the preparation of strategic plans and policies;
- To identify the anticipated growth of tourism in Mandurah and the Peel region and to encourage development that compliments existing and future tourism attractions;
- To ensure that the tourist attractions in Mandurah are managed and capitalised on, by protecting them from incompatible development; and
- To ensure tourism development provides a *bona fide* tourism function and the Town Planning Scheme No 3 does not facilitate the residential use of land on identified State/Local Strategic Tourism Sites.

1.4 STUDY AREA

The Strategy's study area encompasses the City of Mandurah district, which is located approximately 72 kilometres south of Perth, outside the Perth metropolitan area, and is the regional city within Western Australia's Peel region. The Mandurah local government area (173.5 square kilometres) encompasses a 50 kilometre narrow strip of land, wedged between the Indian Ocean, the Peel Inlet and Harvey Estuary. The Peel Inlet and Harvey Estuary themselves are divided between two local government areas, with the eastern half under the jurisdiction of the Shire of Murray.

1.5 METHODOLOGY

The Strategy has been prepared having regard to the suggested format for a local planning strategy as provided for in the Western Australian Planning Commission's *Planning Schemes Manual – Western Australia Guidance on the Format of Local Government Planning Strategies* in the absence of a model local tourism planning strategy and/or model tourism component of a local planning strategy, and from guidelines provided in the Taskforce Report. The Strategy was developed by the City of Mandurah with the assistance of Sustainable Development Facilitation and the Centre of Sustainable Tourism.

1.6 SUMMARY OF RECOMMENDATIONS

Arising from the preparation of the City of Mandurah's *Local Tourism Planning Strategy* are the following recommendations, which are also provided on [Figure 2](#):

General Scheme Modifications

Recommendation A

- *Initiate an amendment to Town Planning Scheme No 3 to clarify the requirement for an Outline Development Plan prior to development or subdivision within the 'Tourist' zone, and to have regard to the site/location specific recommendations provided within the Tourism Planning Taskforce Report and the Local Tourism Planning Strategy.*

Recommendation B

- *Upon the introduction of a tiered tourist zone framework, via a review of the guidelines and requirements for the preparation of local planning schemes and a new State Planning Policy, that Local and Non-Strategic Tourism Sites identified within the Local Tourism Planning Strategy be reviewed for rezoning. The suggested tiered tourist zone framework for the City of Mandurah is to provide sub-zone categories of the 'Tourist' zone, based on the details provided within the Tourism Planning Taskforce Report (January 2006), as follows:*
 - *Tourist / Resort zone;*
 - *Tourist / Accommodation zone; and*
 - *Tourist / Caravan Park and Camping Grounds zone.*

Recommendation C

- *Introduce new tourism land use definitions into Town Planning Scheme No 3, for the following land uses:*
 - *Chalet;*
 - *Cabin;*
 - *Eco-Tourist Facility;*
 - *Guesthouse;*
 - *Holiday Home;*
 - *Tourist Resort;*
 - *Serviced Apartment;*
 - *Short Stay Accommodation; and*
 - *Tourism Development.*
- *Delete the land use 'Chalets, Holiday Flats and Cabins' from the relevant land use tables of the Town Planning Scheme No 3.*

Recommendation D

- *Council abandons Amendment 64 to Town Planning Scheme No 3.*

Local Strategic Tourism Sites

Recommendation 1

- *Lot 1 Dolphin Drive, Mandurah (Seashells Resort) be designated as a Local Strategic Tourism Site (100% Tourist / No Permanent Residential, unless previously approved);*
- *Council's preferred tourism activities for Lot 1 Dolphin Drive, Mandurah be Serviced Apartment, Tourist Resort or Tourism Development land uses; and*
- *The current zoning of 'Mandurah Ocean Marina Development' be retained through this process, with development and land use proposals being subject to the Mandurah Ocean Marina Outline Development Plan.*

Recommendation 2

- *The northern portion of Lot 1 Marco Polo Drive, Mandurah (The Point Hotel – Bay View Point) containing the hotel building as outlined on the Peninsula Hotel Outline Development Plan (dated 7 October 2008) be designated as a Local Strategic Tourism Site (100% Tourist / No Permanent Residential, unless previously approved);*
- *Council's preferred tourism activities for the northern portion of Lot 1 Marco Polo Drive, Mandurah (The Point Hotel – Bay View Point) be Serviced Apartment, Tourist Resort or Tourism Development land uses, in addition to uses listed on the approved Peninsula Hotel Outline Development Plan; and*
- *The current zoning of 'Mandurah Ocean Marina Development' be retained through this process, with development and land use proposals being subject to the approved Peninsula Hotel Outline Development Plan.*

Recommendation 3

- *Lot 372 Country Club Drive, Dawesville be designated as a Local Strategic Tourism Site (100% Tourist / No Permanent Residential, unless previously approved);*
- *Council's preferred tourism activities for Lot 372 Country Club Drive, Dawesville be Serviced Apartment, Tourist Resort or Tourism Development land uses;*
- *Lot 372 Country Club Drive, Dawesville be rezoned from 'Urban Development' to 'Special Development' under the Scheme, with development and land use proposals being subject to the Southport Outline Development Plan and Southport Resort Precinct Development Guide Plan; and*
- *Upon the introduction of a tiered zoning framework, the opportunity to rezone the site to 'Tourist / Resort' zone be considered.*

Non-Strategic Tourism Sites

Recommendation 4

- *Lot 312 The Lido, Mandurah (Mandurah Ocean Marina Chalets) be designated as a Non-Strategic Tourism Site (minimum 75% Tourist / maximum 25% Permanent Residential, unless previously approved);*
- *The ratio of 75%/25% will only be considered by Council as a part of a comprehensive redevelopment of the subject site, and will not be considered for the conversion of the existing chalets to permanent residential; and*
- *The current zoning of 'Mandurah Ocean Marina Development' be retained through this process, with development and land use proposals being subject to the Mandurah Ocean Marina Outline Development Plan.*

Recommendation 5

- *Lot 507 Apollo Place, Halls Head be designated as a Non-Strategic Tourism Site (minimum 75% Tourism / maximum 25% Permanent Residential, unless previously approved);*
- *Council's preferred tourism activity for Lot 507 Apollo Place, Halls Head be the Serviced Apartment land use;*
- *Lot 507 Apollo Place be rezoned from 'Canal' to 'Tourist';*
- *The development or redevelopment of Lot 507 Apollo Place, Halls Head be facilitated through an Outline Development Plan process to the satisfaction of Council; and*
- *Upon the introduction of a tiered zoning framework, the opportunity to rezone the site to 'Tourist / Accommodation' zone be considered.*

Recommendation 6

- *Portion of Lot 53 Olive Road, Falcon (that area shown as 'Tourist Development' on the Falcon Village Precinct Plan) be designated as a Non-Strategic Tourism Site (minimum 75% Tourism / maximum 25% Permanent Residential, unless previously approved);*
- *Council's preferred tourism activities for portion of Lot 53 Olive Road, Falcon be Cabin, Chalet, Eco-Tourist Facility, Serviced Apartment, Tourist Resort or Tourism Development land uses; and*
- *The current zoning of 'Precinct Development' be retained through this process, with any tourism and/or residential development proposal being subject to the preparation and adoption of a Development Guide Plan as required under the Falcon Village Precinct Plan.*

Recommendation 7

- *Lot 21 Old Coast Road, Bouvard (Waters Edge Caravan Park) be designated as a Non-Strategic Tourism Site (recommended minimum 75% Tourism / maximum 25% Permanent Residential, where the final breakdown of uses within new development to be considered on the proposal's merits, namely the amount of permanent accommodation and cabin/chalet development which may be acceptable, unless previously approved);*
- *Council's preferred tourism activities for Lot 21 Old Coast Road, Bouvard (Waters Edge Caravan Park) be Cabin, Caravan Park, Chalet and Eco-Tourist Facility land uses; and*
- *Upon the introduction of a tiered zoning framework, the opportunity to rezone the site to 'Tourist / Caravan Park and Camping Grounds' zone be considered.*

Recommendation 8

- *Lot 10 Old Coast Road, Bouvard (Estuary Hideaway Holiday Cabins) be designated as a Non-Strategic Tourism Site (recommended minimum 75% Tourism / maximum 25% Permanent Residential, where the final breakdown of uses within new development to be considered on the proposal's merits, namely the amount of permanent accommodation and cabin/chalet development which may be acceptable, unless previously approved);*
- *Council's preferred tourism activities for Lot 10 Old Coast Road, Bouvard (Estuary Hideaway Holiday Cabins) be Cabin, Caravan Park, Chalet and Eco-Tourist Facility land uses; and*
- *Upon the introduction of a tiered zoning framework, the opportunity to rezone the site to 'Tourist / Caravan Park and Camping Grounds' zone be considered.*

Strategic Tourism Locations

Recommendation 9

- *Madora Bay North be designated as a Strategic Tourism Location;*
- *Council recognises the location has the potential to provide for regional beach facilities, formal and informal tourism accommodation, main street commercial development and a multi-storey node; and*
- *Further detailed planning is required through an Outline Development Plan process for the location, with the opportunity for tourism uses (activities and accommodation) being maximised.*

Recommendation 10

- *The Mandurah Terrace precinct area be designated as a Strategic Tourism Location;*
- *The Mandurah Terrace Precinct Plan provide tourism land uses (activities and accommodation) as permitted uses on the Precinct Plan, and that such development is not subject to the Residential Design Codes;*
- *Council identifies the following sites to accommodate tourism land uses (activities and accommodation), and prefers tourism activities to be Serviced Apartment, Tourist Resort or Tourism Development land uses:*
 - *Lot 1 Ormsby Terrace, Mandurah (Atrium Hotel);*
 - *Lot 11 Henson Street, Mandurah (Lucky Caravan Park); and*
 - *Lot 7 Mandurah Terrace, Mandurah (Silver Sands Resort).*
- *Tourism land use and/or development proposals being subject to the Mandurah Terrace Precinct Plan or other place-based plan.*

Recommendation 11

- *The Mandurah Ocean Marina precinct be designated as a Strategic Tourism Location;*
- *The Mandurah Ocean Marina Outline Development Plan continue to provide tourism land uses (activities and accommodation) as permitted uses; and*
- *The existing zoning of 'Mandurah Ocean Marina Development' be retained through this process, with tourism land use and/or development proposals being subject to the Mandurah Ocean Marina Outline Development Plan.*

Recommendation 12

- *The Mandurah City Centre precinct be designated as a Strategic Tourism Location;*
- *Further planning is required as part of the implementation of the Mandurah Central Revitalisation Strategy, where precinct plans are to provide tourism uses (activities and accommodation) as permitted uses;*
- *Council recognises properties within the 'Mandurah Waterfront Precinct', as shown on the Mandurah City Centre Precinct Plan, for potential to provide tourism uses (activities and accommodation), and prefers tourism activities to be Bed and Breakfast Accommodation, Serviced Apartment, Tourist Resort and Tourism Development land uses; and*
- *The proposed rezoning of land in order for the Precinct Plans to take effect be supported through this process, with land use and development proposals being subject to the relevant Precinct Plan.*

Recommendation 13

- *Lots 9200 and 9201 Marina Quay Drive, Erskine be designated as a Strategic Tourism Location;*
- *Council recognises the location to potentially provide tourism uses (activities and accommodation) with a focus on orientation to the Estuary, formal accommodation and potential for a multi-storey component; and*
- *The location be subject to a future outline development plan process as required under the 'Tourist' zone of Scheme 3 and to the satisfaction of Council, in order to identify preferred tourism uses permissible within the location.*

Recommendation 14

- *The Falcon Village Precinct area be designated as a Strategic Tourism Location;*
- *The Falcon Village Precinct Plan to provide tourism uses (activities and accommodation) as permitted uses on the Precinct Plan, and that such development is not subject to the Residential Design Codes; and*
- *The existing zoning of 'Precinct Development' be retained through this process, with development and land use proposals being subject to the preparation and adoption of Development Guide Plans, pursuant to the provisions of the Falcon Village Precinct Plan.*

Current 'Tourist' zoned sites that are suitable for rezoning

Recommendation 15

- *Council recognises that Lots 401 and 402 Bulara Road, Greenfields do not provide a strategic tourism function to retain through the current 'Tourist' zone; and*
- *Subject to section 124(2) of the Planning and Development Act 2005, the City shall resolve to prepare an amendment to the Town Planning Scheme No 3 such that the future zoning of Lots 401 and 402 Bulara Road, Greenfields is consistent with the 'Rural' zone under the Peel Region Scheme. Through any future Structure Plan process, the final zoning of the lots may be examined.*

Recommendation 16

- *Lots 2 and 3 Coodanup Drive, Coodanup be rezoned from 'Tourist' to 'Urban Development'.*

Recommendation 17

- *Parent Lot 5 Leisure Way, Halls Head be rezoned from 'Tourist' to 'Residential R40'.*

Recommendation 18

- *The balance of the Mandurah Quay Tourist Precinct, not recommended as a Strategic Tourism Location, be rezoned from 'Tourist' to 'Residential R40'.*

Recommendations 19 and 20

- *Lots 103-106 Wattleglen Avenue and Lots 110-115, 118 and 121 Binnar Court, Erskine (Strategic Plan No. 19) be rezoned from 'Tourist R40' to 'Residential R40'; and*
- *Lots 107 and 109 Binnar Court and Lot 121 Wattleglen Avenue, Erskine (Strategic Plan No. 20) be rezoned from 'Tourist R40' to a suitably determined zoning, potentially to 'Service Commercial' or 'Urban Development' having regard to the individual landowner intentions to development, and interface to adjacent land, whilst incorporating and expanding upon Additional Uses No 14 as outlined in Appendix 2 (Additional Uses) of the Scheme.*

Recommendation 21

- *Lot 3 Oceanic Drive, Dawesville be rezoned from 'Tourist' to 'Residential R40', with development at this density being considered through a site specific assessment of the site.*

Recommendation 22

- *Lot 1001 Dawesville Road, Dawesville be rezoned from 'Tourist' to 'Urban Development'.*

Recommendation 23

- *Lot 201 Old Coast Road, Bouvard be rezoned from 'Tourist' to 'Residential R40'.*

Recommendation 24

- *Lot 204 Park Ridge Drive, Bouvard be rezoned from 'Tourist' to 'Commercial'.*

Recommendation 25

- *Lot 500 Old Coast Road, Bouvard be rezoned from 'Tourist' to 'Rural Residential', should it be determined that the Department of Environment and Conservation's assessment that the lot should not be acquired and incorporated into the adjoining Yalgorup National Park.*
- *Subject to section 124(2) of the Planning and Development Act 2005, the City shall resolve to prepare an amendment to the Town Planning Scheme No 3 such that the future zoning of Lot 500 Old Coast Road, Bouvard is consistent with the 'Rural' zone under the Peel Region Scheme.*

Current Sites that are to Remain

Recommendation 26

- *Lot 506 Apollo Place, Halls Head (Sutton Farm) remains zoned as 'Tourist';*
- *Any land use and/or development proposals are to consider and facilitate the conservation of the heritage value of the site; and*
- *Any land use and/or development proposal being subject to the preparation and adoption of an Outline Development Plan.*

Recommendation 27

- *That Lots 2240, 2275, 2657, 3045 and 4185 Old Coast Road, Clifton (Clifton Beach) not be designated as a Strategic Tourism Location and remain zoned 'Rural'.*

LEGEND

TOURISM ACCOMMODATION / ACTIVITY

- RESORT ACCOMMODATION / SERVICED APARTMENTS
- CARAVAN PARK / CHALETs / CAMPING GROUNDS

STRATEGIC TOURISM LOCATION (PRIMARY ACTIVITY)

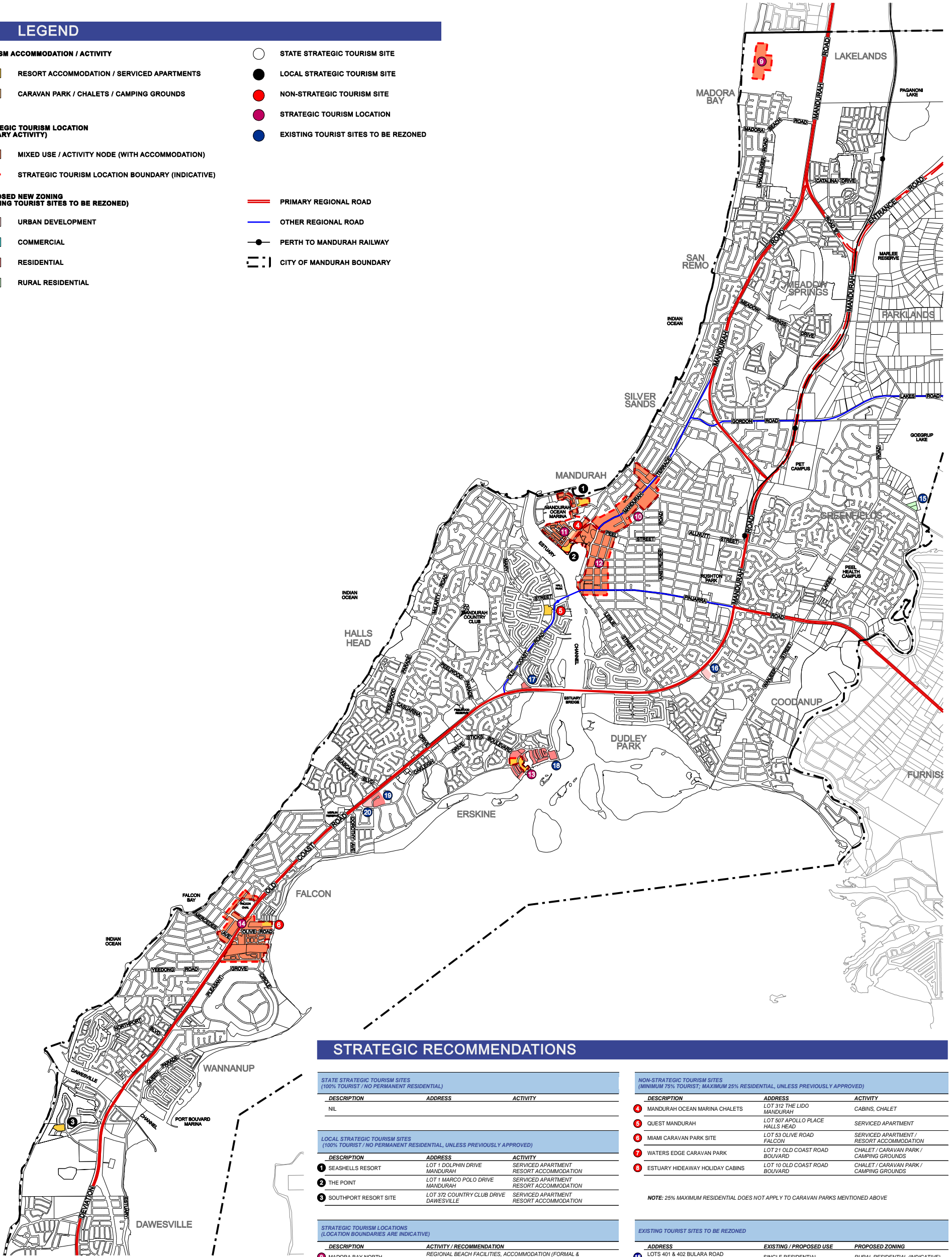
- MIXED USE / ACTIVITY NODE (WITH ACCOMMODATION)
- STRATEGIC TOURISM LOCATION BOUNDARY (INDICATIVE)

PROPOSED NEW ZONING (EXISTING TOURIST SITES TO BE REZONED)

- URBAN DEVELOPMENT
- COMMERCIAL
- RESIDENTIAL
- RURAL RESIDENTIAL

- STATE STRATEGIC TOURISM SITE
- LOCAL STRATEGIC TOURISM SITE
- NON-STRATEGIC TOURISM SITE
- STRATEGIC TOURISM LOCATION
- EXISTING TOURIST SITES TO BE REZONED

- PRIMARY REGIONAL ROAD
- OTHER REGIONAL ROAD
- PERTH TO MANDURAH RAILWAY
- CITY OF MANDURAH BOUNDARY



STRATEGIC RECOMMENDATIONS

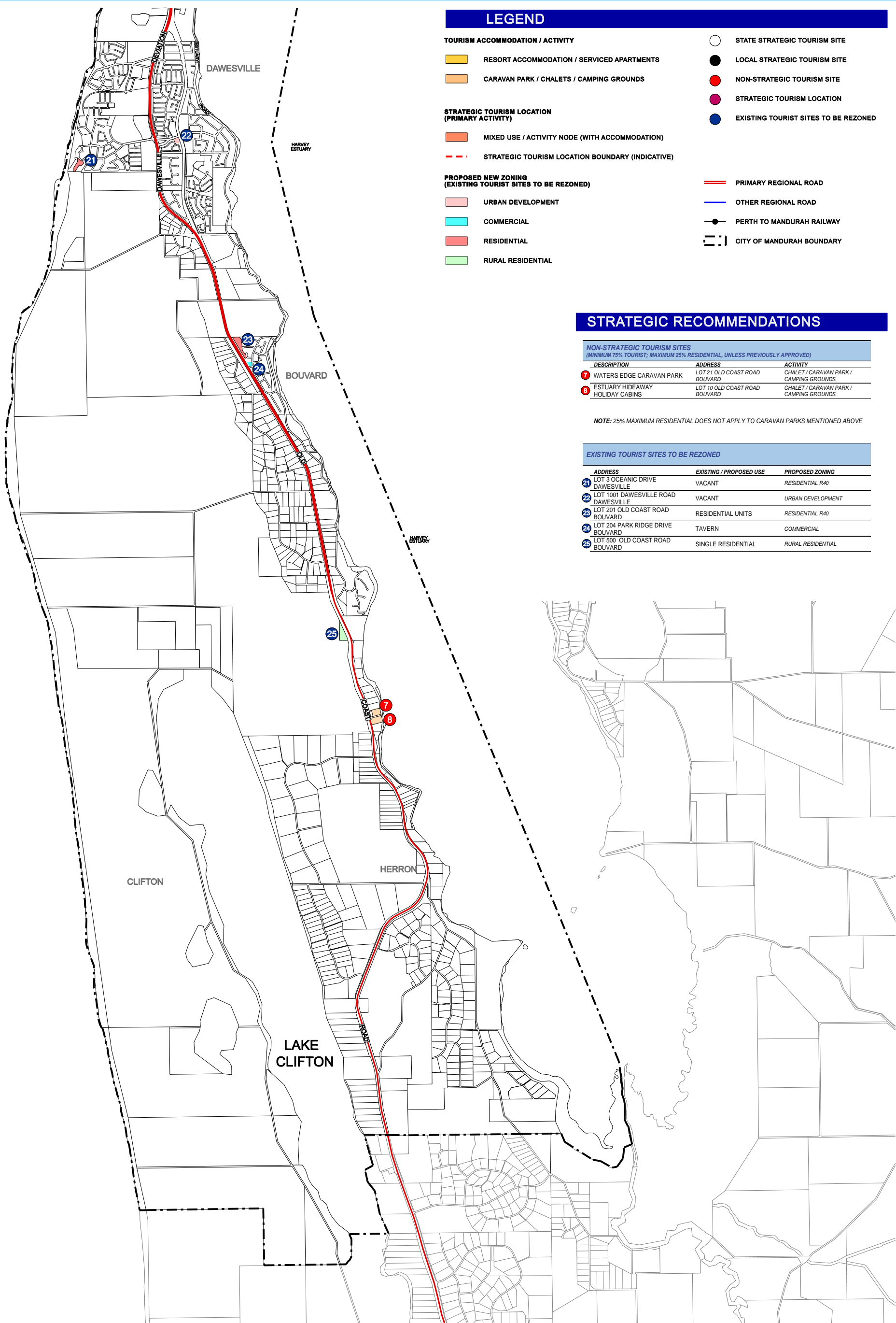
STATE STRATEGIC TOURISM SITES (100% TOURIST / NO PERMANENT RESIDENTIAL)		
DESCRIPTION	ADDRESS	ACTIVITY
NIL		
LOCAL STRATEGIC TOURISM SITES (100% TOURIST / NO PERMANENT RESIDENTIAL, UNLESS PREVIOUSLY APPROVED)		
DESCRIPTION	ADDRESS	ACTIVITY
1 SEASHELLS RESORT	LOT 1 DOLPHIN DRIVE	SERVICED APARTMENT / RESORT ACCOMMODATION
2 THE POINT	LOT 1 MARCO POLO DRIVE	SERVICED APARTMENT / RESORT ACCOMMODATION
3 SOUTHPORT RESORT SITE	LOT 372 COUNTRY CLUB DRIVE	SERVICED APARTMENT / RESORT ACCOMMODATION
STRATEGIC TOURISM LOCATIONS (LOCATION BOUNDARIES ARE INDICATIVE)		
DESCRIPTION	ACTIVITY / RECOMMENDATION	
4 MADURA BAY NORTH	REGIONAL BEACH FACILITIES, ACCOMMODATION (FORMAL & INFORMAL), MAIN STREET COMMERCIAL, MULTI-STORY NODE	
5 MANDURAH TERRACE PRECINCT	ZONING AND LAND USES AS PER MANDURAH TERRACE PRECINCT PLAN WHICH INCLUDES SPECIFIC TOURIST SITES TO BE PROTECTED	
6 MANDURAH OCEAN MARINA	ZONING AS PER MANDURAH OCEAN MARINA OUTLINE DEVELOPMENT PLAN, WHICH INCLUDES SPECIFIC TOURIST SITES TO BE PROTECTED	
7 MANDURAH CITY CENTRE	ZONING AND LAND USES AS PER MANDURAH CITY CENTRE PRECINCT PLAN PROVIDING FOR TOURIST ACCOMMODATION OPPORTUNITIES	
8 MANDURAH QUAY TOURIST SITES	TOURISM USES WITH A FOCUS ON ESTUARY, FORMAL ACCOMMODATION, MULTI-STORY NODE VIA AN ODP PROCESS	
9 FALCON VILLAGE PRECINCT	ZONING AND LAND USES AS PER FALCON VILLAGE PRECINCT PLAN PROVIDING FOR TOURIST ACCOMMODATION OPPORTUNITIES	

NON-STRATEGIC TOURISM SITES (MINIMUM 75% TOURIST; MAXIMUM 25% RESIDENTIAL, UNLESS PREVIOUSLY APPROVED)		
DESCRIPTION	ADDRESS	ACTIVITY
4 MANDURAH OCEAN MARINA CHALETs	LOT 312 THE LIDO MANDURAH	CABINS, CHALET
5 QUEST MANDURAH	LOT 507 APOLLO PLACE	SERVICED APARTMENT
6 MIAMI CARAVAN PARK SITE	LOT 53 OLIVE ROAD	SERVICED APARTMENT / RESORT ACCOMMODATION
7 WATERS EDGE CARAVAN PARK	LOT 21 OLD COAST ROAD BOUVARD	CHALET / CARAVAN PARK / CAMPING GROUNDS
8 ESTUARY HIDEAWAY HOLIDAY CABINS	LOT 10 OLD COAST ROAD BOUVARD	CHALET / CARAVAN PARK / CAMPING GROUNDS
NOTE: 25% MAXIMUM RESIDENTIAL DOES NOT APPLY TO CARAVAN PARKS MENTIONED ABOVE		
EXISTING TOURIST SITES TO BE REZONED		
ADDRESS	EXISTING / PROPOSED USE	PROPOSED ZONING
16 LOTS 401 & 402 BULARA ROAD GREENFIELDS	SINGLE RESIDENTIAL	RURAL RESIDENTIAL (INDICATIVE)
17 LOTS 2 & 3 COODANUP DRIVE COODANUP	VACANT	URBAN DEVELOPMENT
18 LOT 5 LEISURE WAY HALLS HEAD	SMALL LOT RESIDENTIAL	RESIDENTIAL R40
19 MANDURAH QUAY RESIDENTIAL LOTS ERSKINE	SMALL LOT RESIDENTIAL	RESIDENTIAL R40
20 LOTS 103 - 106 WATTELGLEN AVENUE & LOTS 110 - 115, 118 & 121 BINNAR COURT, ERSKINE	GROUPED RESIDENTIAL	RESIDENTIAL R40
21 LOTS 107, 109 BINNAR COURT & 121 WATTELGLEN AVENUE, ERSKINE	VACANT	URBAN DEVELOPMENT / SERVICE COMMERCIAL
22 LOT 3 OCEANIC DRIVE DAWESVILLE	VACANT	RESIDENTIAL R40
23 LOT 1001 DAWESVILLE ROAD DAWESVILLE	VACANT	URBAN DEVELOPMENT
24 LOT 201 OLD COAST ROAD BOUVARD	RESIDENTIAL UNITS	RESIDENTIAL R40
25 LOT 204 PARK RIDGE DRIVE BOUVARD	TAVERN	COMMERCIAL
26 LOT 500 OLD COAST ROAD BOUVARD	SINGLE RESIDENTIAL	RURAL RESIDENTIAL

LOCAL TOURISM PLANNING STRATEGY

FIGURE 2 STRATEGIC RECOMMENDATIONS | NORTH

* REFER TO ODP/PRECINCT PLAN FOR SPECIFIC DETAIL



LOCAL TOURISM PLANNING STRATEGY

FIGURE 2 STRATEGIC RECOMMENDATIONS | SOUTH



PART 2 SUMMARY OF KEY PLANNING ISSUES

Key findings of significance to tourism land-use planning from the review of Mandurah's planning context include:

Regional Planning

The Peel region has experienced large amounts of urban development in the last 20 years. This urban development is planned to continue with an estimated population of 97,800 people occupying 40,700 households in Mandurah within the next 10 years.

Tourism WA seeks to promote tourism around key iconic experiences. The Taskforce Report outlined statutory measures to ensure adequate zoning of land for strategic tourist sites.

Development pressures have placed strains on the Peel waterways. As urban development continues, new management practices are necessary to make sure the waterways are managed to ensure the sustainability of its ecological integrity. This will need to be undertaken whilst providing a basis for recreation and economic activity.

Local Planning

Mandurah has an existing range of areas for tourism development within the City. Mandurah's most recent strategic plan outlines the need to ensure these areas are developed to ensure economic, social and ecological issues are simultaneously addressed.

Tourism WA sees Mandurah as a market ready, vibrant tourism destination. However, Mandurah is only seen as having mid-level iconic status in the Perth region. Notwithstanding, there are further opportunities that could be embraced within Mandurah to broaden the market, (for example, more water activities, bush walking, bird watching etc.).

Urban development has created the perception for some consumers that Mandurah is merely a suburb of Perth, rather than a tourism destination. As a result, Tourism WA states Mandurah needs to focus on maintaining its status as a destination. Other research by Market Equity supports these findings.

Mandurah has concentrated groups of tourism land-uses in the city centre and more dispersed tourism land-uses in outer Mandurah. Only 50 per cent of these 'Tourist' zoned sites have current tourism uses.

Mandurah has a limited land supply for new tourism development but has a range of redevelopment options for existing locations.

Strengths, Weaknesses, Opportunities and Threats Assessment

A SWOT assessment has been undertaken to determine the strategic tourism opportunities in relation to the following areas:

- Tourism directions for Mandurah;
- Tourism supply;
- Iconic features and emerging tourism opportunities;
- Tourism accommodation;
- Transport; and
- Marketing.

Full details of the SWOT assessment are presented in **Table 1** with a summary of the key strategic tourism opportunities.

TABLE 1 SWOT ASSESSMENT

	Strengths	Weaknesses	Threats	Opportunities
<i>Tourism Demand</i>				
	Growth in the global and Western Australian tourism industry predicted over the next 10 years.	The tourism market is volatile with a recent downturn in actual visitor numbers in Western Australian and Mandurah's experience during 2003.	Increases in the number of new tourism destinations competing with Mandurah.	Repackaging Mandurah to meet the market demand.
<i>Tourism Supply</i>				
Current Status	<p>Mandurah is an established tourism destination attracting a strong day tripper and domestic overnight market.</p> <p>Mandurah is an attractive tourism destination with iconic features and emerging tourism industries.</p>	Mandurah is an older tourism destination traditionally based on its natural assets. However, in recent years Mandurah has become highly urbanised.	<p>Maintaining Mandurah's status as a quality tourism destination:</p> <ul style="list-style-type: none"> Ensuring Mandurah's urbanisation provides a strength to tourism; Ensuring the quality of existing infrastructure is maintained; Competition with emerging destinations in the South-West; and Meeting changes in market demand. 	Ensuring Mandurah focuses on its iconic features and emerging tourism opportunities (see below).
Iconic Features and Emerging Tourism Opportunities	<i>Iconic feature:</i> The Peel Inlet/Harvey Estuary – a water body with global significance.	Environmental degradation from urban development i.e. canal development, up-river salinity and nutrient loading, boating and fishing impacts.	Further environmental degradation from continued urban and recreation pressures.	Promoting good environmental management.
	<i>Iconic feature:</i> Coastal beaches	<p>The vast majority of west facing beaches open to the prevailing south-west sea breeze.</p> <p>Minimal land availability for north-facing beach side development.</p>	Sea level rises due to global climate change.	Zoning suitable land for future beach side development and redevelopment (north-facing beaches) and further opportunity for facilities at designated regional and district level beaches.
	<i>Emerging tourism industries:</i> <ul style="list-style-type: none"> Shopping; Cultural activities; Non-water based recreational activities; Business tourism; Broader Peel region activities 	The Peel region has a strong brand and identity. However, many consumers have incorrect and negative associations with the brand.	Reinforcement of incorrect brand associations detracting from Mandurah as a tourism destination.	Increased marketing to create the desired consumer impression of Mandurah.
<i>Tourism Infrastructure</i>				
General	<p>Mandurah has a large range of existing infrastructure.</p> <p>Recently Mandurah has experienced an increase in tourism development projects and accommodation development.</p>	Mandurah's tourism infrastructure has pockets of old infrastructure in need of reinvestment.	<p>Maintaining Mandurah's status as a quality tourism destination.</p> <p>Losing tourism reinvestment opportunities to emerging destinations in the South-West.</p>	Maximising reinvestment in Mandurah's tourism infrastructure.
Accommodation	<p>Range of existing accommodation in Mandurah.</p> <p>Recent reinvestment in tourism accommodation targeting specific markets in Mandurah.</p>	<p>Perceived over-supply of accommodation in WA.</p> <p>50 per cent of overnight visitors stay in informal accommodation with family or friends. Lack of five star tourism accommodation.</p> <p>Adequate land zoned for beach side development.</p>	<p>The long-term security of Mandurah's holiday home market is unknown.</p> <p>Housing development pressure has the potential to override the need for tourism accommodation in Mandurah.</p>	<p>Ensuring Mandurah maintains its current stock of diversity and supply in accommodation.</p> <p>Ensuring Mandurah has adequate land zoned for tourism accommodation in the future, and accommodation being allowed for in appropriate locations through the permissibility of land uses rather than zoning land.</p>
Access	<p>Mandurah is in close proximity to the Perth Metropolitan area's visitor market.</p> <p>Mandurah is in close proximity to the Peel region's attractions.</p>	<p>Close proximity to Perth may limit long stays.</p> <p>Perth-Mandurah, Intra-Mandurah and Mandurah-Peel transport options are dominated by the private automobile.</p>	As the Perth Metropolitan area grows, Mandurah may see a loss of brand differentiation.	Maximising transport advantages and ensuring marketing differentiation from the Perth Metropolitan area.
Marketing	Mandurah is fortunate to have a Peel regional brand differentiating itself from the Perth Metropolitan area: " <i>Peel – Your Natural Choice</i> ", allowing Mandurah to capitalise on its position as a 'gate-way' to the attractions of the Peel region.	<p>Consumers do not interpret Mandurah as being part of the Peel region; they see it as another suburb of Perth. Brand confusion amongst consumers also exists due to numerous brands in the region.</p> <p>Tourism operators are not aware of the regional brand.</p>	As the Perth Metropolitan area grows, Mandurah may see a loss of brand differentiation.	Ensuring Mandurah has the correct brand association and maintains market differentiation from Perth.

2.1 TOURISM DIRECTIONS IN MANDURAH

Mandurah has a diverse range of tourism opportunities, and promoting additional tourism development is not a key concern. What is of concern is how Mandurah maintains its status as a tourism destination.

To ensure Mandurah's status as a tourism destination is maintained, a positive and consistent understanding of the key benefits of the destination must be maintained within the minds of the consumer. Key tourism directions are identified by the SWOT assessment including:

- Building on the established visitor market through adding value to existing tourism products focusing on Mandurah's iconic features:
 - the Peel waterways, and emerging tourism opportunities;
 - coastal beaches and potential to become a vibrant city; and
- Promoting Mandurah's location to access broader tourism experiences within the Peel region.

2.2 SUSTAINABLE TOURISM DEVELOPMENT

In addition to ensuring that Mandurah's status as a tourism destination is maintained, consideration also needs to be given to the social, environmental and economic implications of tourism development. The World Tourism Organization defines sustainable tourism as:

Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.
(DEH 2004)

The City of Mandurah's current strategic plan embraces the concept of sustainable development, and outlines the requirement for all planning and development to integrate the following guiding principles:

- Protection of environmental assets for future generations;
- Continuous improvement in achieving the best outcomes for our community; and
- Ensuring environmental and economic well-being.

2.3 ICONIC FEATURES AND EMERGING TOURISM OPPORTUNITIES

As stated above, Mandurah needs to build future tourism development around its key iconic features and emerging tourism opportunities. The SWOT assessment identified the following key opportunities to support this tourism direction:

- *Iconic feature: the Peel waterways* – continuing to provide estuary experiences whilst minimising environmental impacts and enhancing visitor understanding of cultural and environmental significance;
- *Emerging tourism opportunities: coastal beaches* – zoning suitable land for future beach-side development and redevelopment (north-facing beaches) and providing adequate beach facilities and beach side attractions, such as cafés; and
- *Emerging tourism opportunities: a vibrant city* – building on Mandurah's emerging tourism opportunities and development that promotes a vibrant city.

It should also be noted that, to date, no new major tourism attractions have been identified within the City of Mandurah's boundaries, with the exception of the Peel Waterways Institute. However, it has been recommended by the *Experience Perth Destination Development Strategy* that a comprehensive tourism attraction study should be undertaken to determine whether any future tourism attractions could be located within Mandurah.

2.4 TOURISM ACCOMMODATION

Mandurah has an existing supply and range of tourism accommodation. Recent surveys highlight that accommodation occupancy rates are on the increase. However, there is no pressing market demand for increased accommodation provision in Mandurah. The SWOT assessment indicated that the key opportunities to ensure a successful tourism outcome for the City in relation to tourism accommodation include:

- Ensuring Mandurah maintains its current diversity and supply of accommodation; and
- Ensuring Mandurah has adequate land zoned for long-term tourism accommodation development and redevelopment.

An assessment on tourism accommodation for Mandurah in relation to these planning opportunities is detailed in **Table 2**.

TABLE 2 MANDURAH ACCOMMODATION TOURISM ASSESSMENT

Type	Status	Actions Required	Comments
<i>Formal Accommodation</i>			
Hotel, Motel and Resort	Mandurah has a sufficient level of hotel and resort accommodation, with new accommodation planned.	Yes	A potential need for the retention of long-term hotel/resort accommodation development on waterfront sites.
Caravan Park	Caravan parks are currently renting 80 per cent of their sites to permanent residents. Long-term threats exist.	Yes	Suitable sites for tourist caravan sites need to be identified and protected based on providing a suitable experience.
Short Stay Apartments	Mandurah has seen a recent reinvestment in self-contained multiple dwellings (apartments).	Yes	There is a potential need for additional self-contained multiple dwellings (apartments) to address any future decline in self-contained individual apartments.
Bed and Breakfast Accommodation	Recent decline in the number of Bed and Breakfasts in Mandurah.	No	No further planning is required. Current planning provisions do not hinder the establishment of future Bed and Breakfasts.
<i>Informal Accommodation</i>			
Self-Contained (Holiday Homes)	Mandurah potentially has a large supply of self-contained individual homes, however long-term supply is unknown.	No	No future planning mechanisms are available to ensure the security of private Holiday Homes.
<i>Niche Accommodation</i>			
Backpackers	No backpacker accommodation currently in Mandurah.	Yes	No demand has been identified to Council, in the form of proposals being submitted, however recent Precinct Plans allow for budget and backpacker accommodation to be permitted / considered.
Eco-Tourism	Minimal eco-tourism accommodation is present in Mandurah.	Yes	Opportunities exist for additional eco-tourism accommodation.

2.5 FORMAL ACCOMMODATION GUIDELINES

As indicated in **Table 2** above, the City aims to retain an adequate supply of formal accommodation (caravan park, hotel, motel, resort and self-contained apartments), and ensure additional land is available for future tourism accommodation development.

To ensure that sufficient formal accommodation is provided, the City aims to maintain a level of formal accommodation capacity equivalent to the average number of overnight visitors in Mandurah.

At present Mandurah's formal accommodation capacity equals the total number of overnight visitors staying in Mandurah per night.

However, Tourism WA has anticipated that the State's tourism sector will grow at 2.55 per cent per year for the next 10 years. Assuming a 2.55 per cent growth in overnight visitors over the next 15 years, and using the formal accommodation guideline equation, the number of formal accommodation keys that may be required in City by 2021 is estimated in **Table 3**.

TABLE 3 ESTIMATED ACCOMMODATION SUPPLY GUIDELINES

Item	2006	2010	2015	2021
Residential population	59,287	69,540	83,018	97,821
Average visitors per night (2.55% growth per annum)	2,706	2,993	3,395	3,948
Tourism Keys (2.55% growth per annum)	628	694	787	893

2.6 NICHE ACCOMMODATION GUIDELINES

In addition to formal accommodation needs, **Table 2** details the opportunity for additional budget and eco-tourism accommodation within the City.

Proposals for backpackers or other forms of budget accommodation have not been received by the City, however it is recognised that this is an area of tourism accommodation that could be introduced into key locations within Mandurah, particularly within the Mandurah city centre.

Accommodation guidelines for eco-tourism accommodation should not be determined by tourism growth rates but rather by a site-by-site investigation of the environmental carrying capacity for areas to support eco-tourism accommodation.

2.7 TRANSPORT

Transport provides an opportunity for the City to enhance the number of visitors coming to Mandurah. Key opportunities indicated by the SWOT assessment include:

- Maximising transport advantages of the Perth to Mandurah rail line to further capture the day tripper market; and
- Promoting better transport connections to the Peel region.

Some work has already commenced on this, including the introduction of the 'Foreshore Express' CAT Bus system and 'wayfinding' initiatives.

2.8 MARKETING

Market research has indicated that tourism product consumers have the perception of Mandurah as a suburb of Perth. The SWOT assessment identified the following opportunities:

- Ensuring Mandurah has a brand association that continues to reinforce its key unique attributes – the waterways; and
- Maintain market differentiation from Perth.

2.9 TOURISM INDUSTRY

Another key element of ensuring a successful tourism sector for Mandurah is the tourism industry. The SWOT assessment identified that a key opportunity for the tourism industry includes:

- Engaging the tourism industry in developing a vision for tourism in Mandurah;
- Ensuring the professional development of the tourism industry keeps pace with the growing interest in sustainable tourism;
- Ensuring that tourism operators are able to cater for the growing needs of customers;
- Ensuring that tourism operators understand the needs of international visitors;
- Ensuring that local businesses are working effectively together, taking full advantage of technology; and
- Ensuring that tourism operators support the growing needs of Mandurah and tourism business community.

PART 3 LOCAL CONTEXT

3.1 TOURISM TRENDS IN MANDURAH

From a review of the literature referred to in **Volume 2**, there are a number of constants emerging, being:

- The Peel waterways are the main tourism attractor;
- Supplementary tourism attractors include the coastal environment and the bushland;
- Historically, Mandurah was associated with the holiday village atmosphere lifestyle – this is still prominent, however, focus is now changing to that of a vibrant city lifestyle;
- Mandurah tends to personify a relaxed holiday atmosphere, whether it be as a result of the natural environment or through the built environment;
- Sustainability is paramount;
- Good urban design outcomes are critical;
- Mandurah needs to develop its own identity – be unique, and provide opportunities for ‘points of difference’;
- Diversity in the provision of tourism accommodation and tourism attractions / facilities / activities is necessary; and
- Tourism developments can be accommodated in a range of zones in Scheme 3; however, the ‘Tourist’ zone itself is too generic.

3.2 TOWN PLANNING SCHEME NO 3

Town Planning Scheme No 3 (Scheme 3) was gazetted on 21 July 1999, and controls land use and development within the City of Mandurah. The purpose of Scheme 3 (also referred to as Statement of Vision and Focus) is to:

- Provide the land planning framework to achieve the development of Mandurah as a sustainable city, through the integration of the economic, social and environmental goals of the City; and
- To most effectively utilise resources and achieve employment opportunities while improving human amenity with due regard to the preservation of our natural environment.

General objectives in support of the Statement of Vision and Focus are:

- To provide the framework for the management of land use and development processes for land within the district;
- To secure the amenity and health of the inhabitants living within, and visitors to the district. To secure effective provision of services and infrastructure for the inhabitants of, and visitors to the City of Mandurah;
- To make provision for the conservation and enhancement of places of cultural significance;
- To establish the primacy of the city centre as an important commercial and administrative centre whilst maintaining a cultural heart;
- To ensure that appropriate land reserves are made to provide for the public utility and transport infrastructure required to support the land uses proposed by this Scheme;
- To contribute towards the integrated management of the Peel-Harvey Coastal Plain Catchment;
- To develop and enhance characteristics which contribute to the identity of Mandurah and avoid the feeling of suburbia with due regard to the provisions of the Peel Regional Strategy and the South West Corridor Structure Plan which acknowledge Mandurah as a strategic regional centre;
- To provide clear mechanisms for public consultation, with open, accessible and responsive planning processes; and
- To improve and make provision for additional public transport within the City of Mandurah.

Scheme 3 zones and reserves land within the district, and sets out the permissibility of land uses and development controls (e.g. density of development provisions, setbacks, car parking requirements, landscaping requirements etc).

Scheme 3 incorporates a range of zones and reserves, being:

Peel Region Scheme Reserves (in Scheme 3)	Scheme 3 Zones
Regional Open Space	City Centre Development
Primary Regional Roads	Commercial
Other Regional Roads	Service Commercial
Railways	Industry
Waterways	Residential
Other Public Purposes	Canal
Scheme 3 Reserves	Tourist
Conservation and Foreshore	Rural-Residential
District Recreation	Rural
Local Recreation	Urban Development
Primary Distributor Road	Precinct Development
District Distributor Road	Mandurah Ocean Marina Development
Community Purposes	Special Development
Road Widening	

3.2.1 Tourist Zone

Clause 4.10 of Scheme 3 details the specific zone requirements that relate to the 'Tourist' zone, including the purpose and intent of the zone, the permitted uses and development standards, and specific provisions.

Purpose and Intent of the Tourist zone

As per clause 4.10.1, the purpose and intent of the 'Tourist' zone is:

to encourage the development of tourist facilities in the District to promote and take advantage of the tourism and recreational assets of the Region. Where possible, Council will encourage the development of short term accommodation in preference to permanent residential development within the Zone.

Tourist zoned land

Figure 1 outlines the extent to which land under Scheme 3 is zoned 'Tourist'. A review of this distribution reveals the following:

- An area of approximately 30 hectares (net) in and around Mandurah Terrace between Anstruther Road and Peel Street, and along Ormsby Terrace, south of Peel Street. This area is subject to the Mandurah Terrace Precinct Plan following the gazettal of Amendment 59 to Scheme 3 which rezoned this area to the 'Precinct Development' zone, following a thorough review of land uses and development outcomes;
- An area of approximately 20 hectares (gross) in and around Mandurah Quay, Erskine. A large percentage of this area has been developed for a range of tourist and residential uses; and
- A distribution of smaller, single zoned lots located throughout the district based on either current land uses and/or land uses that were applicable at the time of Scheme 3 coming into effect. Very few of these sites are vacant, in anticipation of new tourist development.

Permitted Uses and Development Standards

The permissibility of uses in the 'Tourist' zone and the relevant development and subdivision standards are specified in Zoning Table 10 of Scheme 3 (refer [Table 4](#)). As per Zoning Table 10, the following outlines what land uses can be considered on 'Tourist' zoned land:

TABLE 4 'TOURIST' ZONE LAND USE TABLE

Aged Persons Homes (SA)	Aged Persons Village (SA)
Arts and Crafts Display (SA)	Bed and Breakfast Accommodation (P)
Car Park (AA)	Caravan Park (P)
Caretaker's Dwelling (AA)	Caretaker's House (IP)
Chalets, Holiday Flats & Cabins (P)	Child Care Premises (AA)
Civic Use (P)	Club Premises (AA)
Cultural Use (P)	Dwelling – Single, Group, Multi ^(a) (AA)
Educational Establishment (AA)	Hire Service (Non Industrial) (IP)
Home Occupation (IP)	Hotel (SA)
Laundromat ^(b) (AA)	Liquor Store (IP)
Lodging House (P)	Lunch Bar (P)
Marina (AA)	Marine Filling Station (SA)
Motel (P)	Nightclub (SA)
Office (IP)	Park Home Park (P)
Private Hotel (P)	Public Amusement (SA)
Public Utility (P)	Recreation – Public (P)
Recreation – Private (AA)	Reception Centre (P)
Residential Building (SA)	Restaurant (P)
Service Premise (IP)	Service Station ^(b) (IP)
Shop ^(b) (IP)	Takeaway Food Outlet (P)
Tavern (SA)	

NOTES

P Permitted

AA Discretionary; may be advertised

SA Discretionary; must be advertised

IP Incidental to Predominant Use

^(a) Dwellings will only be permitted for permanent occupation where it can be demonstrated that the proposal will contribute to the overall amenity of the area. Notwithstanding the preceding comments, no permanent accommodation will be permitted on those lots with frontage onto Mandurah Terrace.

^(b) Permitted only where associated with a tourist complex.

Relationship with Residential Design Codes (Amendment 64)

As a result of a review and inquiry into a proposed development on Lot 306 Halls Head Parade, Halls Head, it has been determined that where a residential density code applies to land zoned 'Tourist', that tourism related (short-stay) development shall be subject to the provisions of the *Residential Design Codes*, in regard to the density of development (number of units) and development standards (setbacks, open space, car parking and plot ratio).

This also means, therefore, that there is a question of whether or not short-stay accommodation is considered to be residential development and therefore be assessed under the *Residential Design Codes*.

The City of Mandurah previously considered that tourist / short-stay apartments should not be subject to the provisions of the *Residential Design Codes*, as this has the potential to limit any development potential available for tourism uses. This is further exacerbated where a mixed-use development comprising of permanent residential and short-stay accommodation is proposed, which is likely to result (due to economic and financial reasons) in the residential component of the development prevailing.

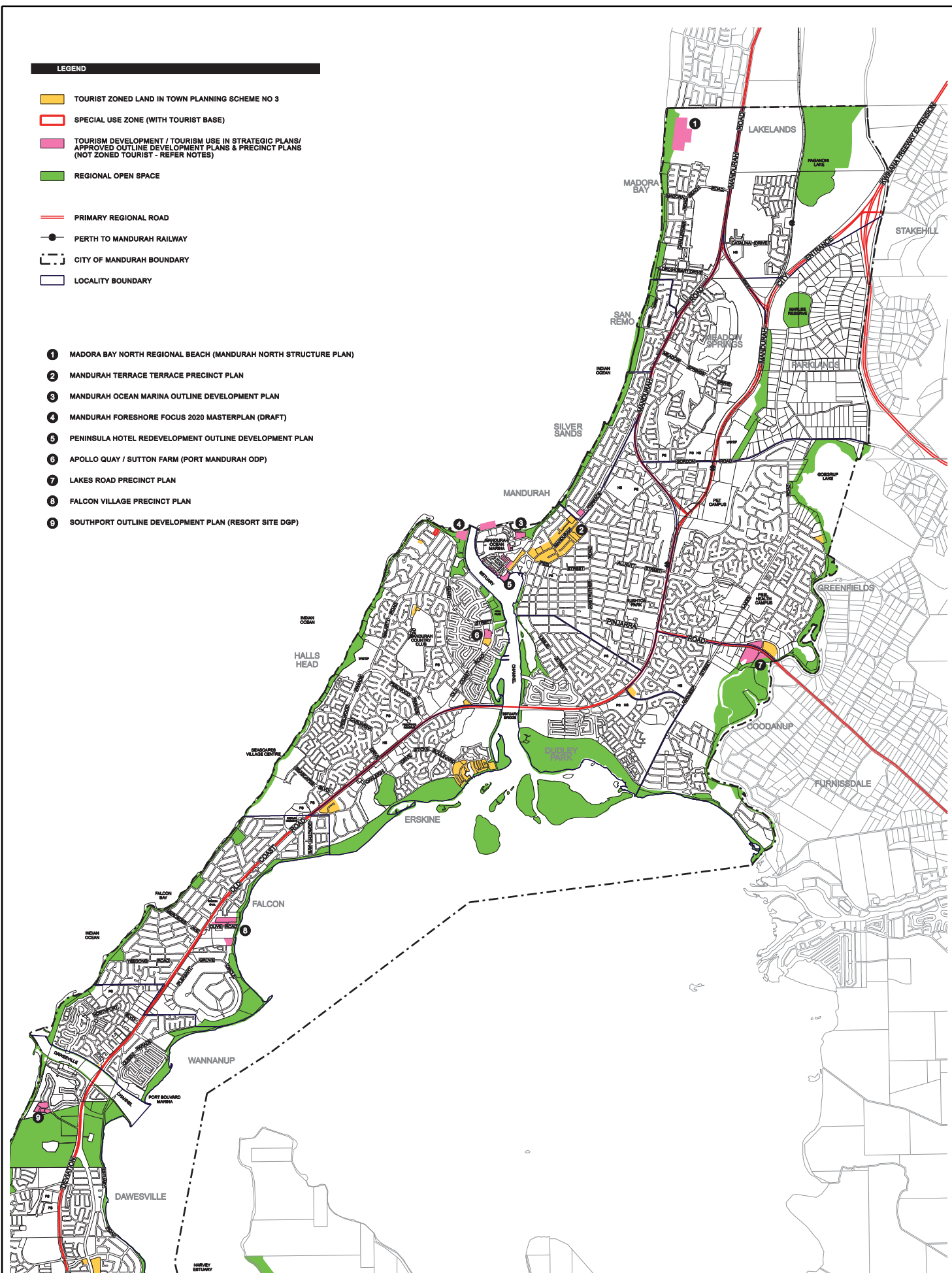
Therefore, Council has previously resolved to adopt Amendment 62 to Scheme 3, which sought to clarify that the density provisions of the *Residential Design Codes* are relevant to permanent dwellings only. Following a review of this Amendment, Council adopted Amendment 64, which proposed to update Scheme 3 to ensure that the provisions of the *Residential Design Codes* were applicable only to permanent residential accommodation.

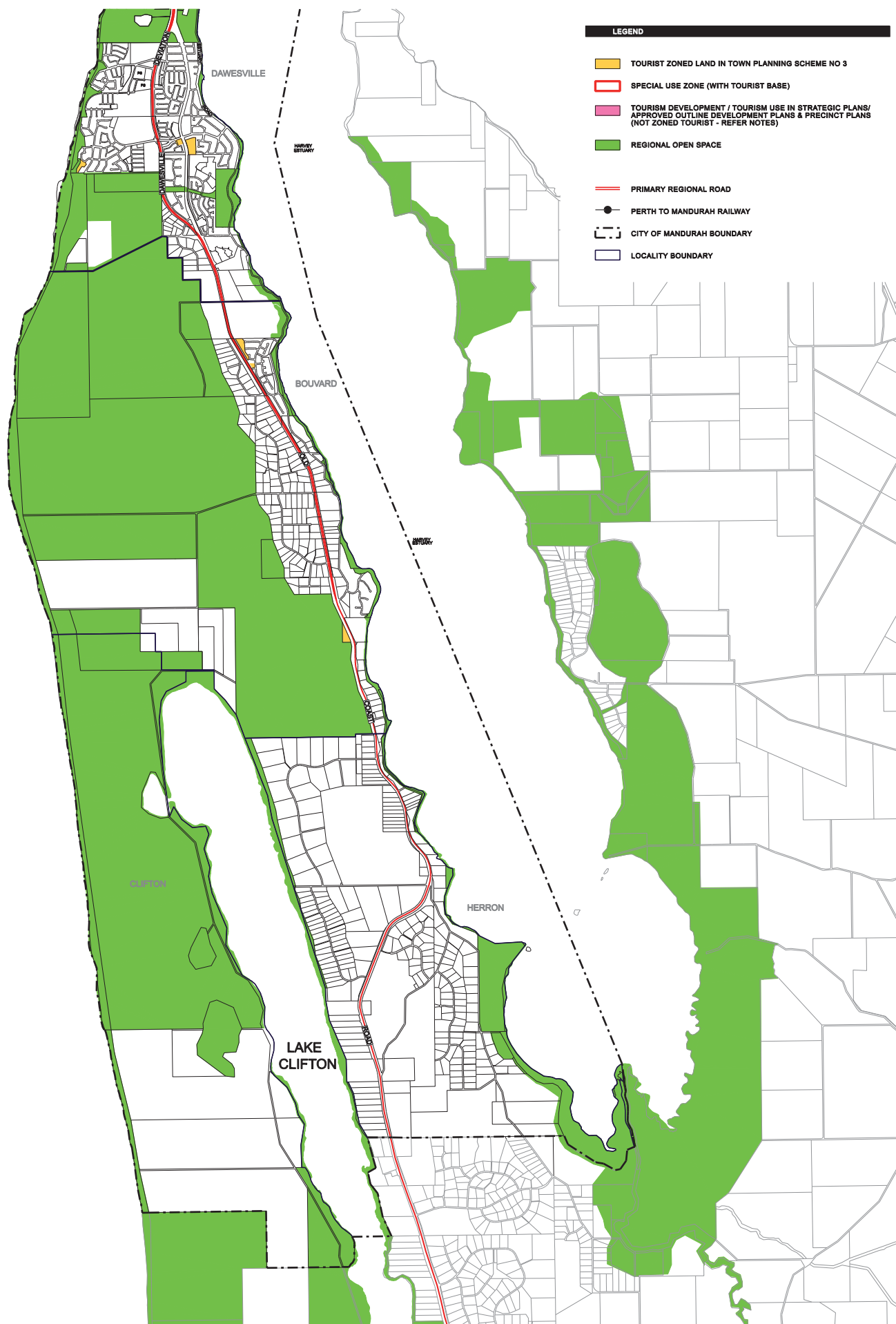
Amendment 64 proceeded to the advertising stage, and a number of submissions were received from various landowners and from the community, primarily in regard to the potential for selected 'Tourist' zoned sites to be over-developed.

As a result of the progression of the Strategy, the City has determined to put Amendment 64 on hold, and recommend improvements to the 'Tourist' zone within Scheme 3, and tourism development potential throughout, in a comprehensive manner.

Notwithstanding, there are a number of issues arising from the current provisions of Scheme 3:

- Residential development is a discretionary ('AA') use at an 'R40' density coding, with no criteria provided to determine this discretion, with the exception along Mandurah Terrace. As a result, residential development has generally been developed on 'Tourist' zoned land with little restriction; and
- Land is primarily valued for rating and land tax purposes based on the 'highest and best use'. Therefore if there are land uses contained within the 'Tourist' zone that generate a higher value than a low-scale accommodation development, then the land rates and taxes payable for that site may result in a tourism use being closed in favour of a permanent residential development.





3.2.2 Tourist Related Land Uses

Notwithstanding land that is zoned 'Tourist' in Scheme 3 and the subsequent list of land uses provided in the 'Tourist' zone, a range of tourist related land uses are also listed as permitted or discretionary uses within other zones of Scheme 3. **Table 5** provides a list of these land uses, and the zone in which such land uses can be developed. Each of these land uses are cross-referenced with a definition contained within Appendix 1 of Scheme 3, with the exception of 'Chalets, Holiday Flats and Cabins'.

One issue arising out of this classification of land uses is the administration of dwellings within residential areas being made available for short-term rental for holiday homes. To date, within Mandurah, which has traditionally provided this form of accommodation particularly in 'older' areas (such as Halls Head, Falcon and Dawesville), there have been very few, if any, problems associated with this form of land use. However, Council may need to consider some form of control in the future; particularly as some of these areas are occupied on a more permanent basis rather than being the traditional second holiday home.

Notwithstanding the list of land uses provided for in **Table 5**, there are other references throughout Scheme 3 that provides for tourist related uses, as follows:

- 'City Centre Development' zone
Tourist Retail Facilities – references that retail facilities in the city centre that service the needs of tourists shall be encouraged and shall be primarily tourist related catering for the demands of short term residents in tourist facilities and that where the retail facility provides a tourist facility, it may be provided over and above the retail floorspace specified in Council's *Local Commercial Planning Strategy* (clause 4.1.3.2);
- 'Bed & Breakfast Accommodation'
A clause is contained within the 'Residential' zone (clause 4.5.3.1), 'Rural Residential' zone (clause 4.7.3.1), 'Rural' zone (clause 4.8.3.1), and the 'Tourist' zone (clause 4.10.3.3), together with criteria for consideration for Bed and Breakfast Accommodation; and
- 'Tourist Orientated Uses'
A clause is contained within the 'Rural' zone (clause 4.8.3.2), 'Tourist' zone (clause 4.10.3.4) and 'Canal' zone (clause 4.11.3.5) which provides Council with the ability to consider 'tourist orientated uses'.

Whilst in the initial drafting of the Scheme 3 Text these clauses were likely to demonstrate Council's commitment to tourism activities, these provisions would be best left to the Zoning / Land Use Table in the appropriate zone, than separate stand-alone clauses.

In addition to the 'Tourist' zone, Scheme 3 provides the ability for an Outline Development Plan (ODP) to be approved and to apply to land zoned 'Urban Development'. The provision allows for the ODP planning processes to determine applicable zones. A precinct plan, applicable in the 'Precinct Development' zone for identified precincts, can also allocate applicable zones. A Development Guide Plan (DGP) within the 'Special Development' zone can facilitate further development or redevelopment of land and achieve a similar outcome to an ODP planning process in the 'Urban Development' zone.

This means that the 'Tourist' zoning and land-uses can be considered in other zonings throughout the City of Mandurah.

'Mandurah Ocean Marina Development' zone

In accordance with clause 4.12, this zone has been established to provide for public marina uses, tourism, commercial and residential uses, culminating in an approved ODP.

Within this zone, the Mandurah Ocean Marina ODP and the Peninsula Hotel ODP have been approved and are in operation. Both ODPs contain a range of tourist related land uses.

TABLE 5 TOURISM USES IN SCHEME 3

Zoning	City Centre Development	Commercial	Service Commercial	Residential	Industrial	Rural Residential	Rural	Urban Development ^(a)	Tourist	Canal	Mandurah Ocean Marina Development ^(a)	Special Development	Precinct Development
	ACCOMMODATION TYPES												
Bed and Breakfast Accommodation	P	AA		SA		AA	AA	IP	P	P	P	Refer to approved Development Guide Plan (refer clause 4.13.2)	Refer to approved Precinct Plan (refer clause 4.14.2)
Caravan Park							SA		P		P		
Chalets, Holiday Flats, Cabins	P			SA			P	SA	P	AA	AA		
Hotel		AA							SA	SA			
Lodging House	P	AA		SA					P				
Motel	P	AA							P	P	AA		
Park Home Park									P				
Private Hotel	P								P	SA			
ACTIVITIES													
Arts and Craft Display	SA	SA	SA					SA	SA	SA			
Cultural Use	P	P	SA						P		P		
Marina		SA							AA	AA	SA		
Place of Amusement	P	AA			AA								
Reception Centre	P	P							P		SA		
Recreation - Private			SA		SA	AA	SA		AA		AA		
Recreation - Public			P		AA	AA	AA		P	AA	P		
Restaurant	P	P	P						P		AA		
Tavern		AA	SA		SA				SA	SA	SA		

NOTES

^(a) Where there is no approved Outline Development Plan

P *Permitted*

AA *Discretionary; may be advertised*

SA *Discretionary; must be advertised*

PART 4 STATUTORY RECOMMENDATIONS

4.1 GENERAL SCHEME MODIFICATIONS

At the present time the City is preparing a scheme examination report, which is likely to recommend a re-draft of the Scheme 3 Text through a consolidated scheme or a comprehensive omnibus amendment. The following recommendations should be implemented together with these recommendations to ensure that a 'piece-meal' amendment to Scheme 3 is avoided.

Scheme 3 currently provides for a local planning strategy to be adopted under clause 9.6, which generally sets out the adoption procedure for local planning policies. In order for the Strategy to be appropriately referenced within Scheme 3, a component of the consolidated scheme or omnibus amendment would be to insert a new section into Scheme 3 for local planning strategies. Further, the Strategy is being prepared to be adopted through a new local planning policy as part of a comprehensive review of the Local Planning Policy Manual.

4.1.1 Tiered Zoning Framework

As referenced in [Part 3](#), Scheme 3 currently contains a 'Tourist' zone with tourism accommodation and activities permitted within a number of other zones (e.g. 'Urban Development' and 'Mandurah Ocean Marina Development' zones) through outline development planning or similar provisions.

It is recommended that the current 'Tourist' zone be updated with a zoning framework that provides the mechanisms necessary to incorporate the strategic direction(s) that the Strategy wishes to take; particularly taking into account the need to retain/provide for certain accommodation forms dependent on demand.

There are a small number of sites identified within the Strategy for strategic tourism potential, and the existing 'Tourist' zone could be appropriate to retain these sites to ensure the planning framework is simple to understand and tourism development is regarded as an attractive investment. In this regard, the requirement for place-based plan such as an outline development plan can be effective in ensuring flexibility in the planning framework to address site-specific considerations, together with a facilitated outcome to achieve a high quality development.

It is recommended that the 'Tourist' zone provisions be updated to expand upon the requirement for an outline development planning process to precede development (including subdivision). The amendments to the 'Tourist' zone are considered to be appropriate to assist with addressing the recommendations of the Strategy, with further regard to the introduction of a tiered zoning framework into Scheme 3.

Recommendation A

- ***Initiate an amendment to Town Planning Scheme No 3 to clarify the requirement for an Outline Development Plan prior to development or subdivision within the 'Tourist' zone, and to have regard to the site/location specific recommendations provided within the Tourism Planning Taskforce Report and the Local Tourism Planning Strategy.***

Recommendation 13 of the Taskforce Report states that the guidelines and requirements for the preparation of a local planning scheme should be revised to provide for local governments to adopt a range of tourism zones each containing specific provisions, where appropriate, while taking into account the local tourism industry and the range of tourism sites.

The Taskforce Report supports the continued use of mixed-use zones to provide for tourism accommodation uses in addition to other uses, which is viewed to be an interim measure until a review of the guidelines associated with preparing and amending local planning schemes is carried out. The introduction of the tiered zoning framework is recommended to be introduced within a new State Planning Policy *Land Use Planning for Tourism*.

The Taskforce Report recommended that a more detailed zoning structure for tourist zones be provided, where a tiered zoning structure limits the range of development permissible on a site to the capability of the site while taking into account the planning context and its identified tourism function. The tiered zone categories recommended include:

- Caravan Park and Camping Grounds;
- Cabin and Chalet;

- Tourist / Resort;
- Motel;
- Hotel;
- Tourism Investigation; and
- Tourist / Accommodation.

In this regard the following tiered zone categories are recommended to be incorporated into Scheme 3 in the longer term:

- Tourist / Resort;
- Tourist / Accommodation; and
- Tourist / Caravan Park & Camping Grounds.

It is recommended that these 'zones' be treated as sub-zone categories under the 'Tourist' zone, to ensure that Scheme 3 does not have too broad a range of zonings.

With the introduction of these sub-zone categories, consideration should be given to removing the 'Special Use' zone provisions. Also refer to [section 4.1.3](#) of this Strategy in regards to recommended criteria for development within each of these tiered zone categories.

Recommendation B

- ***Upon the introduction of a tiered tourist zone framework, via a review of the guidelines and requirements for the preparation of local planning schemes and a new State Planning Policy, that Local and Non-Strategic Tourism Sites identified within the Local Tourism Planning Strategy be reviewed for rezoning. The suggested tiered tourist zone framework for the City of Mandurah is to provide sub-zone categories of the 'Tourist' zone, based on the details provided within the Tourism Planning Taskforce Report (January 2006), as follows:***
 - ***Tourist / Resort zone;***
 - ***Tourist / Accommodation zone; and***
 - ***Tourist / Caravan Park and Camping Grounds zone.***

4.1.2 Land Use Definitions

Scheme 3 currently has a limited range of tourism-related land uses for accommodation, of which the main use 'Chalets, Holiday Flats and Cabins' is not defined. As per the recommended definitions in the Taskforce Report, the following land use definitions are necessary to be incorporated into Scheme 3:

cabin:	<i>means an individual self-contained unit similar to chalet but may lack ensuite facilities and may comprise only one room and is designed for short stay guests, forming part of a tourism facility and where occupation by any person is limited to a maximum of three months in any 12-month period.</i>
chalet:	<i>means an individual self-contained unit usually comprising cooking facilities, ensuite, living area and one or more bedrooms designed to accommodate short stay guests, forming part of a tourism facility and where occupation by any person is limited to a maximum of three months in any 12-month period.</i>
eco-tourist facility:	<i>means a form of tourist accommodation that is designed, constructed, operated and of a scale in an ecologically sustainable way so as not to destroy the natural resources and qualities that attract tourists to the location. The development should utilise sustainable power, have a low energy demand through incorporation of passive solar design, provide for low water consumption, ecologically sensitive waste processing and disposal with no pollutant product.</i>
guesthouse:	<i>means integrated premises for short-stay guests comprising serviced accommodation units and on-site tourism facilities such as reception, centralised</i>

dining, and management, and where occupation by any person is limited to a maximum of three months in any 12-month period.

holiday home: *means a residential building as defined in the Residential Planning Codes, used to provide accommodation for short-stay guests, rather than permanent residency, and excluding those uses more specifically defined elsewhere.*

serviced apartment: *has the same meaning as defined in the Residential Planning Codes, and where occupation by any person is limited to a maximum of three months in any 12-month period.*

short stay accommodation: *means where occupation by any person is limited to a maximum of three months in any 12-month period.*

tourism development: *means a building, or group of buildings forming a complex, designed for the accommodation of short-stay guests and which provides on-site facilities for the convenience of guests and for management of the development, where occupation by any person is limited to a maximum of three months in any 12-month period and excludes those uses more specifically defined elsewhere.*

tourist resort: *means integrated, purpose-built luxury or experiential premises for short-stay guests comprising accommodation units and on-site tourism facilities such as reception, restaurant and leisure facilities like swimming pool, gymnasium, tennis courts, and where occupation by any person is limited to a maximum of three months in any 12-month period.*

As a result of the above, the 'Chalets, Holiday Flats and Cabins' land-use should be deleted from the relevant land use tables.

Recommendation C

- **Introduce new tourism land use definitions into Town Planning Scheme No 3, for the following land uses:**
 - **Chalet;**
 - **Cabin;**
 - **Eco-Tourist Facility;**
 - **Guesthouse;**
 - **Holiday Home;**
 - **Tourist Resort;**
 - **Serviced Apartment;**
 - **Short Stay Accommodation; and**
 - **Tourism Development.**
- **Delete the land use 'Chalets, Holiday Flats and Cabins' from the relevant land use tables of the Town Planning Scheme No 3.**

4.1.3 Tourism Zone Provisions and Development Standards

Scheme Amendment 64 was adopted by Council in March 2004 for advertising purposes with the purpose to ensure that tourist / short-stay accommodation does not need to comply with the *Residential Design Codes* in terms of density, but rather through Scheme 3 via plot ratio restrictions. Permanent residential components of tourism or mixed-use developments would need to comply with the *Residential Design Codes*. As short-stay and tourist accommodation is not considered to be 'Residential' by nature an alternative set of development criteria would then need to be developed as per the recommendations of the Strategy.

Amendment 64 was advertised in June and August 2005. During that time the City was progressing the Strategy, and given the provisions of Amendment 64 pertained to the 'Tourist' zone and associated tourism development, it was considered appropriate to give further consideration of the Amendment in context with the Strategy.

Amendment 64 sought to modify:

- (i) Clause 4.10.3.2 of Scheme 3;
- (ii) Development Standard 3 of Special Use No 5 of Appendix 3 (Lot 306 Halls Head Parade, Halls Head); and
- (iii) Development Standard 7 of Special Use No 7 of Appendix 3 (Lot 4 Leisure Way, Halls Head).

In this regard the following comments are made:

- (i) The modification to clause 4.10.3.2 is replaced via the Scheme Amendment as clause 4.10.3.5, which reads:

Notwithstanding any of the provisions of this Scheme or the R-Codes to the contrary, Council may permit Single Houses, Grouped Dwellings or Multiple Dwellings (as defined by the Residential Design Codes), or any combination of them to an R40 density in a mixed use development. The Single Houses, Grouped Dwellings or Multiple Dwellings component can be permitted to an R40 density calculated over the total development site in the Tourist zone, in addition to a short-stay accommodation component provided that it can be demonstrated that the proposal will contribute to the overall amenity of the area. The total plot ratio of the site shall not exceed 1.5, with Dwellings (as defined by the Residential Design Codes) being limited to a maximum plot ratio of 0.6. In considering such proposals, Council shall have particular regard to measures taken to minimise any potential conflict between residential and non-residential uses.

The purpose of this clause is to clarify that the provisions of the *Residential Design Codes* to only apply to permanent residential components of developments on 'Tourist' zoned land, and not apply to short stay accommodation.

- (ii) The development standards that apply to Special Use No 5 of Appendix 3 (Lot 306 Halls Head Parade, Halls Head) were intended to modify development standard 3 through Amendment 64 to read:

All Dwellings (as defined by the Residential Design Codes) shall reflect a density coding of R12.5/40.

The northern portion of the site has been built (approved in August 2005 for a café/deli and 18 multiple dwellings) and will continue to be zoned 'Special Use No 5' under Scheme 3. Modifying Development Standard 3, whilst having no effect on the approved development, can be updated to be consistent with the specific zone requirements of the 'Tourist' zone.

- (iii) Lot 4 Leisure Way was subdivided into Lots 88, 89 and 90 Leisure Way in June 2002 (WAPC Ref: 115475). Special Use No 7 of Appendix 3, which applied to these lots, was deleted as per the gazettal of Amendment 76 on 4 August 2006. Therefore, the third clause in Amendment 64 no longer applies as the lots are now zoned 'Special Development' via Amendment 76.

It is not the role of the Strategy to provide the detail; however the following should also be taken into account:

- With regards to development criteria for the 'Tourist' zone, a clause needs to be inserted referencing residential component to a maximum 25 per cent will be considered on identified non-strategic tourism sites. The maximum per cent will apply and should incorporate performance criteria similar to density bonus provisions contained in *Residential Design Codes*;
- Tourism development proposals for short stay accommodation within the 'Tourist' zone should not be subject to assessment against the *Residential Design Codes*. Amendment 64 is intended to be abandoned as it relates to the current 'Tourist' zone, and the issues contained within can be dealt with in a more comprehensive scheme amendment that will implement the recommendations of the Strategy;
- New caravan park developments should predominantly be used for tourism purposes, however the breakdown of land uses within new developments will be considered on each parks' merits – namely the amount of permanent accommodation and cabin/chalet development which may be acceptable, having regard to the intent of the zoning and character of the area;
- Include a standard provision within Scheme 3 that requires all units in a tourism development for short-stay accommodation be available for tourism letting, and that limits the length of occupancy of short-stay accommodation and other forms of tourism development on 'Tourist' zoned land to three months in any 12-month period; and
- In regard to the list of land uses, due regard should be given to the sample zoning table provided for in the Taskforce Report (refer [Table 6](#)).

TABLE 6 SAMPLE ZONING TABLE

ZONES									
USE CLASS ⁽¹⁾	Caravan Park	Chalet & Cabin	Motel ⁽²⁾	Hotel ⁽²⁾	Tourist / Resort	Tourist / Accommodation ⁽³⁾	Tourist Investigation ⁽⁴⁾	General rural	Residential R20
Bed & Breakfast	X	X	X	X	X	P	Development subject to compliance with adopted outline development plan. Scheme may provide for minor 'P' uses.	D	D
Caravan and camping	P	D	X	X	D	D		A	X
Park Home Park	A	A	X	X	X	A		X	A
Cabin	P	P	D	D	P	P		A	X
Chalet	D	P	D	D	P	P		A	X
Guest-house	X	D	D	D	P	P		A	X
Holiday Home	X	X	X	X	X	D		X	P
Hotel	X	X	X	P	P	P		X	X
Motel	X	X	P	D	D	P		X	X
Resort	X	X	X	P	P	P		X	X
Serviced Apartment	X	X	D	P	P	P		X	X
Single Dwelling	X	X	X	X	X	X		P	P
Group Housing	X	X	X	X	X	D		X	P
Multiple Dwelling	X	X	X	X	X	D		X	D

NOTES

- ⁽¹⁾ Manager's facilities and ancillary commercial facilities are deemed part of the various Use Classes as appropriate.
- ⁽²⁾ The specific tourism zonings of Hotel and Motel as included in the table reflect the strategic designation of such sites, i.e. no residential use.
- ⁽³⁾ This zoning is applicable only to tourism sites determined to be Local Strategic and appropriately located to include a component of residential development, with tourism use to be dominant. The level of the residential component is to be determined by the local government on a site-specific basis or established in the scheme, up to a 25 per cent maximum only.
- ⁽⁴⁾ This zoning is applicable to areas identified as strategic tourism locations and may be used as an alternative to the special control area designation.

The modifications to the Scheme Text in future Amendments will result in Amendment 64 be not required to be proceeded with.

Recommendation D

- Council abandons Amendment 64 to Town Planning Scheme No 3.

4.1.4 Scheme Text Modifications

Other modifications that should be considered to Scheme 3 pertaining to the 'Tourist' zone and tourism uses are the following:

- Remove commentary to specific and generic land uses within each zone, to ensure all information contained is within Zoning Tables (for example the references to Tourist Retail Facilities, Bed and Breakfast Accommodation and Tourist Orientated Uses).
- Remove 'Caravan Park' as a listed use in the 'Rural' zone, due to many areas currently zoned 'Rural' being located adjacent to the estuary and other fragile environments. Any proposed 'Caravan Parks' would then be subject to a rezoning proposal, which would require a comprehensive environmental assessment.

4.2 SITE / LOCATION SPECIFIC ZONING PROPOSALS

Figure 2 provides an overview of site specific zoning and strategy recommendations, with further details provided in the following sections.

The following recommendations are categorised as:

- State Strategic Tourism Sites;
- Local Strategic Tourism Sites;
- Non-Strategic Tourism Sites;
- Strategic Tourism Locations; and
- Current 'Tourist' zoned sites that are suitable for rezoning.

From Council's resolution to grant final approval of the Strategy on 16 June 2009, several sites are proposed to continue to be retained under the existing 'Tourist' zone. These are discussed further in [sections 4.8](#) and [4.9](#).

4.2.1 Location Assessment Criterion

The following location assessment criterion has been used for identifying these sites and locations (refer [Table 7](#)). The assessment criterion assist in identifying strategic tourist sites and locations throughout the City of Mandurah, along with a number of design principles that should be incorporated into any tourism development proposal or planning consideration incorporating tourism elements (e.g. precinct planning processes).

Note: compliance with one or more of the criteria will not necessarily determine that the site is strategic or otherwise.

Principles

The assessment of sites and locations against these criteria within Mandurah has regard to the following principles:

- Protect estuarine and coastal areas, waterways are important;
- Preserve environmental attributes to cater for lifestyle choices;
- Sustainable use;
- Identify appropriate areas for sustainable use of the coast for tourism, recreation, ocean access, etc;
- Enhance quality of life;
- Innovative design solutions;
- "Activity centre" focus;
- Promotion of mixed use design;
- Mandurah independence from Peel & Perth; and
- Public realm works are important to supplement private realm works.

TABLE 7 LOCATION ASSESSMENT CRITERION

Criterion	Description
Sustainability	The site is required to be developable without compromising the sustainable use of the area's natural and cultural resources, have regard for existing social structures and be part of the delivery of diversified and balanced tourism opportunities.
Planning Context	A site or location identified in a regional planning strategy or a region plan as having high tourism potential and value or may be part of a development area recognised in the State planning framework as having high tourism value.
Accessibility	The site has high accessibility appropriate to the nature of the facility/attraction.
Uniqueness	The site may contain, or be in the vicinity of an attraction of landmark value, or itself be of landmark value.
Setting	The site may have an aspect and outlook that facilitates recreational tourism activities and/or the creation of a tourism character and ambience. This site appeal should be such that it demonstrates a high level of tourism demand or has an inherent potential for such and is highly marketable.
Tourism Activities and Amenities	The site provides, or has easy access to, supporting activities and amenities such as tours, fishing, historic sites, walk trails, environmental interpretation, cafes, restaurant, shops and the like.
Alternative Sites	The site has an element of scarcity in that it may be the only opportunity, or one of a limited number of opportunities, to achieve a significant tourism development in an area, at a particular place or as it may demonstrate a particular function or characteristic.
Suitability	The site is located within a land use context that will not overly limit the extent of activities of guests within the resort due to amenity impacts on adjoining residents or where the adjoining uses will detract from the tourism character of the site.
Capability	The site has the capacity to be developed for tourism purposes and accommodate the associated services in a manner that does not detract from the natural attributes of the site or result in environmental degradation.
Size	The site should be of a size adequate to accommodate a sustainable tourism facility of the appropriate type for the location, with consideration of future expansion, and exhibit potential for the necessary level of services to be provided.
Function	Local Strategic Tourism Sites may perform a specific function, such as a traditional social or cultural role, and/or serve a particular clientele where that may not be replaced readily.

Legend	✓	Positive Criteria
	-	Neutral Criteria
	x	No Impact

LEGEND

TOURISM ACCOMMODATION / ACTIVITY

- RESORT ACCOMMODATION / SERVICED APARTMENTS
- CARAVAN PARK / CHALETs / CAMPING GROUNDS

STRATEGIC TOURISM LOCATION (PRIMARY ACTIVITY)

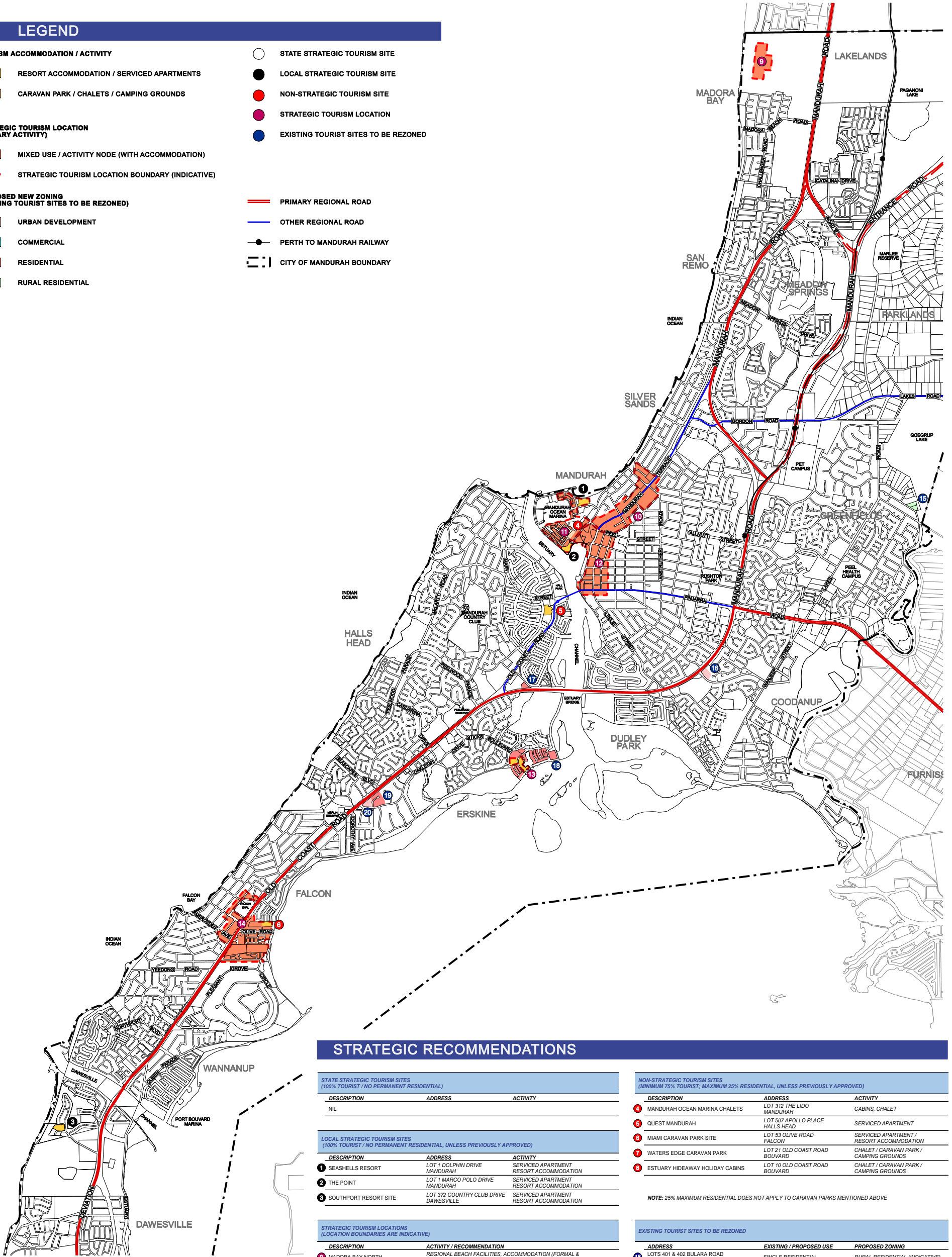
- MIXED USE / ACTIVITY NODE (WITH ACCOMMODATION)
- STRATEGIC TOURISM LOCATION BOUNDARY (INDICATIVE)

PROPOSED NEW ZONING (EXISTING TOURIST SITES TO BE REZONED)

- URBAN DEVELOPMENT
- COMMERCIAL
- RESIDENTIAL
- RURAL RESIDENTIAL

- STATE STRATEGIC TOURISM SITE
- LOCAL STRATEGIC TOURISM SITE
- NON-STRATEGIC TOURISM SITE
- STRATEGIC TOURISM LOCATION
- EXISTING TOURIST SITES TO BE REZONED

- PRIMARY REGIONAL ROAD
- OTHER REGIONAL ROAD
- PERTH TO MANDURAH RAILWAY
- CITY OF MANDURAH BOUNDARY



STRATEGIC RECOMMENDATIONS

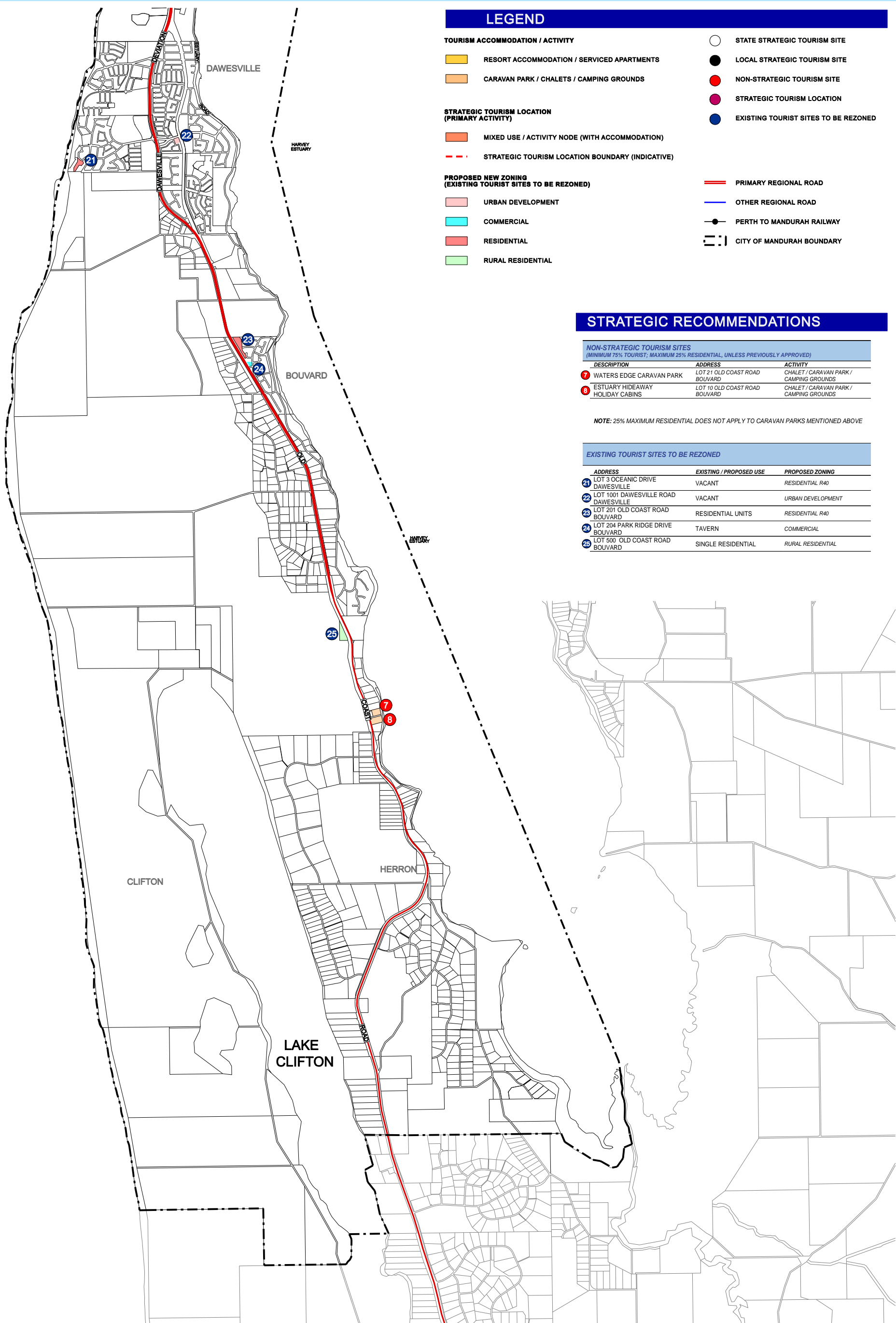
STATE STRATEGIC TOURISM SITES (100% TOURIST / NO PERMANENT RESIDENTIAL)		
DESCRIPTION	ADDRESS	ACTIVITY
NIL		
LOCAL STRATEGIC TOURISM SITES (100% TOURIST / NO PERMANENT RESIDENTIAL, UNLESS PREVIOUSLY APPROVED)		
DESCRIPTION	ADDRESS	ACTIVITY
1 SEASHELLS RESORT	LOT 1 DOLPHIN DRIVE	SERVICED APARTMENT / RESORT ACCOMMODATION
2 THE POINT	LOT 1 MARCO POLO DRIVE	SERVICED APARTMENT / RESORT ACCOMMODATION
3 SOUTHPORT RESORT SITE	LOT 372 COUNTRY CLUB DRIVE	SERVICED APARTMENT / RESORT ACCOMMODATION
STRATEGIC TOURISM LOCATIONS (LOCATION BOUNDARIES ARE INDICATIVE)		
DESCRIPTION	ACTIVITY / RECOMMENDATION	
4 MADURA BAY NORTH	REGIONAL BEACH FACILITIES, ACCOMMODATION (FORMAL & INFORMAL), MAIN STREET COMMERCIAL, MULTI-STORY NODE	
5 MANDURAH TERRACE PRECINCT	ZONING AND LAND USES AS PER MANDURAH TERRACE PRECINCT PLAN WHICH INCLUDES SPECIFIC TOURIST SITES TO BE PROTECTED	
6 MANDURAH OCEAN MARINA	ZONING AS PER MANDURAH OCEAN MARINA OUTLINE DEVELOPMENT PLAN, WHICH INCLUDES SPECIFIC TOURIST SITES TO BE PROTECTED	
7 MANDURAH CITY CENTRE	ZONING AND LAND USES AS PER MANDURAH CITY CENTRE PRECINCT PLAN PROVIDING FOR TOURIST ACCOMMODATION OPPORTUNITIES	
8 MANDURAH QUAY TOURIST SITES	TOURISM USES WITH A FOCUS ON ESTUARY, FORMAL ACCOMMODATION, MULTI-STORY NODE VIA AN ODP PROCESS	
9 FALCON VILLAGE PRECINCT	ZONING AND LAND USES AS PER FALCON VILLAGE PRECINCT PLAN PROVIDING FOR TOURIST ACCOMMODATION OPPORTUNITIES	

NON-STRATEGIC TOURISM SITES (MINIMUM 75% TOURIST; MAXIMUM 25% RESIDENTIAL, UNLESS PREVIOUSLY APPROVED)		
DESCRIPTION	ADDRESS	ACTIVITY
10 MANDURAH OCEAN MARINA CHALETs	LOT 312 THE LIDO MANDURAH	CABINS, CHALET
11 QUEST MANDURAH	LOT 507 APOLLO PLACE	SERVICED APARTMENT
12 MIAMI CARAVAN PARK SITE	LOT 53 OLIVE ROAD	SERVICED APARTMENT / RESORT ACCOMMODATION
13 WATERS EDGE CARAVAN PARK	LOT 21 OLD COAST ROAD BOUVARD	CHALET / CARAVAN PARK / CAMPING GROUNDS
14 ESTUARY HIDEAWAY HOLIDAY CABINS	LOT 10 OLD COAST ROAD BOUVARD	CHALET / CARAVAN PARK / CAMPING GROUNDS
NOTE: 25% MAXIMUM RESIDENTIAL DOES NOT APPLY TO CARAVAN PARKS MENTIONED ABOVE		
EXISTING TOURIST SITES TO BE REZONED		
ADDRESS	EXISTING / PROPOSED USE	PROPOSED ZONING
15 LOTS 401 & 402 BULARA ROAD GREENFIELDS	SINGLE RESIDENTIAL	RURAL RESIDENTIAL (INDICATIVE)
16 LOTS 2 & 3 COODANUP DRIVE COODANUP	VACANT	URBAN DEVELOPMENT
17 LOT 5 LEISURE WAY HALLS HEAD	SMALL LOT RESIDENTIAL	RESIDENTIAL R40
18 MANDURAH QUAY RESIDENTIAL LOTS ERSKINE	SMALL LOT RESIDENTIAL	RESIDENTIAL R40
19 LOTS 103 - 106 WATTEGLEN AVENUE & LOTS 110 - 115, 118 & 121 BINNAR COURT, ERSKINE	GROUPED RESIDENTIAL	RESIDENTIAL R40
20 LOTS 107, 109 BINNAR COURT & 121 WATTEGLEN AVENUE, ERSKINE	VACANT	URBAN DEVELOPMENT / SERVICE COMMERCIAL
21 LOT 3 OCEANIC DRIVE DAWESVILLE	VACANT	RESIDENTIAL R40
22 LOT 1001 DAWESVILLE ROAD DAWESVILLE	VACANT	URBAN DEVELOPMENT
23 LOT 201 OLD COAST ROAD BOUVARD	RESIDENTIAL UNITS	RESIDENTIAL R40
24 LOT 204 PARK RIDGE DRIVE BOUVARD	TAVERN	COMMERCIAL
25 LOT 500 OLD COAST ROAD BOUVARD	SINGLE RESIDENTIAL	RURAL RESIDENTIAL

LOCAL TOURISM PLANNING STRATEGY

FIGURE 2 STRATEGIC RECOMMENDATIONS | NORTH

* REFER TO ODP/PRECINCT PLAN FOR SPECIFIC DETAIL



LOCAL TOURISM PLANNING STRATEGY

FIGURE 2 STRATEGIC RECOMMENDATIONS | SOUTH



4.3 STATE STRATEGIC TOURISM SITES

The term 'State Strategic Tourism Sites' is incorporated into the Strategy, however no such sites have been identified at this time. This term will only apply if a site is selected as having State significance by the future Strategic Tourism Sites Committee.

It is understood from the Taskforce Report that the suggested membership of the Strategic Tourism Sites Committee will include:

- Chair;
- Department for Planning and Infrastructure;
- Tourism Western Australia;
- Tourism Council of Western Australia;
- Urban Development Institute of Australia (WA) / Property Council of Australia (WA);
- Western Australian Local Government Association; and
- Taskforce Representative.

The City of Mandurah may be viewed as a major stakeholder during the process of selecting State Strategic Tourism Sites that are located within the district.

Sites considered as 'State Strategic Tourism Sites' will be selected on an individual basis taking into account particular location issues, in addition to their potential strategic tourism value. This categorisation will be for the continued use of these sites for tourism purposes. Such sites are, or will become, iconic in the tourism industry and would provide one of the platforms on which to increase the wider industry.

4.4 LOCAL STRATEGIC TOURISM SITES

Local Strategic Tourism Sites are those sites that are considered critical to the future growth and community benefit of tourism within the district, and where development shall be for tourism purposes only. The site is required in its entirety for tourism purposes as its highest use.

With regards to the Taskforce Report, the recommendations for 'Strategic Tourism Sites' will apply to 'Local Strategic Tourism Sites'.

Local Strategic Tourism Sites are designated for the retention of a range of tourism opportunities for the general population. These sites may involve a development providing a type of accommodation that increases the variety available in an area, with the intention that this function be retained.

Designation of Local Strategic Tourism Sites does include existing tourist accommodation development, where these sites are appropriate for continued tourism use.

Following a thorough review of tourism accommodation and land uses, the following sites are recommended to be designated as Local Strategic Tourism Sites (100% Tourist / No Permanent Residential, unless previously approved) within the City of Mandurah:

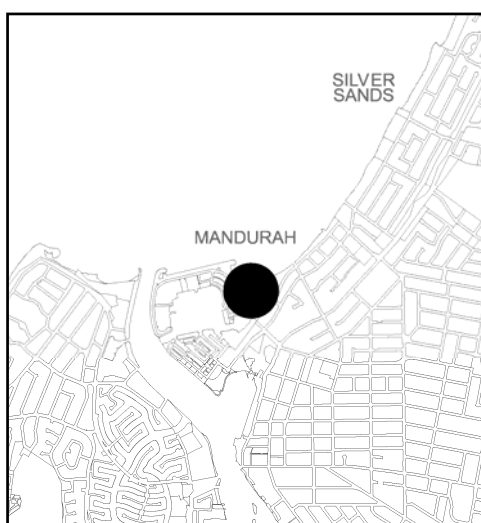
- Seashells Resort;
- The Point Hotel – Bay View Point; and
- Southport Resort Site.

A detailed description and rationale for each of these sites is provided in the following sections.

4.4.1 Seashells Resort

Site Details	
Address	Lot 1, No 16 Dolphin Drive MANDURAH D/P 28809
Site Area	1.8413 hectares
Current Land Use	Resort Accommodation, Mixed Residential and Commercial
Scheme 3 Zoning	Mandurah Ocean Marina Development
ODP Applicable	Mandurah Ocean Marina
ODP Designation	Tourist / Commercial (Resort Accommodation: 60% tourist / 40% residential)
Strategic Plan No.	1
Local Strategic Tourism Site Criteria	
Sustainability	✖ On-site facilities and buildings do not affect natural or cultural resources
Planning Context	✓ Within a broader tourism area (Mandurah Ocean Marina precinct)
Accessibility	✓ Highly connected to Mandurah Terrace and city centre
Uniqueness	✓ Few similar facilities on a north-facing beach, in an ocean marina setting
Setting	✓ Marina ambience in a relaxed, holiday location, close to activities and attractions
Tourism Activities and Amenities	✓ 1, 2 or 3 bedroom apartments, beachside villas, pool/spa, conference facilities, tennis court, future restaurant, day spa, gymnasium and retail shops
Alternative Sites	✓ Few similar sites within the Peel region or district. Large landholding for coordinated tourism management
Suitability	✓ Site does not generate amenity impacts on neighbours, and provides a range of experiences for guests
Capability	✓ Site is being developed in three stages for tourism purposes, and does not detract from natural attributes of the sites context
Size	✓ Adequate size for future expansion and sustainable tourism facility
Function	✓ A high quality resort accommodation facility to draw a particular clientele to Mandurah, however no traditional social/cultural role identified

Location Plan



Site Description

Stage One of the Seashells Resort opened in 2005, with subsequent stages currently under construction, which will result in the provision of:

- 147 tourism accommodation units;
- 60 residential apartments / penthouse units; and
- A range of commercial facilities and on-site facilities.

The original planning for the site provided for 30 per cent residential development, as recognised by the Mandurah Ocean Marina Outline Development Plan. This provision is further recognised in the Strategy, however it is anticipated that any substantial redevelopment of the site would be for tourism only purposes.

A proposal lodged with the City of Mandurah to amend the Mandurah Ocean Marina Outline Development Plan sought to increase the allowable residential component from 30 per cent to 40 per cent, which was granted final approval by Council on 16 September 2008. While this request still requires approval from the Commission, the Strategy acknowledges this outcome.

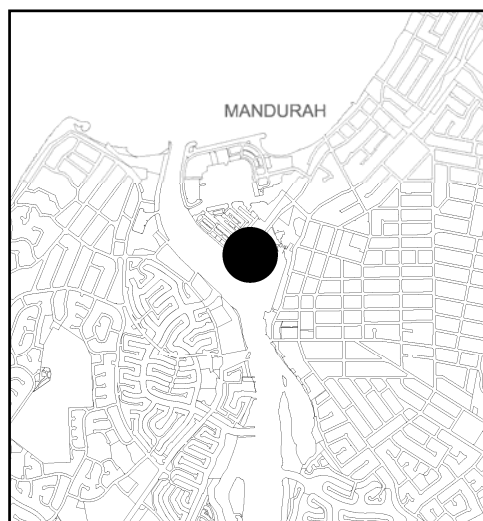
Recommendation 1

- ***Lot 1 Dolphin Drive, Mandurah (Seashells Resort) be designated as a Local Strategic Tourism Site (100% Tourist / No Permanent Residential, unless previously approved);***
- ***Council's preferred tourism activities for Lot 1 Dolphin Drive, Mandurah be Serviced Apartment, Tourist Resort or Tourism Development land uses; and***
- ***The current zoning of 'Mandurah Ocean Marina Development' be retained through this process, with development and land use proposals being subject to the Mandurah Ocean Marina Outline Development Plan.***

4.4.2 The Point Hotel – Bay View Point

Site Details	
Address	Lot 1, No 1 Marco Polo Drive MANDURAH D/P 49156
Site Area	1.5272 hectares
Current Land Use	Bar, Restaurant, Hotel/Service Apartments, Shops, Multiple Dwellings
Scheme 3 Zoning	Mandurah Ocean Marina Development
ODP Applicable	Peninsula Hotel
ODP Designation	Hotel and Retail (Levels 2-6 Tourism, Level 7 Residential)
Strategic Plan No.	2
Local Strategic Tourism Site Criteria	
Sustainability	Development of the site does not compromise the area's natural and cultural resources (culturally significance elements protected by ODP)
Planning Context	Within a broader tourism area (Mandurah Ocean Marina precinct, Civic and Cultural precinct)
Accessibility	Good access for pedestrians and motorists, 300m walking distance to public transport on Mandurah Terrace
Uniqueness	In the vicinity of landmark buildings of Mandurah (Sailing Museum, Mandurah Performing Arts Centre) and locations (Mandurah Ocean Marina, eastern foreshore) as well as being a historical landmark for Mandurah (old Peninsula Hotel site)
Setting	Focus on Mandjar Bay and eastern foreshore while in a relaxed, marine precinct of Mandurah
Tourism Activities and Amenities	Four star hotel serviced apartments, tavern, retail shops, and boardwalks. Well located to cultural, shopping and recreational activities in Ocean Marina and city centre, including tours (e.g. boat tours)
Alternative Sites	Few similar sites within the Peel region or district. Large landholding for coordinated tourism management
Suitability	Site does not generate amenity impacts on neighbours, and provides a range of experiences for guests
Capability	Site is being developed as a third stage for tourism purposes in a broader development, and does not detract from natural attributes of the site's context
Size	Adequate size for a sustainable tourism facility
Function	Will broaden accommodation opportunities for clientele as well as conferences

Location Plan



Site Description

The site is currently zoned 'Mandurah Ocean Marina Development', with Scheme 3 including a clause which states that an Outline Development Plan for the site restricts permanent residential units to 20 per cent of the total residential units within the 'hotel site' (clause 4.12.3).

The proposed development has been approved with an eight-storey building, with 107-room hotel and serviced apartments to operate under Mirvac's 'Sebel' banner, with additional facilities on-site including a bar/brasserie and café/restaurants at ground level.

The provision of short stay accommodation in this location, with water frontage, provides the opportunity for Mandurah to capitalise in the conference and performance market with the Mandurah Performing Arts Centre located adjacent.

The provisions for the permanent residential versus tourist units is provided for in Scheme 3 as referenced above, however this provision is also being recognised in the Strategy.

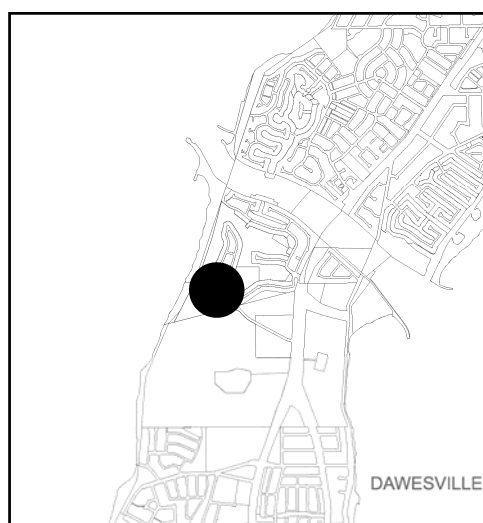
Recommendation 2

- ***The northern portion of Lot 1 Marco Polo Drive, Mandurah (The Point Hotel – Bay View Point) containing the hotel building as outlined on the Peninsula Hotel Outline Development Plan (dated 7 October 2008) be designated as a Local Strategic Tourism Site (100% Tourist / No Permanent Residential, unless previously approved);***
- ***Council's preferred tourism activities for the northern portion of Lot 1 Marco Polo Drive, Mandurah (The Point Hotel – Bay View Point) be Serviced Apartment, Tourist Resort or Tourism Development land uses, in addition to uses listed on the approved Peninsula Hotel Outline Development Plan; and***
- ***The current zoning of 'Mandurah Ocean Marina Development' be retained through this process, with development and land use proposals being subject to the approved Peninsula Hotel Outline Development Plan.***

4.4.3 Southport Resort Site

Site Details	
Address	Lot 372, No 372 Country Club Drive DAWESVILLE D/P 48299
Site Area	1.5980 hectares
Current Land Use	Under Construction – Health Studio, Hotel and Serviced Apartments
Scheme 3 Zoning	Urban Development
ODP Applicable	Southport
ODP Designation	Resort (subject to Development Guide Plan)
Strategic Plan No.	3
Local Strategic Tourism Site Criteria	
Sustainability	✓ Site development will compliment surrounding natural and cultural resources, and will provide quality accommodation in the area
Planning Context	✓ Identified through 'Southport' Outline Development Plan for tourism purposes as a resort/hotel site
Accessibility	✓ Accessible from highway to south or north, future access through to beach and direct link to adjacent recreational facilities
Uniqueness	✓ Within proximity of world-class golf courses and well known beach, as well as landmark Dawesville Channel
Setting	✓ Coastal and luxurious setting adjacent to world-class golf course and high quality development
Tourism Activities and Amenities	✓ Future hotel, café/restaurant, day spa, pool and function facilities. Access to golf course, surf life saving club and beach activities
Alternative Sites	✓ Limited opportunities for similar development in proximity to coast within the Peel region or district
Suitability	✓ Site is appropriately zoned and necessary approvals obtained for tourism accommodation to be developed
Capability	✓ Site has additional capacity to be developed (current approval has less rooms than allowable, yet ability for rooms to be subdivided to double 'key' numbers). Additional facilities on-site will be of benefit to visitors and locals
Size	✓ Adequate size for tourism accommodation and other services to be provided
Function	✓ Will cater as part of an integrated tourism node – beach, golf, conference and leisure facilities within one location

Location Plan



Site Description

The Southport Resort Site has been identified within the Southport Outline Development Plan, with a subsequent Development Guide Plan (DGP) prepared for this precinct. Components of the approved DGP are:

- Hotel Precinct Provisions
 - Maximum 8 storey height limit; 180 rooms in the hotel/resort; resort with food and beverage facilities so that it can operate independently from other such facilities provided within the precinct (i.e. Clubhouse);
- Serviced Apartment Precinct Provisions
 - Maximum 2 storey height limit; short stay serviced apartments and uses of a similar nature, including ancillary/support facilities are permitted; maximum of 25 short stay apartments/villas permissible; and
- In addition to tourism development on Lot 372, the DGP provides for the use of apartments on Lot 371 to be used for residential or short-stay purposes subject to management arrangements between the owner of the apartment and the operator of the resort/hotel.

In regard to the criteria for identification of a Local Strategic Tourism Site, the following comments are provided:

- The site is in the vicinity of the Dawesville Channel and Indian Ocean;
- Located adjacent to a district beach with a surf life saving club under construction;
- A World class golf course and associated development (clubhouse, restaurant, function centre etc.) are provided adjacent; and
- There are limited opportunities for a similar style of development in the southern area of Mandurah.

Significant planning has been undertaken to identify the site, and the Strategy needs to reinforce the importance of the site to ensure it is protected.

Recommendation 3

- ***Lot 372 Country Club Drive, Dawesville be designated as a Local Strategic Tourism Site (100% Tourist / No Permanent Residential, unless previously approved);***
- ***Council's preferred tourism activities for Lot 372 Country Club Drive, Dawesville be Serviced Apartment, Tourist Resort or Tourism Development land uses;***
- ***Lot 372 Country Club Drive, Dawesville be rezoned from 'Urban Development' to 'Special Development' under the Scheme, with development and land use proposals being subject to the Southport Outline Development Plan and Southport Resort Precinct Development Guide Plan; and***
- ***Upon the introduction of a tiered zoning framework, the opportunity to rezone the site to 'Tourist / Resort' zone be considered.***

4.5 NON-STRATEGIC TOURISM SITES

Non-Strategic Tourism Sites are those sites that have an important tourism function but where their retention for tourism-only purposes is not in all cases critical, or where a component of residential development has been determined as being suitable.

On Non-Strategic Tourism Sites that are located appropriately to accommodate residential development and where determined appropriate in the planning context, flexibility can be provided for residential-no occupancy restriction components in developments up to a maximum of 25 per cent. The Strategy recognises that consideration may be made on the merits of a development proposal for development to vary this 25 per cent maximum, subject to consultation with the Western Australian Planning Commission and Tourism WA. This variation would be considered on whether a site selected for tourism purposes could be developed for such use and having regard to the objectives of the Strategy. For caravan park proposals, the 25 per cent maximum is not applicable.

As referenced in Recommendation 10 of the Taskforce Report, where a tourism development is approved with a residential-no occupancy restriction component on land zoned appropriately, it will need to comply with the following design and development principles:

- *Those areas of the site providing the highest tourism amenity, e.g. the beachfront, shall be retained for tourism purposes and not designated for residential-no occupancy restriction units;*
- *The location of all units on the site shall provide for ease of tourism access through the site and facilitate easy access to areas of high tourism amenity within or adjoining the site;*
- *The maximum proportion of residential-no occupancy restriction units shall be such that the site retains a dominant tourism function and character, and shall be determined by the local government between zero and 25 per cent inclusive;*
- *The maximum percentage of tourism units / residential-no occupancy restriction units on the site shall comply with the following at all stages of the development of the site:*
 - *The proportion of residential-no occupancy restriction units relative to the total number of accommodation units on the site shall be equal to or less than the approved percentage;*
 - *The site area occupied by the residential-no occupancy restriction units, and any areas designated for the specific use of the occupiers of those units, relative to the area occupied by the short-stay development shall be equal to or less than the approved percentage. In calculating the area occupied by the short-stay development, those facilities available for common use, such as reception and recreation facilities, shall be excluded from the calculation; and*
 - *Any individual residential-no occupancy restriction unit, and as a whole any residential-no occupancy restriction component of such a development shall be of a design and scale that it clearly is subsidiary to the tourism component of the development such that the tourism component remains dominant in all aspects.*
- *All units in the development shall be designed primarily for tourist occupation, form part of an integrated complex and shall not be subject to compliance with the Residential Design Codes of Western Australia to the extent necessary to meet these requirements, unless specified under a local planning scheme;*
- *Design differentiation between tourism and residential-no occupancy restriction units within a complex shall be limited to that required to accommodate the various components of the tourism market;*
- *Residential-no occupancy restriction units may be concentrated in an area of the complex and provided with specific recreation and amenity facilities but shall be designed to enable management and use as an integrated part of the overall complex. In assessing the location of units, the potential for a residential-no occupancy restriction component to provide a transition between tourism development and surrounding residential uses should be taken into account; and*
- *The development shall incorporate those facilities normally associated with tourist accommodation developments such as recreation, entertainment facilities and integrated management facilities.*

The following sites have been identified as Non-Strategic Tourism Sites:

- Mandurah Ocean Marina Chalets;
- Quest Mandurah;
- Miami Caravan Park (Tourist Development Component);
- Waters Edge Caravan Park; and
- Estuary Hideaway Holiday Cabins.

A detailed description and rationale for each of these sites is provided in the following sections. Where current planning provisions provide for a ratio different to 25 per cent permanent residential, this will be reflected in the recommendations.

4.5.1 Mandurah Ocean Marina Chalets

Site Details	
Address	Lot 312, Reserve 48151 The Lido MANDURAH D/P 40017
Site Area	0.8830 hectares
Current Land Use	Chalet Park
Scheme 3 Zoning	Mandurah Ocean Marina Development
ODP Applicable	Mandurah Ocean Marina
ODP Designation	Tourist / Chalet Park (100% Tourism)
Strategic Plan No.	4
Non-Strategic Tourism Site Criteria	
Sustainability	<ul style="list-style-type: none"> Low scale development does not compromise area's natural or cultural resources, and replace historical cabin/caravan park facilities that were once in the locality
Planning Context	<ul style="list-style-type: none"> Identified within a broader area (Mandurah Ocean Marina precinct) for tourism purposes
Accessibility	<ul style="list-style-type: none"> Good access for pedestrians and motorists, 500m walking distance to public transport on Mandurah Terrace
Uniqueness	<ul style="list-style-type: none"> Within a broader landmark area (Mandurah Ocean Marina), however has no site-specific landmark qualities
Setting	<ul style="list-style-type: none"> Well located to city centre activities, Mandurah Ocean Marina facilities and activities, beaches and cultural facilities
Tourism Activities and Amenities	<ul style="list-style-type: none"> 3.5 star cabins with common areas/facilities, with surrounding area catering for boating, recreation, cultural activities, cafés/restaurants, shopping, tours
Alternative Sites	<ul style="list-style-type: none"> Limited opportunities for affordable cabin-like accommodation within close proximity to Ocean Marina, coast, estuary and city centre
Suitability	<ul style="list-style-type: none"> Site does not generate amenity impacts on neighbours, and provides a range of experiences for guests
Capability	<ul style="list-style-type: none"> Site is being developed tourism purposes in the broader Ocean Marina development, and does not detract from natural attributes of the sites context
Size	<ul style="list-style-type: none"> Adequate size for a sustainable tourism facility
Function	<ul style="list-style-type: none"> Will broaden affordable accommodation opportunities for clientele

Location Plan





Site Description

The Mandurah Ocean Marina Chalets provide for tourism accommodation within the Mandurah Ocean Marina precinct, following the closure of the former Peninsula Caravan Park.

The Chalets are owned and operated by the City of Mandurah, in a setting which is close to a range of amenities and activities. The site was identified in the planning for the Mandurah Ocean Marina for some time with the chalets opening in 2003-2004.

The site should be identified as a Non-Strategic Tourism Site within the context of the Strategy.

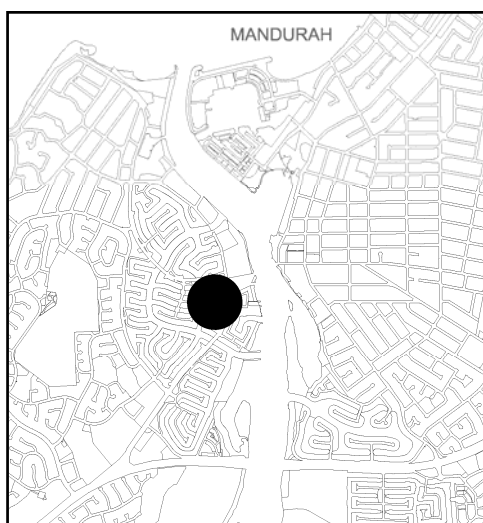
Recommendation 4

- ***Lot 312 The Lido, Mandurah (Mandurah Ocean Marina Chalets) be designated as a Non-Strategic Tourism Site (minimum 75% Tourist / maximum 25% Permanent Residential, unless previously approved);***
- ***The ratio of 75%/25% will only be considered by Council as a part of a comprehensive redevelopment of the subject site, and will not be considered for the conversion of the existing chalets to permanent residential; and***
- ***The current zoning of 'Mandurah Ocean Marina Development' be retained through this process, with development and land use proposals being subject to the Mandurah Ocean Marina Outline Development Plan.***

4.5.2 Quest Mandurah

Site Details	
Address	Lot 507, No 20 Apollo Place HALLS HEAD S/P 38186
Site Area	1.8000 hectares
Current Land Use	Serviced Apartments and Multiple Dwellings
Scheme 3 Zoning	Canal
ODP Applicable	Port Mandurah
ODP Designation	Residential R40
Strategic Plan No.	5
Non-Strategic Tourism Site Criteria	
Sustainability	<ul style="list-style-type: none"> - The site is developed for a mix of permanent residential and short stay accommodation, consistent with the area's natural and cultural resources
Planning Context	<ul style="list-style-type: none"> - Current zoning of 'Canal' and designation of 'Residential R40' does not reflect the predominant use of the site as serviced apartments
Accessibility	<ul style="list-style-type: none"> ✓ Accessible from Old Coast Road via Apollo Place to city centre and other precincts of Mandurah. Approximately 660m walk to city centre
Uniqueness	<ul style="list-style-type: none"> ✓ In the vicinity of landmark canal waterways, and in close proximity to the Hall Park, eastern foreshore and city centre
Setting	<ul style="list-style-type: none"> ✓ Ambient waterway setting and located within an inner area of Mandurah contributing to diversity of activities near the site
Tourism Activities and Amenities	<ul style="list-style-type: none"> ✓ Serviced apartments, pool/spa, BBQ area, boat mooring facilities. Close proximity to canal waterways and associated water-based activities, Hall Park and city centre
Alternative Sites	<ul style="list-style-type: none"> ✓ Limited alternative sites for short stay accommodation at such a scale within a canal development located in an inner area close to the city centre
Suitability	<ul style="list-style-type: none"> ✓ Limited to no amenity impacts on surrounding residents through the operation of the site for accommodation purposes
Capability	<ul style="list-style-type: none"> ✓ Existing development is considered to accommodate a sustainable tourism facility with potential for expansion through additional development (most likely in the form of a redevelopment)
Size	<ul style="list-style-type: none"> ✓ Lot size suitable for tourism accommodation within the canal estate setting
Function	<ul style="list-style-type: none"> - Provision of serviced apartments appropriately caters for visitors to the district

Location Plan



Site Description

The site plays an important tourism function and has strategic relationship to the city centre and is located on a canal waterfront; however this is not recognised by the current zoning of the site.

The site has a total of 73 apartments, of which 58 are for short-stay accommodation (80 per cent). The Strategy recognises the importance of the site, and recommends that it be a Non-Strategic Tourism Site.

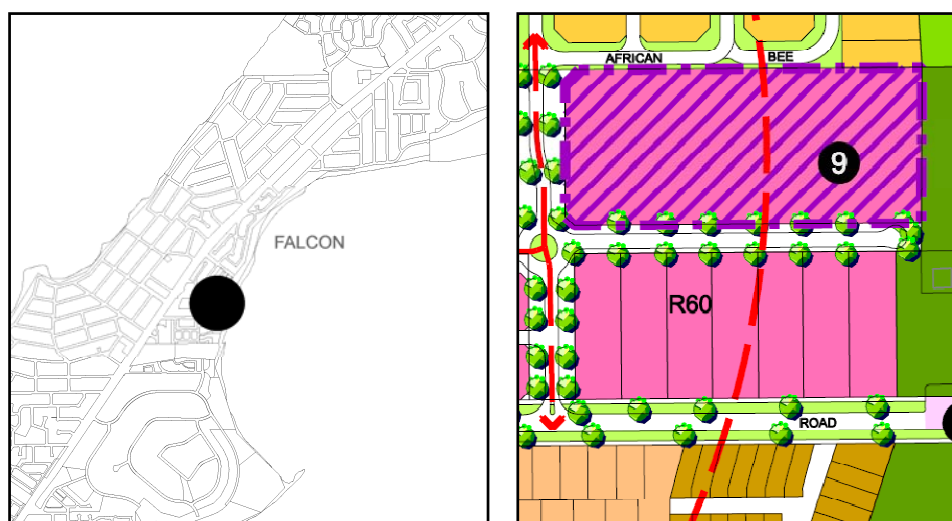
Recommendation 5

- ***Lot 507 Apollo Place, Halls Head be designated as a Non-Strategic Tourism Site (minimum 75% Tourism / maximum 25% Permanent Residential, unless previously approved);***
- ***Council's preferred tourism activity for Lot 507 Apollo Place, Halls Head be the Serviced Apartment land use;***
- ***Lot 507 Apollo Place be rezoned from 'Canal' to 'Tourist';***
- ***The development or redevelopment of Lot 507 Apollo Place, Halls Head be facilitated through an Outline Development Plan process to the satisfaction of Council; and***
- ***Upon the introduction of a tiered zoning framework, the opportunity to rezone the site to 'Tourist / Accommodation' zone be considered.***

4.5.3 Miami Caravan Park (Tourist Development Component)

Site Details	
Address	Lot 53, No 32 Olive Road FALCON D/P 46151
Site Area	3.0172 hectares
Current Land Use	Caravan Park
Scheme 3 Zoning	Precinct Development
Precinct Plan Applicable	Falcon Village
Precinct Plan Designation	Tourist Development (subject to Development Guide Plan) for 1 hectare of the site
Strategic Plan No.	6
Non-Strategic Tourism Site Criteria	
Sustainability	✓ A buffer to residents and the Estuary would be considered in order to resolve any potential natural or cultural issues with tourism development
Planning Context	✓ <i>Inner Peel Region Structure Plan</i> and Falcon Village Precinct Plan identify the site for tourism purposes
Accessibility	✗ The <i>Bridge to Bridge Study</i> proposes a future road connection from Olive Road to Contest Avenue, improving accessibility to the site
Uniqueness	✓ Site is within a traditional holiday area of Mandurah, with access to Estuary and coast, boat ramp, and Falcon activity centre
Setting	✓ A casual beach and estuary experience at a district community recreation node
Tourism Activities and Amenities	✗ Future amenities on-site would be dependent on future proposals. Coastal and estuary foreshore facilities would require reinvestment: jetty/boardwalk, small boat hire facilities, picnic areas, etc.
Alternative Sites	✓ Limited opportunities for tourism accommodation within such an activity centre while adjacent to Estuary and near coast
Suitability	✓ Site currently used for tourism and considered appropriate to continue using this portion of the site for short-stay accommodation
Capability	✓ Future development proposals would respond to maximising the natural amenity of the site and minimising impacts on surrounding residents
Size	✓ Adequate size for a sustainable tourism facility, with location catered by off-site amenities and attractions
Function	✗ Will continue providing short-stay accommodation on-site

Location Plan



Site Description

The Miami Caravan Park has been in operation for approximately 25 years, providing 140 caravan park sites, of which 22 are only available for short term stay according to Tourism WA's Accommodation Audit (15 per cent).

The Falcon Village Precinct Plan recognises that over time, redevelopment of the site is likely to occur. In doing so, a one (1) hectare portion of the site has been identified as 'Tourist Development' to protect the most valuable waterfront land for tourism purposes. The precinct plan, however, is not designed to limit tourism to this one half of the site should the landowners seek to redevelop the whole caravan park for tourism.

Through the Falcon Village Precinct Plan's design criteria, this location will be treated as if it is zoned 'Special Development' in Scheme 3 and prior to any subdivision or development, the landowner will be required to prepare a Development Guide Plan as set out in clause 4.13.4 of Scheme 3.

Primarily the Development Guide Plan shall address the following:

- Land-uses, which shall be tourist related (unless recommended otherwise by the Strategy);
- Location of buildings, access points, and services; and
- Building height, which shall be designed in accordance with the vision, aims and context of the Precinct Plan.

The Development Guide Plan will be required to undergo public advertising as set out in clause 4.13.4.2 of Scheme 3.

The Strategy recommends this area as a Non-Strategic Tourism Site, with a requirement that the area identified within the site as 'Tourist Development' having a maximum 25 per cent residential component.

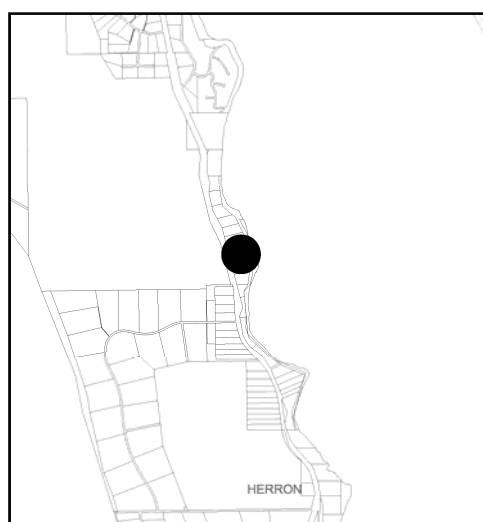
Recommendation 6

- ***Portion of Lot 53 Olive Road, Falcon (that area shown as 'Tourist Development' on the Falcon Village Precinct Plan) be designated as a Non-Strategic Tourism Site (minimum 75% Tourism / maximum 25% Permanent Residential, unless previously approved);***
- ***Council's preferred tourism activities for portion of Lot 53 Olive Road, Falcon be Cabin, Chalet, Eco-Tourist Facility, Serviced Apartment, Tourist Resort or Tourism Development land uses; and***
- ***The current zoning of 'Precinct Development' be retained through this process, with any tourism and/or residential development proposal being subject to the preparation and adoption of a Development Guide Plan as required under the Falcon Village Precinct Plan.***

4.5.4 Waters Edge Caravan Park

Site Details	
Address	Lot 21, No 2133 Old Coast Road BOUVARD D/P 44278
Site Area	1.4814 hectares
Current Land Use	Caravan Park
Scheme 3 Zoning	Rural
Precinct Plan Applicable	N/A
Precinct Plan Designation	N/A
Strategic Plan No.	7
Non-Strategic Tourism Site Criteria	
Sustainability	Development of the site must respond to requirements regarding effluent nutrient treatment and number of guests occupying the accommodation
Planning Context	Historical use for camping etc. with general strategic references for tourism purposes within <i>Coastal and Lakelands Planning Strategy</i>
Accessibility	Access directly from Old Coast Road
Uniqueness	One of few sites backing onto Estuary that has traditionally provided accommodation to holiday makers
Setting	Estuary location provides for a secluded environment conducive to caravan parks, with small boat launch providing access to the waterway
Tourism Activities and Amenities	Provides water-based activity opportunities, and proximity to nearby tourism attractions (e.g. Yalgorup National Park, Cape Bouvard Winery, Thrombolites)
Alternative Sites	Environmental sensitivity of the surrounding natural environment is conducive to retaining and upgrading existing caravan parks and camping grounds
Suitability	Currently limited number of visitors due to ratio of permanent and short-stay spaces within the caravan park. Any redevelopment could provide additional short-stay accommodation options for holiday makers
Capability	Subject to appropriate development and management of the site, capability of the site to expand could be achieved
Size	Size is adequate for ongoing operation of the caravan park
Function	Site historically has served a need for visitors within Mandurah

Location Plan



Site Description

According to the Accommodation Audit, the Caravan Park on this site has been in operation for over 30 years. However, with a total of 79 sites, only nine are available as tourist sites (maximum capacity of 44 people).

The site demonstrates some strategic qualities – it has served a historical tourism function, is located adjacent to the Estuary, serves a need and as identified in the Accommodation Audit, there is demand recognised by the operator. The allocation of long term and short term bays needs to be based on a number of factors including the size of the park and the demand for short-stay, versus the viability of the caravan park all year round.

Any redevelopment of the site should ensure that tourism usage is provided for, with the site limited for permanent residential use, primarily due to the location being removed from normal urban services.

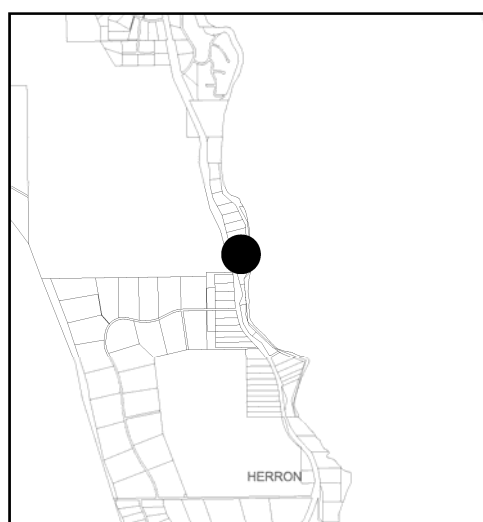
Recommendation 7

- ***Lot 21 Old Coast Road, Bouvard (Waters Edge Caravan Park) be designated as a Non-Strategic Tourism Site (recommended minimum 75% Tourism / maximum 25% Permanent Residential, where the final breakdown of uses within new development to be considered on the proposal's merits, namely the amount of permanent accommodation and cabin/chalet development which may be acceptable, unless previously approved);***
- ***Council's preferred tourism activities for Lot 21 Old Coast Road, Bouvard (Waters Edge Caravan Park) be Cabin, Caravan Park, Chalet and Eco-Tourist Facility land uses; and***
- ***Upon the introduction of a tiered zoning framework, the opportunity to rezone the site to 'Tourist / Caravan Park and Camping Grounds' zone be considered.***

4.5.5 Estuary Hideaway Holiday Cabins

Site Details	
Address	Lot 10, No 2151 Old Coast Road BOUVARD D/P 63894
Site Area	2.0640 hectares
Current Land Use	Holiday Cabins
Scheme 3 Zoning	Rural
Precinct Plan Applicable	N/A
Precinct Plan Designation	N/A
Strategic Plan No.	8
Non-Strategic Tourism Site Criteria	
Sustainability	Development of the site must respond to requirements regarding effluent nutrient treatment and number of guests occupying the accommodation
Planning Context	Historical use for cabins etc. with general strategic references for tourism purposes within <i>Coastal and Lakelands Planning Strategy</i>
Accessibility	✓ Access directly from Old Coast Road
Uniqueness	✓ One of few sites backing onto Estuary that has traditionally provided accommodation to holiday makers
Setting	✓ Estuary location provides for a secluded environment conducive to cabins
Tourism Activities and Amenities	✓ Proximity to nearby tourism attractions (e.g. Yalgorup National Park, Cape Bouvard Winery, Thrombolites)
Alternative Sites	✓ Environmental sensitivity of the surrounding natural environment is conducive to retaining and upgrading existing caravan parks and camping grounds
Suitability	✓ Currently limited number of visitors due to ratio of permanent and short-stay spaces within the holiday cabin site. Any redevelopment could provide additional short-stay accommodation options for holiday makers
Capability	✓ Subject to appropriate development and management of the site, capability of the site to expand could be achieved
Size	✓ Size is adequate for ongoing operation of the cabins, with indications of future expansion
Function	✓ Site historically has served a need for visitors within Mandurah

Location Plan



Site Description

According to the Accommodation Audit, there are currently 10 holiday cabins on the site.

The site has received planning approval from City for development of 36 park homes, 12 caravans, 36 tents, with conditions of planning approval restricting occupancy to 3 months (i.e. designated as short-stay).

The site demonstrates some strategic qualities – it has served a historical tourism function, is located adjacent to the Estuary and serves a need. The allocation of long-stay and short-stay bays needs to be based on a number of factors including the size of the park and the demand for short-stay, versus the viability of the caravan park all year round.

The site is being recommended as a Non-Strategic Tourism Site due to it not demonstrating the broad range of strategic characteristics; however the site should have limited permanent residential use, primarily due to the location being removed from normal urban services.

Recommendation 8

- ***Lot 10 Old Coast Road, Bouvard (Estuary Hideaway Holiday Cabins) be designated as a Non-Strategic Tourism Site (recommended minimum 75% Tourism / maximum 25% Permanent Residential, where the final breakdown of uses within new development to be considered on the proposal's merits, namely the amount of permanent accommodation and cabin/chalet development which may be acceptable, unless previously approved);***
- ***Council's preferred tourism activities for Lot 10 Old Coast Road, Bouvard (Estuary Hideaway Holiday Cabins) be Cabin, Caravan Park, Chalet and Eco-Tourist Facility land uses; and***
- ***Upon the introduction of a tiered zoning framework, the opportunity to rezone the site to 'Tourist / Caravan Park and Camping Grounds' zone be considered.***

4.6 STRATEGIC TOURISM LOCATIONS

Strategic Tourism Locations are:

- Those areas identified as having future tourism potential and where further planning is required for the identification of specific tourism sites and other uses. The designation is applicable to urban areas identified as having redevelopment potential where a primary function of the area is tourism, or is recognised as having tourism potential; or
- Sites or locations where there are identified activities that provide a positive contribution to tourism (and not necessarily as an accommodation function).

Recommendation 8 of the Taskforce Report provides the following information in regard to strategic tourism locations:

- *That where the preparation of a local planning strategy results in the identification of a strategic tourism location, that specific process provisions and assessment criteria to guide detailed planning of the location be included in the strategy, and the town planning scheme where that land is to be zoned consistent with that designation.*

The achievement of this in a town planning scheme can be via the use of a special control area or specific zoning of the land as tourism investigation. Both mechanisms are to require the preparation of an outline development plan, or similar, and appropriate zoning prior to subdivision or development. Criteria for assessment of an outline development plan also shall be established suitable to the site and reflecting the taskforce policy framework and the recommended SPP, Land Use Planning for Tourism.

- *The required planning is to establish land use and development parameters for areas within the location, which may include strategic, non-strategic and non-tourism sites. Developed plans also may include the designation of land for specific-purpose tourism developments, such as integrated tourist-resorts, which may cover part or the overall location. Where plans propose integrated development, mechanisms are to be established for linking the development of any residential/non-tourism components to the designated tourism site, and linking the various tourism components, to ensure the future development of the tourism sites occurs and the tourism value of the development is not compromised.*

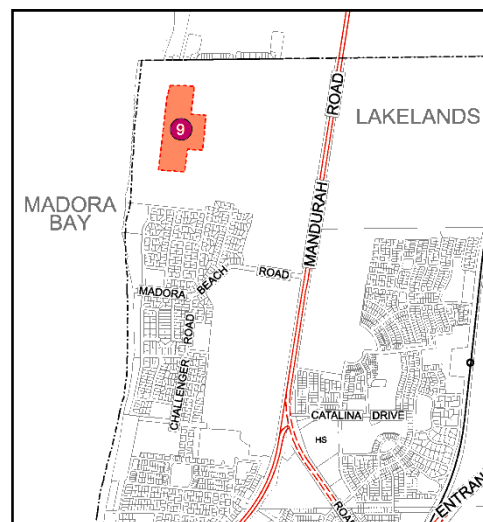
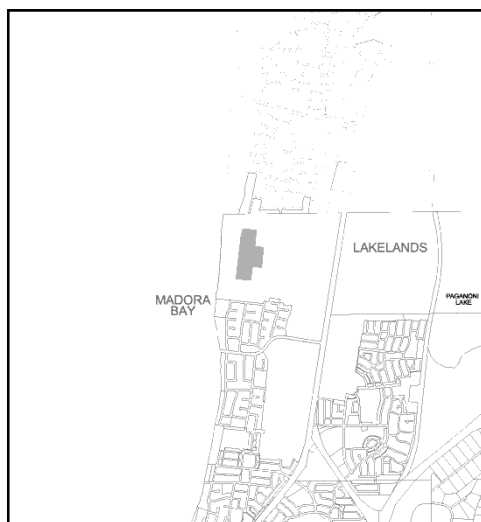
The following locations have been identified as Strategic Tourism Locations:

- Madora Bay North;
- Mandurah Terrace Precinct;
- Mandurah Ocean Marina Precinct;
- Mandurah City Centre Precinct;
- Mandurah Quay Tourist Sites (Resort Accommodation); and
- Falcon Village Precinct.

A detailed description and rationale for each of these sites is provided in the following sections.

4.6.1 Madora Bay North

Site Details	
Address	Lot 100 Mandurah Road MADORA BAY D/P 54483
Site Area	120.5066 hectares
Current Land Use	Vacant, Remnant Vegetation
Scheme 3 Zoning	Residential R12.5/20, Urban Development, Rural, Conservation & Foreshore Reserve (Conservation & Foreshore reserved as Regional Open Space under the Peel Region Scheme)
Structure Plan Applicable	Mandurah North Structure Plan
Structure Plan Designation	Madora Bay Regional Beach
Strategic Plan No.	9
Strategic Tourism Location Criteria	
Sustainability	✓ Success as a location will be dependent on maintaining the coast's visual amenity, while providing a high quality built form, community recreation opportunities, public transport access and a <i>bona fide</i> tourism experience
Planning Context	✗ Identified for regional beach designation, and some future tourism use within a medium density urban setting
Accessibility	✓ To be determined through successive plans being prepared
Uniqueness	✓ Only regional beach within the district, and will be one of few vacant land parcels for tourism opportunities to be sought
Setting	✓ Appropriate coastal and environment setting for tourism accommodation and activities
Tourism Activities and Amenities	✗ Future plans to identify opportunities for tourism accommodation and tourist-related activities
Alternative Sites	✓ Limited vacant land along the coast, adjacent to regional beach, for tourism opportunities
Suitability	✓ Context for tourism purposes within expansion of the urban area to be determined through future plans
Capability	✓ Careful design and development will ensure the natural attributes of the site are maintained, and environmental degradation minimised
Size	✓ Adequate sized parcel of land for integrated planning to be undertaken
Function	✓ Will serve a future clientele and cultural focus

Location Plan

Location Description

This area has been identified in the Mandurah North Structure Plan and the Coastal Management Plan as a regional beach. Commensurate with the regional beach designation are opportunities for tourism development and other activities.

The location has a large and wide 'Regional Open Space' reserve adjacent to the beach, whilst the balance of the area is zoned 'Urban Development' and 'Rural' under Scheme 3. The 'Rural' zone under Scheme 3 is consistent with the current zoning of 'Rural' for that component of the land parcel under the Peel Region Scheme.

The Mandurah North Structure Plan provides for the following:

- Regional beach facilities (club, approximately 500 car parking bays, kiosk etc.) combined with mixed-use commercial designed to focus on the coast with main-street principles being applied to development.
- Opportunities for multi-storey development to reinforce nodal development and tourism potential to be maximised.

The site has potential as a Strategic Tourism Location on the basis of:

- Accessibility (by private vehicle and public transport);
- Its setting and the relationship to the beach;
- Potential for tourism activities to be developed to complement the public realm attractor of the beach;
- Site has capacity to be developed for tourism purposes that does not detract from the natural attributes of the site; and
- Ability to serve a particular clientele with a beachfront caravan park on crown land.

Tourism WA has mentioned concerns with providing accommodation at this site given limited infrastructure, however at this stage, opportunities exist to ensure infrastructure is provided that complements tourist activities.

Significant detailed planning will be required for the location through an Outline Development Plan process.

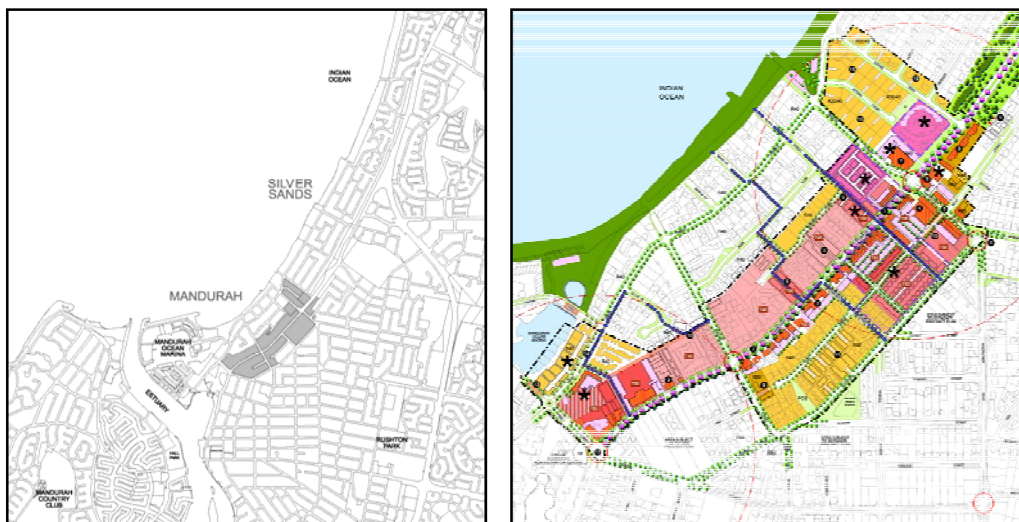
The annotation of the Strategic Tourism Location boundary within **Figure 2** is indicative only, in order to illustrate what area of Lot 100 Mandurah Road, Madora Bay is being identified within the Strategy.

Recommendation 9

- ***Madora Bay North be designated as a Strategic Tourism Location;***
- ***Council recognises the location has the potential to provide for regional beach facilities, formal and informal tourism accommodation, main street commercial development and a multi-storey node; and***
- ***Further detailed planning is required through an Outline Development Plan process for the location, with the opportunity for tourism uses (activities and accommodation) being maximised.***

4.6.2 Mandurah Terrace Precinct

Site Details	
Address	Multiple properties
Site Area	Approximately 42 hectares
Current Land Use	Dwellings, Short Stay Accommodation, Commercial, Retail and Office developments
Scheme 3 Zoning	Precinct Development, Tourist R40
Precinct Plan Applicable	Mandurah Terrace Precinct Plan
Precinct Plan Designation	Commercial/Retail, Tourist, Tourist/Residential (various densities), Residential (various densities)
Strategic Plan No.	10
Strategic Tourism Location Criteria	
Sustainability	✓ The development of tourism uses in the location is controlled through Mandurah Terrace Precinct Plan, which ensures land uses are compatible and minimise impacts
Planning Context	✓ Identified for tourism through <i>Inner Peel Region Structure Plan</i> and District Structure Plan, with rezoning to facilitate implementation of Mandurah Terrace Precinct Plan
Accessibility	✓ Access to sites controlled through Precinct Plan, with a permeable road network and bus routes improving accessibility for visitors
Uniqueness	✓ Will be a strategic link for tourism sites within the location to the Mandurah Ocean Marina and city centre
Setting	✓ Precinct Plan emphasises a revitalised tourism precinct and high quality accommodation and uses and rejuvenated public domain
Tourism Activities and Amenities	✓ Existing sites provide existing accommodation and activities, with Precinct Plan facilitating for the expansion of uses
Alternative Sites	▪ Several sites within the location provide are identified for future tourism use (e.g. Atrium Hotel, Lucky Caravan Park, Belvedere Caravan Park, Silver Sands Resort)
Suitability	✓ Historically this location has provided tourism uses and accommodation, being capitalised on through a contemporary redevelopment and revitalisation plan
Capability	✓ Various sites identified for joint development to improve capacity for increased tourism development opportunities
Size	✓ Location is large enough to accommodate a growth in tourism uses
Function	✓ Location will build on being a traditional accommodation precinct of Mandurah

Location Plan

Location Description

Historically, the predominant zoning of the area was 'Tourist' with a 'Commercial' zoning over Silver Sands Tavern, Silver Sands Resort, Silver Sands Shopping Centre and associated commercial developments.

The area has been rezoned with the gazettal of Amendment 59 to Scheme 3 on 18 August 2009. Amendment 59 rezoned the majority of the location to the 'Precinct Development' zone, which is consistent with the *Mandurah Inner Area Strategic Plan* recommendations to rezone the area to commercial or similar to encourage commercial development, along with higher-density residential and tourist-related uses.

A street block bound by Mandurah Terrace, Peel Street, Rockford Street, Stewart Street and including Hall Street remains zoned 'Tourist'. This street block is being investigated commensurate with the future northern extension of Sutton Street to intersect with Mandurah Terrace, as per the *Mandurah Central Revitalisation Strategy*. It is anticipated that this street block will be included within a precinct plan (i.e. possible expansion of the Mandurah Terrace Precinct Plan boundary) to guide future redevelopment as the Sutton Street road extension is undertaken.

A number of lots have been developed for a mix of tourist, commercial and residential purposes, and tourism accommodation developments that currently exist within the Strategic Tourism Location include Atrium Hotel, Belvedere Caravan Park, Lucky Caravan Park, Mandurah Gates Resort, Mandurah Holiday Village and Lakeside Villas. The Timbertop Caravan Park is located just south of the area, and is subject to the recommendations of the *Mandurah Central Revitalisation Strategy* for the Sutton Street road extension.

Mandurah Terrace Precinct Plan

Significant planning has been undertaken for the location in the form of the Mandurah Terrace Precinct Plan, where the vision is as follows:

Creating a revitalised tourist precinct with a Grand Mandurah Terrace Boulevard as the centrepiece and a focus on new high quality tourist accommodation and mixed-use development.

Strengthening the relationship with the seaside and marina, and improving community sense of place in rejuvenated commercial and civic nodes.

Generally the Precinct Plan provides for the following:

- Consolidation of mixed-use/tourist development on the southern side of Mandurah Terrace, with a focus on restaurants, offices, tourist-related commercial and residential uses; and
- Tourist accommodation uses on the northern side of Mandurah Terrace.

In regard to specific sites within the Mandurah Terrace Precinct Plan, the following is provided for:

- Atrium Hotel is identified as 'Tourist/ Residential' – 25% residential preferred;
- Lucky Caravan Park is identified as 'Tourist / Resort Accommodation'; and
- Silver Sands Resort is identified as 'Tourist / Resort Accommodation'.

Such sites were initially designated as Local and Non-Strategic Sites in the draft Strategy; however, the Mandurah Terrace Precinct Plan provides sufficient statutory control to protect their respective tourism functions.

For other sites within the Mandurah Terrace Precinct Plan that serve a historical tourism function, the following is provided for:

- Belvedere Caravan Park site – with the aim to consolidate predominant tourism uses at intersection nodes and the interface of this site with Rockford Street, propose to identify site as mixed use/residential, providing for adaptable development to occur on this site (not strategic/critical in tourism sense though). Proposals for the site would be subject to a comprehensive Development Guide Plan;
- Sites identified for residential use to have mixed-use land-use associated as well; and

- Sites between two nodes have mixed use potential, particularly on Mandurah Terrace frontage, to facilitate vibrant development. On these sites tourism related developments in form of amenities (restaurants, cafés, shops etc.) are to be supported.

The Mandurah Terrace Precinct Plan design criteria and precinct text provides special provisions to the Silver Sands Resort, Lucky Caravan Park, Atrium Hotel, and Belvedere Caravan Park, where certain requirements under the Precinct Plan need to be achieved in order for land use and development proposals can be favourably considered.

Atrium Hotel

The Atrium Hotel was built in the early 1980's as Mandurah's first 5 star hotel and currently has 117 tourist units.

The building and site have been recognised in Mandurah's Local Heritage Inventory due to it being a,

highly visible and well-known landmark. The Atrium was the first atrium style hotel in the state and was also the first 5 star hotel in Mandurah. Its construction at the commencement of the 1980s was symbolic of wave of prosperity in the state and reflects the importance of the tourist industry in Mandurah.

The building and the function of the tourist accommodation is starting to show its age, which will become highlighted through newly developed accommodation in the near vicinity, such as Seashells Resort and The Point development. Therefore there may be redevelopment proposals put forward to Council in coming years.

The site's historical and current tourism function needs to be recognised and protected. While the site provides 100 per cent tourism accommodation, the Strategy recognises and supports the Mandurah Terrace Precinct Plan design criteria, which outlines provisions that potentially allow for a residential component to form part of any redevelopment (should this occur).

It is considered the provisions of the Mandurah Terrace Precinct Plan will need to be enforced by Council to ensure the site provides a robust tourism function in the future.

Lucky Caravan Park

The Lucky Caravan Park is within close proximity to the beach, with water views available and in the context of other large sites available for quality tourist development in the location, presents a suitably identified tourism site.

Whilst historically it has provided an accommodation option in Mandurah, currently providing for a small number of caravan sites, the site's redevelopment potential is one that is worthy of retention for tourism use.

Using the above criteria, the following comments are also provided.

- The area is identified in Western Australian Planning Commission (WAPC) and City of Mandurah Plans for Tourist Development, including:
 - Inner Peel Region Structure Plan;
 - Mandurah Inner Area Strategic Plan; and
 - Mandurah Terrace Precinct Plan;
- Access to the site is excellent;
- The site is located close to beach, in addition to the Mandurah Ocean Marina, city centre and the Mandurah Terrace precinct; and
- Compared to other sites of suitable size and shape, it provides a higher amenity than other options available.

The site's tourism capabilities need to be recognised and protected. Therefore, while tourism uses on the site should be dominant, the Strategy considers that a residential component can be included in any redevelopment (should this occur). This has been recognised in the Mandurah Terrace Precinct Plan.

It is considered the provisions of the Mandurah Terrace Precinct Plan will need to be enforced by Council to ensure the site provides a robust tourism function in the future.

Silver Sands Resort

The Silver Sands Resort has been operating and functioning as a tourist facility within Mandurah for a number of years, with a steady occupancy rate.

In the preparation of the Mandurah Terrace Precinct Plan, the site was identified as 'Tourist / Resort Accommodation', with the site primarily identified for tourist purposes. While tourism uses on the site should be dominant, the Strategy considers that a residential component can be included in any redevelopment (should this occur). This has been recognised in the Mandurah Terrace Precinct Plan.

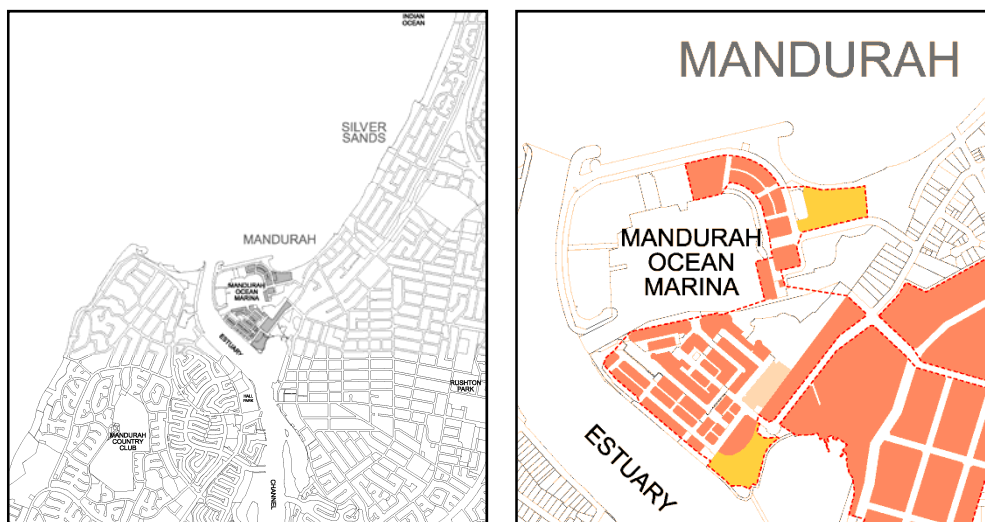
It is considered the provisions of the Mandurah Terrace Precinct Plan will need to be enforced by Council to ensure the site provides a robust tourism function in the future.

Recommendation 10

- ***The Mandurah Terrace precinct area be designated as a Strategic Tourism Location;***
- ***The Mandurah Terrace Precinct Plan provide tourism land uses (activities and accommodation) as permitted uses on the Precinct Plan, and that such development is not subject to the Residential Design Codes;***
- ***Council identifies the following sites to accommodate tourism land uses (activities and accommodation), and prefers tourism activities to be Serviced Apartment, Tourist Resort or Tourism Development land uses:***
 - ***Lot 1 Ormsby Terrace, Mandurah (Atrium Hotel);***
 - ***Lot 11 Henson Street, Mandurah (Lucky Caravan Park); and***
 - ***Lot 7 Mandurah Terrace, Mandurah (Silver Sands Resort).***
- ***Tourism land use and/or development proposals being subject to the Mandurah Terrace Precinct Plan or other place-based plan.***

4.6.3 Mandurah Ocean Marina Precinct

Site Details	
Address	Multiple properties
Site Area	Approximately 34 hectares
Current Land Use	Resort Accommodation, Serviced Apartments, Multiple Dwellings, Shops/Retail, Restaurants, Offices, Public Utilities, Club Premises, Commercial Marine Services
Scheme 3 Zoning	Mandurah Ocean Marina Development
ODP Applicable	Mandurah Ocean Marina
ODP Designation	Tourist, Commercial, Mixed Use, Residential
Strategic Plan No.	11
Strategic Tourism Location Criteria	
Sustainability	✓ One major tourism accommodation site (i.e. Seashells Resort) with other sites providing lower-levels of product at a smaller scale (i.e. Serviced Apartments) and various tourism activities and attractions
Planning Context	✓ Appropriately zoned with the Mandurah Ocean Marina Outline Development Plan and design criteria indicating appropriate sites for tourism purposes
Accessibility	✓ Access provided through two road entrances and ocean access, with potential future third access point under consideration
Uniqueness	✓ The Mandurah Ocean Marina is a landmark development within Mandurah, and considered to be highly successful as a tourism generator
Setting	✓ The position between Mandjar Bay and the Indian Ocean provides a distinct maritime environment that contrasts with many other tourism precincts of Mandurah
Tourism Activities and Amenities	✓ Broad range of accommodation, activities and attractions within and surrounding the location
Alternative Sites	✓ No other identifiable substitute within the District, with potential similar development being at Coogee Beach or Preston Beach
Suitability	✓ The Mandurah Ocean Marina was developed with tourism being considered
Capability	✓ The location has been designed to cater for tourism accommodation
Size	✓ Sites within the location have been carefully selected to enable tourism use
Function	✓ The location presents a different tourism experience from other areas of Mandurah

Location Plan

Location Description

Since 1998, Council's main intention for the Mandurah Ocean Marina has been to create a pre-eminent tourism precinct, with the preferred land-uses being short-stay tourist accommodation, mixed-use commercial, residential, marina activities and servicing. It is considered that the design criteria through their control of land-uses within specific sub-precincts and zones, and detailing the required built form, effectively achieve these aims.

The Mandurah Ocean Marina precinct has been planned and developed over a number of years, with developments and activities now coming into fruition. Examples of these developments and activities include the Dolphin Quay Markets, Ocean Marina facilities, boat ramp, the Mandurah Offshore Fishing and Sailing Club, cafés and restaurants and the Mandurah Sailing Museum.

The Mandurah Ocean Marina is host to several events including the Dolphin Quay Marina Markets (seven days a week), Mandurah Boat and Fishing Show (October) and the Blessing of the Fleet (November). These events ensure the precinct is well patronised throughout the year.

The general zoning provisions provides for mixed-use, with the Mandurah Ocean Marina Outline Development Plan depicting certain land-uses with tourism retail/commercial focus mandatory as ground floor land-uses on some sites.

It is appropriate to identify the area as a Strategic Tourism Location, given development of the area has contributed greatly to tourism. The classification will reinforce the location to emphasise that tourism activity and accommodation are encouraged and permitted throughout the precinct, particularly given the extent of residential development in the precinct. It is also important to identify the area as a Strategic Tourism Location in the event of any modifications proposed by individual landowners to alter the current tourism requirements as outlined on the Outline Development Plan and/or design criteria.

It is noted that within this Strategic Tourism Location, Seashells Resort is designated as a Local Strategic Tourism Site and the Mandurah Ocean Marina Chalets is designated as a Non-Strategic Tourism Site. Other sites that are identified on the Mandurah Ocean Marina Outline Development Plan for tourism, having regard to the Mandurah Ocean Marina Design Criteria, include:

- Lot 41 Dolphin Drive and Lot 6 Breakwater Parade – identified as the 'Tourist Commercial Mixed Use (North)' precinct in the design criteria, where both commercial and residential uses may be considered, however tourist base uses must occupy the ground floor of any development. For upper floors, Council will consider development proposals on their individual merit, measured against the fundamental objectives for the precinct to become a predominantly tourist based development;
- Lot 313 The Lido – identified as Precinct 5 (Marina / Tourist / Commercial) in the design criteria, where no permanent residential is permitted (i.e. 100 per cent Tourist Accommodation if any is proposed);
- Lots 315 and 888 The Palladio – identified as Precincts 6A and 6B (Tourist / Residential / Mixed Use) in the design criteria, where café/restaurants and retail are on the ground level as well as tourist oriented uses. For upper floors, Council will consider development proposals on their individual merit, measured against the fundamental objectives for the precinct to become a predominantly tourist based development;
- Lots 450 and 150 Vivaldi Drive – identified as Precinct 3B (Tourist / Residential / Mixed Use) in the design criteria, where modest scale tourist commercial and residential uses are permitted. Tourist based uses must occupy the ground floor of any development. For upper floors, Council will consider development proposals on their individual merit, measured against the fundamental objectives for the precinct to become a predominantly tourist based development; and
- Lot 166 Galileo Loop, Lots 296-301 Dorsodura Way and Lots 302-307 San Polo Vista – identified as Precincts 3A and 4A (Tourist / Residential / Mixed Use) in the design criteria, where modest scale tourist, residential and mixed uses are permissible. There is no mandatory tourist use on the ground floor.

It is considered that the tourist functions of these lots are suitably protected and retained through the provisions of the Mandurah Ocean Marina Outline Development Plan.

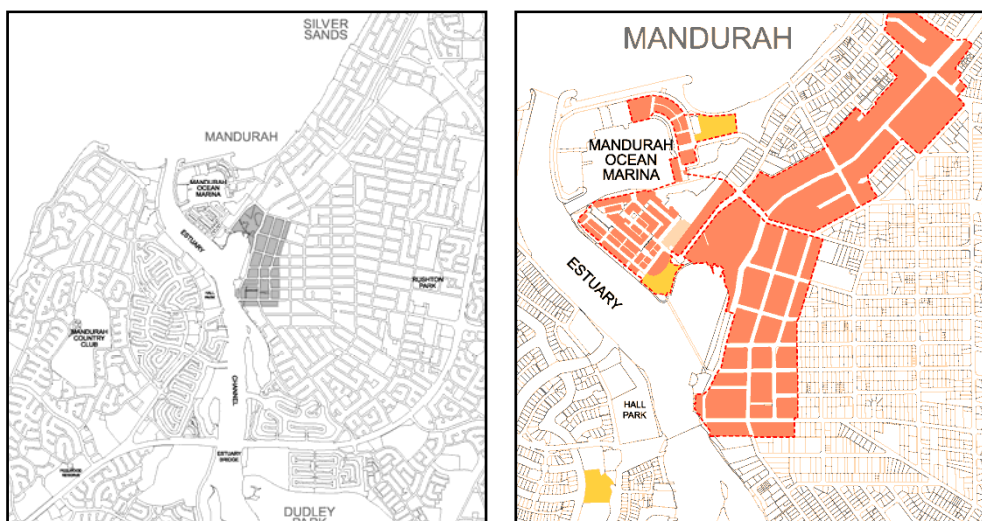
Recommendation 11

- ***The Mandurah Ocean Marina precinct be designated as a Strategic Tourism Location;***
- ***The Mandurah Ocean Marina Outline Development Plan continue to provide tourism land uses (activities and accommodation) as permitted uses; and***
- ***The existing zoning of 'Mandurah Ocean Marina Development' be retained through this process, with tourism land use and/or development proposals being subject to the Mandurah Ocean Marina Outline Development Plan.***

4.6.4 Mandurah City Centre Precinct

Site Details	
Address	Multiple properties
Site Area	Approximately 64 hectares
Current Land Use	Retail, Office, Government Administration, Entertainment, Permanent Residential, Short Stay Accommodation
Scheme 3 Zoning	Tourist R40, City Centre Development, Service Commercial, Local Recreation Reserve, Community Purposes Reserve
Precinct Plan Applicable	Civic and Cultural Precinct Plan, Mandurah City Centre Precinct Plan
Precinct Plan Designation	Civic & Cultural: Community Purposes, Entertainment, Café/Restaurants, Multiple Dwellings, Retail, Short-Stay Accommodation City Centre: Retail, Entertainment, Civic Uses, Café/Restaurants, Offices, Multiple Dwellings, Short-Stay Accommodation
Strategic Plan No.	12
Strategic Tourism Location Criteria	
Sustainability	✓ The regional centre for the Peel region and traditional centre of Mandurah, this location is able to be developed appropriately to balance tourism accommodation and activities
Planning Context	✗ Not specifically mentioned for tourism purposes, however historically has been zoned to encourage tourism uses within this location
Accessibility	✓ High degree of pedestrian, private and public transport accessibility within the location
Uniqueness	✓ As the Peel regional capital, has the potential to be redeveloped as the premier tourism destination for the district
Setting	✓ High amenity areas draw visitors to the city centre, with attractions and accommodation for day trips or overnight stays
Tourism Activities and Amenities	✓ Broad range of leisure, entertainment, recreation and cultural uses
Alternative Sites	✓ No other equivalent location within Peel region
Suitability	✓ Zoning and Council commitment encourages growth of tourism in this location
Capability	✓ Future tourism uses dependent on investment and application of available density bonus incentives
Size	✓ Suitable size for identified tourism purposes
Function	✓ Opportunity for a community and tourism hub

Location Map



Location Description

This location comprises the Study Area in the *Mandurah Central Revitalisation Strategy* (Revitalisation Strategy).

The Revitalisation Strategy seeks to reinforce the city centre as being,

the Waterfront Capital of the Peel Region, offering vibrant and diverse commercial, retail, entertainment and lifestyle opportunities for residents and visitors.

It is appropriate to identify the area as a Strategic Tourism Location to provide for consideration of tourism proposals in a broad variety of forms, such as accommodation, amenities, attractions and events.

Existing tourism uses within the location include:

- Mix of affordable to mid-priced cafés and restaurants;
- Limited recreational shopping outlets;
- A landscaped and well utilised foreshore recreation area;
- Mandurah Performing Arts Centre and Reading Cinema;
- A range of annual local events, including Mandurah Channel 7 Crab Fest, Mandjar Markets, Touch the Sun Concert series, Australia Day celebrations and Stretch Festival;
- A range of pub and nightclub venues;
- Mandurah Community Museum;
- Various places of heritage value; and
- Estuary and canal boat tours.

Further detailed Precinct Planning is required with the area. Work has commenced on the Civic and Cultural Precinct and its immediate surrounds, which includes land currently zoned 'Tourist' along Ormsby Terrace. The Mandurah City Centre Precinct Plan has also been adopted for advertising by Council. The Civic and Cultural Precinct Plan and Mandurah City Centre Precinct Plan are anticipated to be adopted for Final Approval in 2010.

Civic and Cultural Precinct Plan

The Civic and Cultural Precinct Plan recognises that the Atrium Hotel site provides a large-scale tourism accommodation site. The 'Tourist' zoned lots along Ormsby Terrace, backing onto the Mandurah Ocean Marina, are identified for taller, medium to high density apartment buildings with active street edges potentially through ground level retail and/or mixed-use development.

While not providing a significant contribution towards tourist accommodation, the Precinct Plan seeks to deliver active public spaces and public buildings, which in turn house activities and attractions such as theatres, cinemas, art galleries, restaurants/cafés, tour operators and outdoor exhibition / event areas.

The 'Tourist' zoned lots along Ormsby Terrace that are contained within this Precinct Plan have been recognised for rezoning to 'Precinct Development' zone under Scheme 3 in order for the Civic and Cultural Precinct Plan to take effect.

Mandurah City Centre Precinct Plan

Arising from the *Southern City Strategy* and the *Mandurah Inner Area Strategic Plan*, the Mandurah City Centre Precinct Plan proposes to recreate the city centre for core employment, retail and supplementary short-stay accommodation. Current studies indicate the city centre can accommodate 66,000m² for tourist accommodation floorspace, the equivalent of approximately 800 keys.

The Precinct Plan identifies Mandurah Terrace, between Hackett Street and Pinjarra Road, as the 'Mandurah Waterfront Precinct' which is the primary tourist and visitor activity area with increased pedestrian amenity, leisure focused retail and restaurant activity. Tourist accommodation is considered to be a supporting activity within this sub-precinct.

Outdoor seating, entertainment venues and festivals along the foreshore will aid in the development of Mandurah Terrace as a main destination for activity throughout the day in the city. The foreshore is the important feature of Mandurah Terrace that defines the character of the entire city.

The land within the location that is not zoned 'City Centre Development' (i.e., Service Commercial, Community Purpose Reserve and Local Recreation Reserve) is proposed to be rezoned in order for the Mandurah City Centre Precinct Plan to take effect.

In recognition of the above, within the detailed Precinct Plan, tourism land uses in the form of activities and accommodation need to be recognised and facilitated through permitted uses and development incentives.

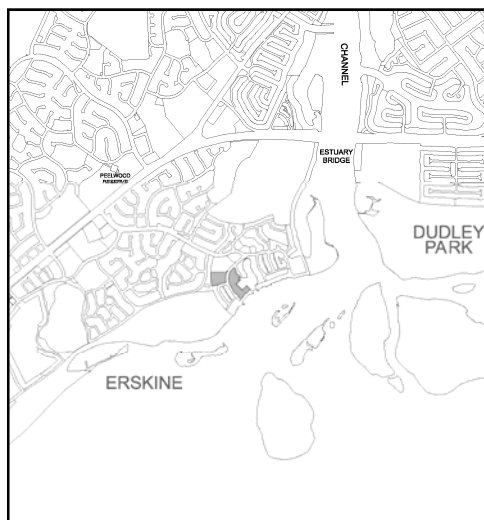
Recommendation 12

- ***The Mandurah City Centre precinct be designated as a Strategic Tourism Location;***
- ***Further planning is required as part of the implementation of the Mandurah Central Revitalisation Strategy, where precinct plans are to provide tourism uses (activities and accommodation) as permitted uses;***
- ***Council recognises properties within the 'Mandurah Waterfront Precinct', as shown on the Mandurah City Centre Precinct Plan, for potential to provide tourism uses (activities and accommodation), and prefers tourism activities to be Bed and Breakfast Accommodation, Serviced Apartment, Tourist Resort and Tourism Development land uses; and***
- ***The proposed rezoning of land in order for the Precinct Plans to take effect be supported through this process, with land use and development proposals being subject to the relevant Precinct Plan.***

4.6.5 Mandurah Quay Tourist Sites (Resort Accommodation)

Site Details	
Address	Lot 9200 Marina Quay Drive ERSKINE D/P 56109 & 57033 Lot 9201 Marina Quay Drive ERSKINE D/P 57033
Site Area	Lot 9200: 1.7178 and 0.1954 hectares (1.9132 hectares) Lot 9201: 0.6272 hectares
Current Land Use	Lot 9200: Vacant, Reception Venue / Restaurant, (private) Boat Ramp Lot 9201: Resort Accommodation
Scheme 3 Zoning	Tourist
ODP Applicable	N/A
ODP Designation	N/A
Strategic Plan No.	13
Strategic Tourism Location Criteria	
Sustainability	✓ Sites have potential for development providing tourism opportunities while not detrimental to natural or cultural resources
Planning Context	✓ Identified in <i>Inner Peel Region Structure Plan</i> and Halls Head Overall Development Plan for tourism purposes, and currently zoned 'Tourist'
Accessibility	✓ Access via Sticks Boulevard to the highway, or public jetty for limited boat access
Uniqueness	✓ Few similar sites adjacent to Estuary and artificial inlet within Mandurah or region
Setting	✓ High quality amenity for visitors with close proximity to supporting activities and attractions, with parts of sites having direct water frontage
Tourism Activities and Amenities	✓ Existing 24 short-stay apartments, pool, public jetty, restaurant and conference facilities with opportunities for additional tourism growth in activities
Alternative Sites	✓ Limited opportunities for accommodation in such a setting remaining or available in Mandurah
Suitability	✓ Measures needed to ensure ongoing growth does not impact on neighbour amenity, however no detrimental effects identified to date
Capability	✓ Vacant land capable of further development, with several proposals discussed with City in the past
Size	✓ Remaining land parcel considered appropriate for tourism growth
Function	✓ Ability for use by conferences, general use by visitors to Mandurah

Location Plan



Site Description

The 'Sticks' area was highlighted for a high-quality tourist development, with part of the original proposal constructed as the Mandurah Quay Resort and the balance of the area providing for an artificial inlet and small-lot residential development.

The Mandurah Quay Resort that has been established provides quality accommodation together with ancillary facilities.

A portion of the site, adjacent to the Estuary, remains vacant and given the extent of residential development that has taken place within the original development site, the remainder should be considered for the purpose of tourism development.

The location of the site presents an opportunity for a World class tourism accommodation experience.

Further to the criteria above, the following comments are also provided:

- The area is currently zoned 'Tourist' in Scheme 3;
- Good access is available;
- Lot 9200 is located along the waterfront;
- The sites are within an already established resort with facilities and amenities provided;
- There are few other similar sites available; and
- Tourist accommodation is suitable for the location.

A Strategic Tourism Location designation has been considered to be reasonable given that Council has determined, in its discretion, that future development of the subject land warrants the preparation of an Outline Development Plan (ODP).

The possibility of developing tourist accommodation on the subject lots is a matter that can be investigated through the ODP process. Given that the subject land is zoned 'Tourist' under Scheme 3 and is recognised as a Strategic Tourism Location under the Strategy, the City is provided with reasonable grounds upon which to request a proponent to either incorporate tourist accommodation units into the ODP or demonstrate, to Council's satisfaction, why such units are not justified at this location. Council is not obliged to accept an ODP that involves 100 per cent permanent residential accommodation, and the option exists for Council to reject any proposed ODP that it considers to be inappropriate.

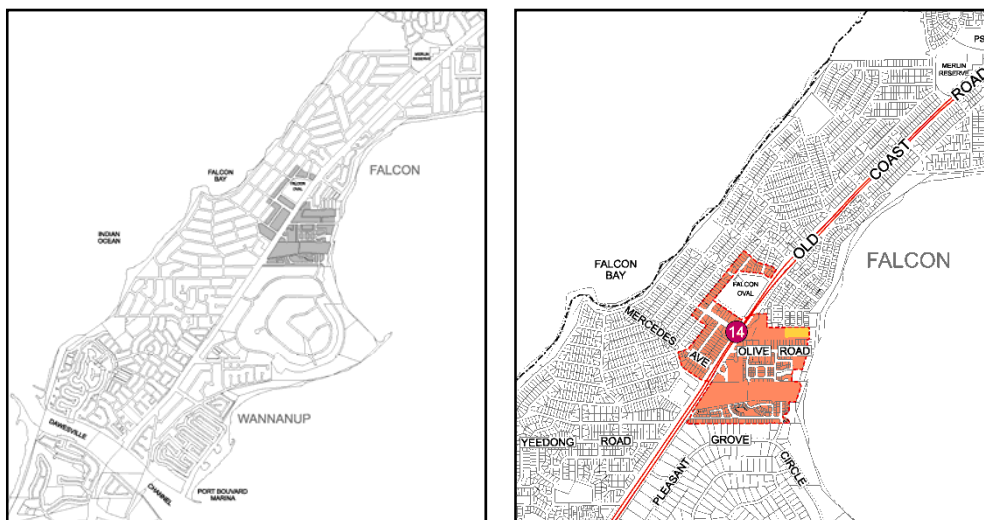
The Strategy also recommends other sites within Mandurah Quay to have their zoning modified, which are referenced later.

Recommendation 13

- ***Lots 9200 and 9201 Marina Quay Drive, Erskine be designated as a Strategic Tourism Location;***
- ***Council recognises the location to potentially provide tourism uses (activities and accommodation) with a focus on orientation to the Estuary, formal accommodation and potential for a multi-storey component; and***
- ***The location be subject to a future outline development plan process as required under the 'Tourist' zone of Scheme 3 and to the satisfaction of Council, in order to identify preferred tourism uses permissible within the location.***

4.6.6 Falcon Village Precinct

Site Details	
Address	Multiple properties
Site Area	Approximately 74 hectares
Current Land Use	Shops and Retail, Residential (Single and Grouped Dwellings), Caravan Park
Scheme 3 Zoning	Precinct Development
Precinct Plan Applicable	Falcon Village
Precinct Plan Designation	Commercial/Retail, Mixed Use (Commercial/Residential and Tourist/Residential), Tourist Development, Residential (R20-R60)
Strategic Plan No.	14
Strategic Tourism Location Criteria	
Sustainability	✓ Current Falcon Village Precinct Plan has been a catalyst for development, with ongoing growth potentially spurring a revitalisation of tourism accommodation
Planning Context	✓ Estuary properties east of Old Coast Road have been identified for tourism uses (i.e. Miami Caravan Park) through the Precinct Plan and <i>Inner Peel Region Structure Plan</i>
Accessibility	✓ Sites are in proximity to future road connections as part of implementing the <i>Bridge to Bridge Study</i> and accessible from Old Coast Road
Uniqueness	✓ The location is a known tourism location within Mandurah due to it being a traditional holiday village destination
Setting	✓ Various parts of the location have estuary access and/or views, and would be of highest value for tourism accommodation. Tourist activities would be focussed towards the Estuary and Falcon Bay
Tourism Activities and Amenities	✓ Existing facilities and accommodation provided for tourism use would require reinvestment in order to revitalise tourism potential in this location
Alternative Sites	✓ Limited supply of potential land within the location for tourism accommodation
Suitability	✗ Existing sites or larger sites have been identified for tourism use, which will reduce amenity impacts on neighbours
Capability	✓ Land is currently geared for redevelopment potential
Size	✓ Larger land parcels present opportunities for resort style development, with individual properties potentially providing informal types of accommodation
Function	✓ Existing tourism functions would be retained and rejuvenated through the Precinct Plan

Location Plan

Location Description

On 17 June 2008 Council adopted the Falcon Village Precinct Plan over the land within this location, pursuant to the provisions of Scheme 3. On 20 January 2009 the Western Australian Planning Commission endorsed the Falcon Village Precinct Plan.

Contained within the precinct are a number of tourist related areas varying from tourist accommodation sites to mixed-use tourist and residential accommodation, particularly close to the Estuary, to reflect the traditional holiday village that the area has provided.

A number of sites contained within the Precinct Plan have been identified as follows:

- Two key sites where tourism accommodation is to be the predominant land use, which are located adjacent to the Mandurah Estuary, including one which is recognised as a Non-Strategic Tourism Site (Miami Caravan Park); and
- An extensive area of Mixed Use (Tourist / Residential), where tourist land uses and accommodation is to be provided for.

The Falcon Village Precinct Plan design criteria and precinct text were prepared to require Development Guide Plans to be prepared for these sites, in order to determine what land uses and development would be suitable. Clause 2.3E paragraphs (c) and (d) of the design criteria and precinct text stipulate that,

- (c) *All units in any development design primarily for tourist occupation shall not be subject to compliance with the R-Codes in regard to minimum site area required per dwelling.*
- (d) *This clause is subject to such units being occupied by any person is limited to a maximum of three months in any 12-month period. Such restriction shall be placed on any planning approval issued and subsequent management statement of a strata scheme.*

In addition, the Falcon Village Precinct Plan was adopted with a broader range of tourism land use definitions to what Scheme 3 currently contained, in order to provide additional flexibility in the forms of tourism accommodation that could be considered.

Falcon's unique location offers access to both the beach and estuary, and a range of potential tourism experiences. Falcon is one of Mandurah's traditional holiday destinations, and continues to have a proportion of its housing stock as unoccupied Holiday Homes. Opportunities would exist for waterside tourism accommodation and facilities, including a wider range of cafés and restaurants.

In recognition of the area being recommended as a Strategic Tourism Location, regard should be given to tourism accommodation in varying forms becoming a permitted land use across the Precinct Area.

Recommendation 14

- ***The Falcon Village Precinct area be designated as a Strategic Tourism Location;***
- ***The Falcon Village Precinct Plan to provide tourism uses (activities and accommodation) as permitted uses on the Precinct Plan, and that such development is not subject to the Residential Design Codes; and***
- ***The existing zoning of 'Precinct Development' be retained through this process, with development and land use proposals being subject to the preparation and adoption of Development Guide Plans, pursuant to the provisions of the Falcon Village Precinct Plan.***

4.7 CURRENT 'TOURIST' ZONED SITES THAT ARE SUITABLE FOR REZONING

There are a range of sites currently zoned 'Tourist' under Scheme 3 that provide little to no tourism function.

From a review of the scheme report that accompanies Scheme 3, it is evident that a number of sites were zoned 'Tourist' given the form of development that existed on-site, or the existence of valid development approvals, at the time of gazettal of Scheme 3 on 21 July 1999.

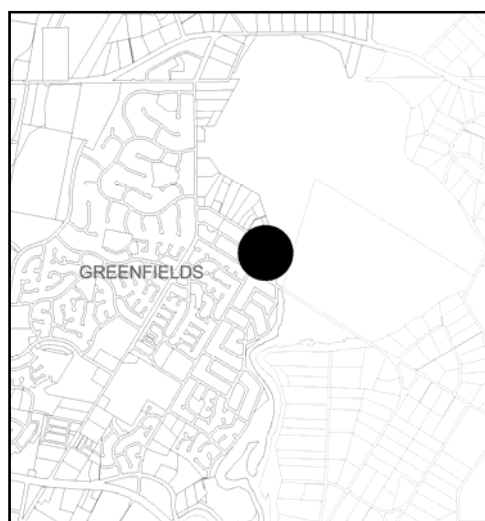
A review of such 'Tourist' zoned sites has identified that a number of them no longer have an existing or potential tourism function and/or have been developed for alternative uses (in most instances residential). As a result, such sites are appropriate for consideration of rezoning of whole or part of the site for alternative uses, as identified.

- Lots 401 and 402 Bulara Road, Greenfields;
- Lots 2 and 3 Coodanup Drive, Coodanup;
- Lot 5 Leisure Way, Halls Head;
- Mandurah Quay Residential Lots, Erskine;
- Lots 109-120 Binnar Court and Lots 103-107 and 121 Wattleglen Avenue, Erskine;
- Lot 3 Oceanic Drive, Dawesville;
- Old Art Gallery Site Lot 1001 Dawesville Road, Dawesville;
- Lot 201 Old Coast Road, Bouvard;
- Lot 204 Park Ridge Drive, Bouvard; and
- Lot 500 Old Coast Road, Bouvard.

4.7.1 Lots 401 and 402 Bulara Road, Greenfields

Site Details	
Address	Lot 401, No 24 Bulara Road GREENFIELDS D/P 38545 Lot 402, No 20 Bulara Road GREENFIELDS D/P 38545
Site Area	1.3942 hectares
Current Land Use	Single Dwellings
Scheme 3 Zoning	Tourist
ODP Applicable	N/A
ODP Designation	N/A
Strategic Plan No.	15
Strategic Tourism Assessment Criteria	
Sustainability	Urban development pressures on Lake Goegrup, being identified for extension of Ramsar listed boundary, pose a challenge for balancing social and environmental objectives in this area
Planning Context	Currently identified for tourism on City's District Structure Plan, however no tourism function exists
Accessibility	Local road network provides suitable private transport access. Lake Goegrup has accessibility issues and currently its tourism potential is limited
Uniqueness	Area has numerous properties adjacent to Lake Goegrup, with potential for some level of tourism uses through 'Rural Residential' zoning
Setting	Low-scale residential area, with Scheme 3 currently identifying the area for future urbanisation
Tourism Activities and Amenities	✗ No tourism facilities exist on-site or within broader area
Alternative Sites	Generally, there is potential for other sites adjacent to Lake Goegrup being considered for informal or low-scale tourism accommodation
Suitability	Limited potential for tourism uses without implications on amenity of Lake Goegrup or surrounding residents
Capability	✗ Existing development for single dwellings is not conducive towards tourism uses being considered in future
Size	Subdivision of land for single dwellings
Function	✗ While identified for a caravan park, ongoing development has removed potential for most tourism accommodation options to be considered

Location Plan



Site Description

Lots 401 and 402 Bulara Road, Greenfields are currently zoned 'Tourist' and both lots have been developed for single residential purposes. This type of development is representative of the development pattern of surrounding lots.

It should be noted that Lot 403 Bulara Road, Greenfields was zoned 'Tourist' in accordance with the Scheme 3. With the promulgation of the *Planning and Development Act 2005* on 9 April 2006, Lot 403 Bulara Road has automatically been amended to reflect the 'Regional Open Space' reservation for the site under the Peel Region Scheme.

From a review of the history, a caravan park development had been approved for the site under Town Planning Scheme No. 1A, and in the preparation of Scheme 3, the (then) landowner requested that the 'Tourist' zoning of the site be re-instated.

Lots 401 and 402 are located in a low density residential environment, with the lots on the southern side of Bulara Road having a zoning of 'Residential R10' and the lots on the northern side of Bulara Road having a 'Rural Residential' zoning under Scheme 3.

Aside from the lots directly backing on the Lake Goegrup foreshore, the sites do not exhibit any other qualities that would strategically support the retention of the 'Tourist' zoning for the sites.

The Strategy recommends that these sites be rezoned from the 'Tourist' zone, however further detailed planning needs to be undertaken to identify the most suitable alternative zoning. At this time, the Strategy recommends a 'Rural Residential' zoning, given the current zoning on similar lots that back onto Lake Goegrup. As per the current zoning provisions of Scheme 3, a 'Rural Residential' zoning would ensure the two sites still have the potential to contribute to the tourist accommodation industry in the form of bed & breakfast accommodation.

Given that the two sites are located in the vicinity of Lake Goegrup and the Serpentine River, such uses can be given due consideration should applications for this type of development be submitted.

Scheme 3 identifies the general location to be subject to future urbanisation, which may result in more intensive permanent residential development on lots adjacent to the Lake. Any structure planning process that addresses the urbanisation of the area would be initiated by the City of Mandurah. This structure planning process would detail future land use and development patterns surrounding Lake Goegrup. A Structure Plan would cover all private and publicly owned land bounded by Lake Goegrup, Balwina Road, Lakes Road (South) and Lakes Road (East) to resolve issues relating to access, density, public access to Lake Goegrup and the consideration for additional ceding of land to be amalgamated into the reserves surrounding the lake.

The zoning identified for these lots may be affected through the preparation of any Structure Plan. In this regard, any future rezoning of the sites should be considered in a broader context with appropriate environmental studies being undertaken.

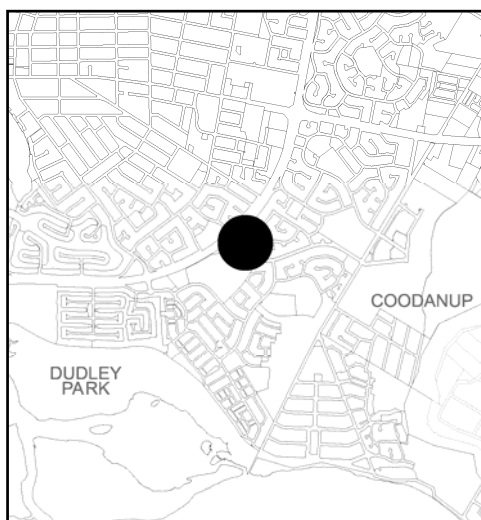
Recommendation 15

- ***Council recognises that Lots 401 and 402 Bulara Road, Greenfields do not provide a strategic tourism function to retain through the current 'Tourist' zone; and***
- ***Subject to section 124(2) of the Planning and Development Act 2005, the City shall resolve to prepare an amendment to the Town Planning Scheme No 3 such that the future zoning of Lots 401 and 402 Bulara Road, Greenfields is consistent with the 'Rural' zone under the Peel Region Scheme. Through any future Structure Plan process, the final zoning of the lots may be examined.***

4.7.2 Lots 2 and 3 Coodanup Drive, Coodanup

Site Details	
Address	Lot 2 Coodanup Drive COODANUP D/P 78068 Lot 3, No 54-62 Coodanup Drive COODANUP D/P 78069
Site Area	Lot 2: 0.6000 hectares Lot 3: 0.9006 hectares Total: 1.5005 hectares
Current Land Use	Vacant
Scheme 3 Zoning	Lot 2: Tourist and Additional Use 5 Lot 3: Tourist
ODP Applicable	N/A
ODP Designation	N/A
Strategic Plan No.	16
Strategic Tourism Assessment Criteria	
Sustainability	Development of sites for commercial, residential or tourism development would not affect surrounding natural or cultural resources
Planning Context	Current zoning proposed to be amended to Urban Development through Scheme Amendment 105 to Scheme 3
Accessibility	Highly accessible location adjacent to Coodanup Drive and Mandurah Bypass Road, however not necessarily conducive to tourism appeal
Uniqueness	Initially considered appropriate for roadhouse/motel type development, however current urban pattern does not support tourism appeal
Setting	The sites present an opportunity for a commercial activity node with exposure to Mandurah Bypass Road
Tourism Activities and Amenities	No demonstrated demand for tourism use
Alternative Sites	Other sites and locations within Mandurah provide appeal for tourism development
Suitability	The proximity to the highway would impact on the amenity for visitors, and not necessarily be consistent with adjacent land-uses, including Mandurah Catholic College
Capability	Existing attributes of the site would limit the amenity of tourism accommodation
Size	Lot sizes would be adequate for non-residential development
Function	No specific tourism function identified for retention on the subject sites

Location Plan



Site Description

Lots 2 and 3 Coodanup Drive, Coodanup are zoned 'Tourist' in accordance with Scheme 3, with Lot 2 having an 'Additional Use – Service Station' zoning applying to the base 'Tourist' zoning.

Both lots are currently vacant and are held in single ownership.

Aside from Lot 2 having frontage to Mandurah Bypass Road, the sites do not exhibit any other qualities that would strategically support the retention of the 'Tourist' zoning for the lots.

In terms of alternative zonings for the sites, it is appropriate that, notwithstanding 'Residential' is the predominant zoning in the area, the sites be rezoned to 'Urban Development' such that an outline development planning process can determine appropriate land uses for the lots.

In this regard it is recommended that land uses of a commercial and/or community purpose nature are appropriate for consideration on the sites, rather than solely residential land-uses, given that they are located on a prominent intersection with visual frontage to Mandurah Bypass Road, the Mandurah Catholic College being located on the south-western corner of the intersection and the existence of a pedestrian footbridge over Mandurah Road connecting Dudley Park to Coodanup.

All of these factors provide the opportunity for a localised 'Activity Centre' to be developed on the sites, with the emphasis being on a site-responsive design given the elevated nature of the site and the adjoining residential development on the northern and eastern boundaries.

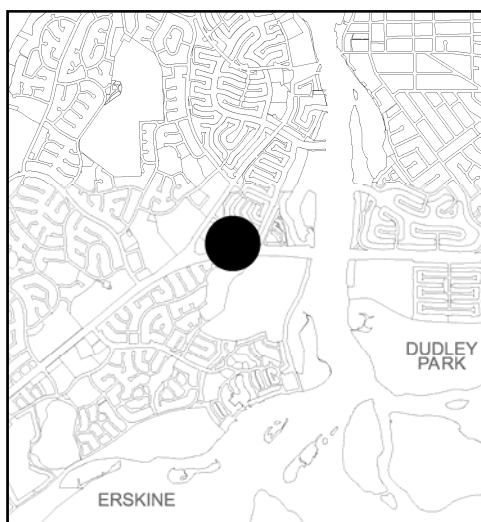
Recommendation 16

- ***Lots 2 and 3 Coodanup Drive, Coodanup be rezoned from 'Tourist' to 'Urban Development'.***

4.7.3 Lot 5 Leisure Way, Halls Head

Site Details	
Address	Parent Lot 5, No 77 Leisure Way HALLS HEAD
Site Area	0.8107 hectares
Current Land Use	Residential subdivision, vacant
Scheme 3 Zoning	Tourist and Additional Use 9A
ODP Applicable	N/A
ODP Designation	N/A
Strategic Plan No.	17
Strategic Tourism Assessment Criteria	
Sustainability	✗ No sustainable method for promoting tourism on-site due to land fragmentation
Planning Context	- Current zoning is 'Tourist – Additional Uses', however no tourism use is identifiable on-site
Accessibility	✗ Not relevant to strategic retention of site for tourism
Uniqueness	✗ No qualities evident to retain for tourism
Setting	✗ Low amenity for tourism development being adjacent to Mandurah Bypass Road
Tourism Activities and Amenities	✗ Has been approved for permanent residential development; no tourism purposes applicable to the subject site
Alternative Sites	- Other sites identified through the Strategy for tourism purposes
Suitability	✗ Developed for conventional residential dwellings
Capability	✗ Land fragmentation restricts uses to informal accommodation (visiting family/friends, etc.)
Size	✗ Current subdivision design is conducive to residential development
Function	✗ No tourism function identified on-site

Location Plan



Site Description

Lot 5 Leisure Way, Halls Head currently has a base zoning of 'Tourist' with an 'Additional Use – Nursery' applying in accordance with Scheme 3.

The site was used as a nursery; however this ceased operating in June 2006 with the City of Mandurah granting Planning Approval for a grouped dwelling development on-site.

The site does not exhibit any qualities that would strategically support the retention of the 'Tourist' zoning.

In terms of an alternative zoning, given the site's relationship to residential development to the north, the localised road network and the medium density residential use denoted for the site under the Halls Head Precinct Plan, the most appropriate zoning for the site is 'Residential R40'.

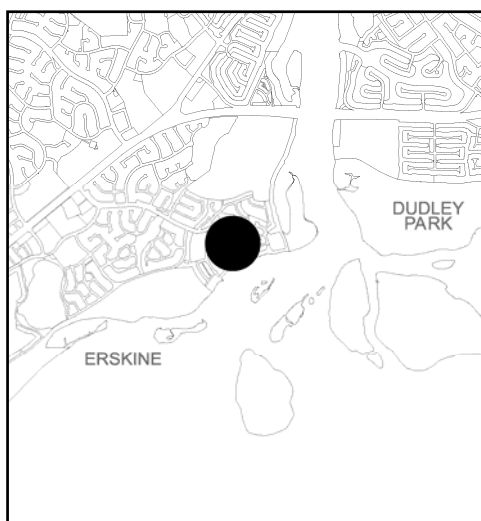
Recommendation 17

- ***Parent Lot 5 Leisure Way, Halls Head be rezoned from 'Tourist' to 'Residential R40'.***

4.7.4 Mandurah Quay Residential Lots, Erskine

Site Details	
Address	Multiple Properties
Site Area	Approximately 13 hectares
Current Land Use	Single Dwellings, Grouped Dwellings
Scheme 3 Zoning	Tourist R40
ODP Applicable	N/A
ODP Designation	N/A
Strategic Plan No.	18
Strategic Tourism Assessment Criteria	
Sustainability	✖ Residential lots do not deliver tourism opportunities
Planning Context	✖ Identified in <i>Inner Peel Region Structure Plan</i> and Halls Head Overall Development Plan for tourism purposes, however no strategic tourism functions are identified for the residential lots
Accessibility	✖ Access via Sticks Boulevard to the highway, or through future road links via the 'Bridgewater North' estate to Leisure Way
Uniqueness	✖ Existing residential development provides little justification for a significant tourism experience
Setting	✖ High quality environs and amenity from Estuary create a relaxed 'resort' style atmosphere, which would enhance enjoyment of Lots 9200 and 9201
Tourism Activities and Amenities	✖ Tourism and community activities surrounding the residential lots are to the benefit of residents and visitors
Alternative Sites	✖ Developed for conventional residential dwellings
Suitability	✖ Land fragmentation restricts uses to informal accommodation (visiting family/friends, etc.)
Capability	✖ Current subdivision design is conducive to residential development
Size	✖ No tourism function identified for residential lots to provide/retain
Function	✖ Developed for conventional residential dwellings

Location Plan



Site Description

Notwithstanding comments and recommendations in regard to the Mandurah Quay Tourist Sites (Strategic Tourism Location, strategic plan number 13), the balance of the Mandurah Quay estate has been developed for residential purposes on land zoned 'Tourist'.

In order to ensure that the 'Tourist' zoning reflects the predominance of tourist development, it is recommended that the lots within the Mandurah Quay estate that have been developed for residential purposes be rezoned accordingly to 'Residential R40'.

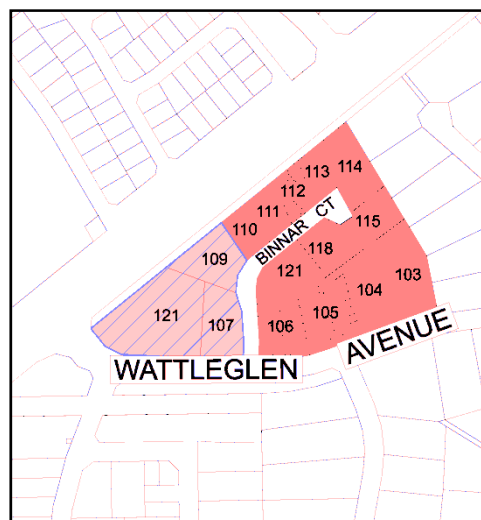
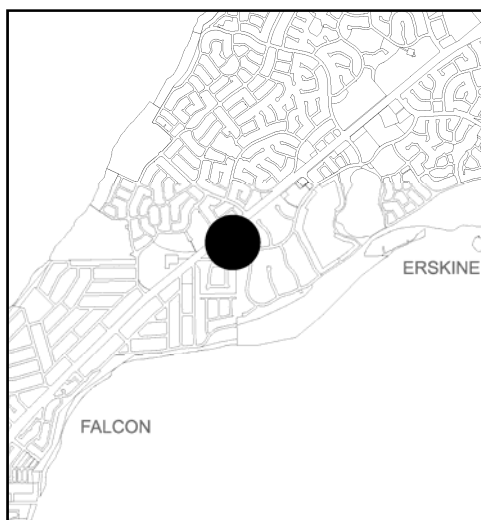
Recommendation 18

- ***The balance of the Mandurah Quay Tourist Precinct, not recommended as a Strategic Tourism Location, be rezoned from 'Tourist' to 'Residential R40'.***

4.7.5 Binnar Court and Wattleglen Avenue, Erskine

Site Details	
Address	Multiple Properties
Site Area	Approximately 4.3 hectares
Current Land Use	Single Dwellings, Grouped Dwellings, Vacant land
Scheme 3 Zoning	Tourist R40
ODP Applicable	N/A
ODP Designation	N/A
Strategic Plan No.	19 & 20
Strategic Tourism Assessment Criteria	
Sustainability	✗ Residential lots do not deliver tourism opportunities
Planning Context	- Identified in <i>Inner Peel Region Structure Plan</i> and Halls Head Overall Development Plan for tourism purposes, however no tourism functions are identified for residential lots
Accessibility	✗ Access via Wattleglen Avenue to Old Coast Road and other precincts of Mandurah, however not conducive to improving opportunities for tourism
Uniqueness	✗ Existing residential development provides little justification for a significant tourism experience
Setting	✗ Proximity to Old Coast Road for Lots 103, 107 and 121 are conducive to non-residential/community purposes, as recognised through proposed recreation centre
Tourism Activities and Amenities	✗ Land is vacant or has been approved for permanent residential development; no tourism purposes applicable to the subject site
Alternative Sites	✗ Other sites identified through the Strategy for tourism purposes
Suitability	✗ Developed for conventional residential dwellings or identified for future commercial/community uses
Capability	✗ Land fragmentation restricts uses to informal accommodation (visiting family/friends, etc.)
Size	✗ Current subdivision design is conducive to residential development, with larger landholdings adjacent to Wattleglen Avenue intersection to Old Coast Road for commercial/community uses
Function	✗ No tourism function identified on-site

Location Plan



Site Description

The lots in question along Binnar Court and Wattleglen, Erskine are zoned 'Tourist' in accordance with Scheme 3.

From a review of the history, the lots were one land parcel and a caravan park development was proposed for the site. The development proposal was never progressed and the land has subsequently been subdivided and generally developed for residential purposes. Under Scheme 1A, Lot 121 Wattleglen Avenue was subject to a Scheme Amendment to be rezoned to 'Service Commercial'; however this was subsequently refused by the Minister.

Lots 103-106 Wattleglen Avenue and Lots 110-115, 118 and 121 Binnar Court

Lots 103-106 Wattleglen Avenue and Lots 110-115, 118 and 121 Binnar Court have been developed for residential purposes, or currently have valid planning approvals for grouped dwelling developments (to a density of 'R40').

Aside from the historical zoning of the site and the lots having proximity to Old Coast Road, the lots do not exhibit any qualities that would strategically support the retention of the 'Tourist' zoning. In terms of an alternative zoning, given the current medium density residential use of the majority of lots, the most appropriate zoning for these lots is 'Residential R40'.

The lot numbers are depicted in the corresponding Location Plan.

Lots 107 and 109 Binnar Court and Lot 121 Wattleglen Avenue

On 29 January 2008 Amendment 85 to Scheme 3 was gazetted, with these lots being designated to incorporate additional uses and amended Appendix 2 (Additional Uses) of Scheme 3. Lots 107, 109 and 121 are currently vacant and have been the subject of a development proposal for a recreational facility approved 5 March 2008. In selecting a suitable zoning to allow for existing approved development, rezoning to 'Urban Development' could be considered appropriate.

Lots 107 and 109 Binnar Court and 121 Wattleglen Avenue are located on a prominent intersection with visual frontage to Old Coast Road, and are in close proximity to the Galbraith Loop business precinct. As a result, an alternative zoning for these sites could also be 'Service Commercial' and maintaining the additional uses in Appendix 2 as approved through Amendment 85. Development standards would be delivered through Scheme 3 and a revision of Local Planning Policy No 9 *Galbraith Loop Business Precinct Design Guidelines*.

The development flexibility implied by the 'Urban Development' zone can allow for the sites to be progressed through an outline development planning process, which could in turn identify the sites for service commercial and bulky retail uses. Should a service commercial development be the most appropriate end-use of the land, both zones can be considered.

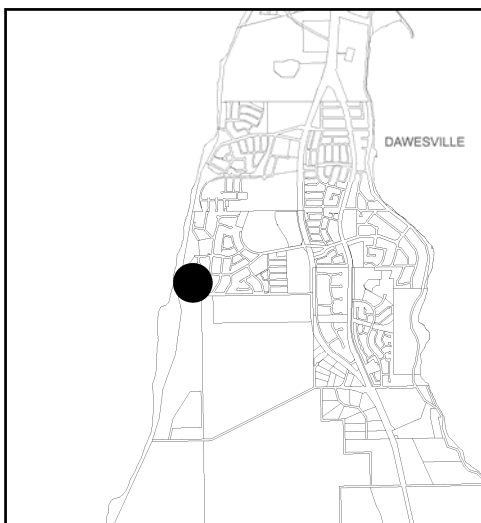
In this regard it is recommended that land uses of a commercial and/or community purpose nature are appropriate for consideration on the site, rather than residential development.

Recommendations 19 and 20

- ***Lots 103-106 Wattleglen Avenue and Lots 110-115, 118 and 121 Binnar Court, Erskine (Strategic Plan No. 19) be rezoned from 'Tourist R40' to 'Residential R40'; and***
- ***Lots 107 and 109 Binnar Court and Lot 121 Wattleglen Avenue, Erskine (Strategic Plan No. 20) be rezoned from 'Tourist R40' to a suitably determined zoning, potentially to 'Service Commercial' or 'Urban Development' having regard to the individual landowner intentions to development, and interface to adjacent land, whilst incorporating and expanding upon Additional Uses No 14 as outlined in Appendix 2 (Additional Uses) of the Scheme.***

4.7.6 Lot 3 Oceanic Drive, Dawesville

Site Details	
Address	Lot 3, No 20-30 Oceanic Drive DAWESVILLE D/P 47820
Site Area	1.4172 hectares
Current Land Use	Vacant land
Scheme 3 Zoning	Tourist
ODP Applicable	N/A
ODP Designation	N/A
Strategic Plan No.	21
Strategic Tourism Assessment Criteria	
Sustainability	Development of the site would be required to be undertaken to be sensitive with surrounding natural and community attributes
Planning Context	Identified in <i>Inner Peel Region Structure Plan</i> for tourism, in addition to current 'Tourist' zoning
Accessibility	✗ Local road network provides access to Old Coast Road, however limited opportunities for alternative transport options
Uniqueness	Amenity of the site is enhanced with being adjacent to northern boundary to Yalgorup National Park and close to a popular beach
Setting	✓ High amenity location for tourism accommodation
Tourism Activities and Amenities	Area is predominately residential, with no facilities existing on-site. Limited coastal experiences are available for visitors and local users
Alternative Sites	Other locations within Mandurah present opportunities for tourism development near or adjacent to the coast
Suitability	Site is considered suitable for tourism or residential development, with scale and intensity of development dependent on physical landforms, visual amenity and environmental conditions
Capability	Previous tourism operation on-site demonstrates how a low-scale facility could be accommodated, or an alternative location should be considered to offset the discontinuance of the site's operation
Size	Site has potential for tourism accommodation, or a format for permanent residential development
Function	No tourism function currently exists

Location Plan

Site Description

Located in a traditional holiday home area, the site once operated as the 'Yalgorup Eco Park' and provided the following accommodation and facilities on-site:

- 20 caravan sites
- 10 camping sites
- 20 short stay villas
- Swimming pool / tennis court
- Children's playground / barbecues
- Recreation / function hall
- Beauty therapy / massage

Structures and facilities on-site have been removed since the closure of the Yalgorup Eco Park, and the site is currently vacant with some scattered tree cover.

The subject site is situated within an established residential area, however, and has positive and negative attributes from a tourism development perspective. While its location on the coast is desirable, it is situated in a dunal swale which restricts views to the ocean and its access through a residential area is not conducive to providing an appropriate tourism experience. The site's marginal tourism amenity, and its potential to be developed for residential, has been agreed to in principle by Tourism WA.

The current zoning of 'Tourist' indicates that permanent residential development on the site is an 'AA' discretionary use, and could be developed after Council has granted planning approval.

When considering rezoning the site to 'Residential', Tourism WA encouraged the landowner to investigate an alternative site for future tourist development within the immediate area, with a potential site identified in the Department of Environment and Conservation estate (Yalgorup National Park). Such investigations may be made in consultation with Council, Tourism WA, the Department of Environment and Conservation and any other relevant government authorities.

Located in a low-density traditional holiday home area, a rezoning to 'Residential' zone with a suitable residential density coding would assist to retain the area's character and amenity. Existing larger 'Residential' lots within proximity to the site currently do not have redevelopment potential as reticulated sewer is not available. The 'R20' residential density coding development standards would apply once connection to sewer is established. The site's characteristics and location suggest any permanent residential development should be considered at medium density.

The site does not appear to have access to reticulated sewer, therefore suggesting that a 'low density / low scale' development outcome could be considered, to retain the original use of the site and being in character with the amenity of the surrounding area.

In considering density, it is not an immediate transfer of the 'R40' density coding from the 'Tourist' zone. However, the landowners have obtained a conditional approval for a survey-strata subdivision for 43 residential lots, at an average density of 'R35', issued by the Western Australian Planning Commission on 25 March 2009 (1687-08). The conditional approval required the developer to make arrangements with Water Corporation for connections to water and sewer.

Considering the site is zoned 'Tourist' and a recent subdivision approval for medium density residential development, a density coding of 'R40' is proposed to be designated for the site.

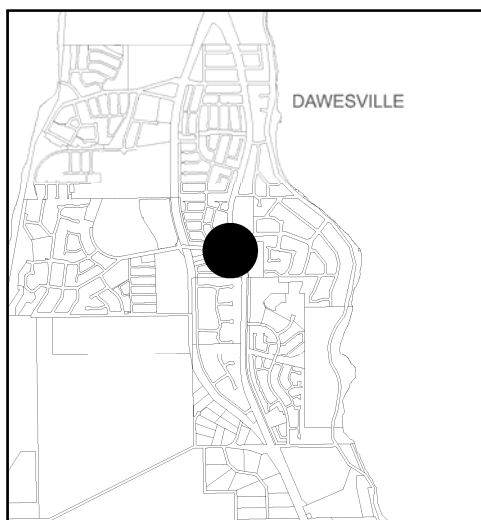
Recommendation 21

- ***Lot 3 Oceanic Drive, Dawesville be rezoned from 'Tourist' to 'Residential R40', with development at this density being considered through a site specific assessment of the site.***

4.7.7 Old Art Gallery Site Lot 1001 Dawesville Road, Dawesville

Site Details	
Address	Lot 1001, No 1 Dawesville Road DAWESVILLE D/P 47333
Site Area	0.7102 hectares
Current Land Use	Land Sales Office
Scheme 3 Zoning	Tourist
ODP Applicable	N/A
ODP Designation	N/A
Strategic Plan No.	22
Strategic Tourism Assessment Criteria	
Sustainability	Development of sites for commercial, residential or tourism development would not affect surrounding natural or cultural resources
Planning Context	✗ Currently zoned 'Tourist', however no tourism function exists
Accessibility	Site is at a highly legible intersection with Dawesville Road and Old Coast Road, which was the traditional route through Mandurah to the South-West region of WA
Uniqueness	✗ No distinguishing characteristics to warrant strategic retention
Setting	✗ No distinguishing attributes for retention for tourism purposes
Tourism Activities and Amenities	✗ No identifiable tourism uses on-site, and within a new residential estate
Alternative Sites	✗ Other locations within Mandurah present opportunities for tourism development
Suitability	✗ Site's characteristics support consideration to form part of a local activity node
Capability	✗ A site responsive design is necessary given the topography of the site and proximity to residents
Size	✗ Lot size is not necessarily conducive towards a strategic tourism facility
Function	✗ Potential for higher and better use with commercial/mixed use development

Location Plan



Site Description

The 'Tourist' zoning for the subject site reflects the previous use of the site as an art gallery. The art gallery has not operated for some time, with the building on-site currently being used as the land sales office for the residential subdivision adjoining the site.

Aside from Lot 1001 having frontage to Old Coast Road (which was the original traffic route for travel to the South-West region) and a historical tourism function, the site does not exhibit any other qualities that would strategically support the retention of the 'Tourist' zoning. In terms of alternative zonings for the site, it is appropriate that, notwithstanding the predominant form of development is residential within the area, the site can be rezoned to 'Urban Development' such that an outline development planning process can determine appropriate land-uses for the site.

In this regard it is recommended that land-uses of a commercial and/or community purpose nature are appropriate for consideration on the site rather than solely residential land-uses given its location on a major intersection for the locality, the 'Commercial' site directly opposite to the east, Dawesville Caravan Park and Holiday Village directly opposite to the south-east, and its proximity to the Peel Inlet. All of these factors provide the opportunity for a localised 'Activity Centre' to be developed on the site, with an emphasis on:

- Land-uses that will be of benefit to the residential and/or tourist market in the immediate locality; and
- A site-responsive design given the elevated nature of the site and the adjoining residential development on the southern and western boundaries.

When the outline development planning process is being undertaken, due consideration is to be given to the findings of the City of Mandurah *Southern Sector Report*.

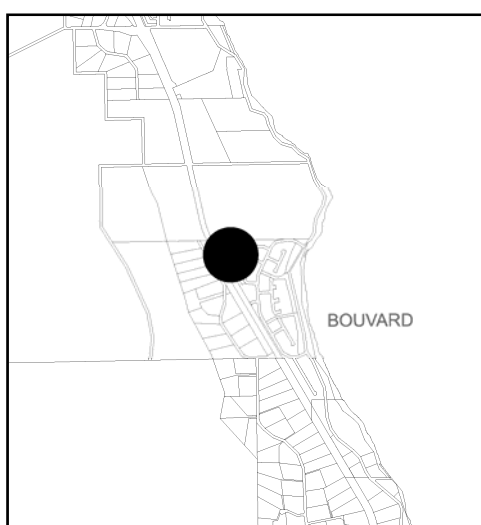
Recommendation 22

- ***Lot 1001 Dawesville Road, Dawesville be rezoned from 'Tourist' to 'Urban Development'.***

4.7.8 Lot 201 Old Coast Road, Bouvard

Site Details	
Address	Lot 201, No 1515 Old Coast Road BOUVARD S/P 11315
Site Area	2.3941 hectares
Current Land Use	Permanent Residential
Scheme 3 Zoning	Tourist
ODP Applicable	N/A
ODP Designation	N/A
Strategic Plan No.	23
Strategic Tourism Assessment Criteria	
Sustainability	- Development of the site would be required to be undertaken to be sensitive with surrounding natural and community attributes
Planning Context	- Identified in <i>Inner Peel Region Structure Plan</i> for tourism, in addition to current 'Tourist' zoning
Accessibility	✗ While adjacent to Old Coast Road, is not directly accessible to highway
Uniqueness	- No landmark value associated with the site's location
Setting	✗ Proximity to highway (traffic and noise) is not conducive towards a tourism site that demonstrates a level of high amenity
Tourism Activities and Amenities	✗ Site primarily caters for permanent residents
Alternative Sites	- Other sites within district provide tourism accommodation
Suitability	✗ Potential amenity impacts due to proximity to highway for visitor appeal
Capability	- Current permanent residential population on-site limits opportunities for exploring tourism accommodation
Size	- Elongated shape of property limits redevelopment potential for tourism use
Function	✗ No tourism function currently exists

Location Plan



Site Description

Lot 201 Old Coast Road, Bouvard is zoned 'Tourist' under Scheme 3 as a result of the historical use of the site as the Bouvard Motel/Hotel (associated with development on Lot 204 Park Ridge Drive).

The site was strata titled for 50 units and over time has been occupied for permanent residential.

The site does not exhibit any strategic qualities to warrant retention under the 'Tourist' zoning. As an alternative zoning, it is considered appropriate for the site to be zoned 'Residential R40'.

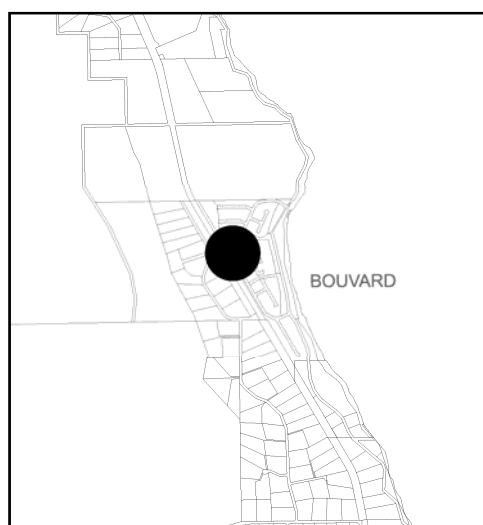
Recommendation 23

- ***Lot 201 Old Coast Road, Bouvard be rezoned from 'Tourist' to 'Residential R40'.***

4.7.9 Lot 204 Park Ridge Drive, Bouvard

Site Details	
Address	Lot 204, No 21-23 Park Ridge Drive BOUVARD D/P 79291
Site Area	0.4014 hectares
Current Land Use	Tavern
Scheme 3 Zoning	Tourist
ODP Applicable	N/A
ODP Designation	N/A
Strategic Plan No.	24
Strategic Tourism Assessment Criteria	
Sustainability	Development of the site would be required to be undertaken to be sensitive with surrounding natural and community attributes
Planning Context	Identified in <i>Inner Peel Region Structure Plan</i> for tourism, in addition to current 'Tourist' zoning
Accessibility	While adjacent to Old Coast Road, is not directly accessible to highway
Uniqueness	No landmark value associated with the site's location
Setting	Proximity to highway (traffic and noise) is not conducive towards a tourism site that demonstrates a level of high amenity
Tourism Activities and Amenities	Site currently used as a 'Tavern'
Alternative Sites	Opportunities for short-stay accommodation on-site could be incorporated into the 'Tavern' use through redevelopment
Suitability	Potential visitor appeal may be reduced due to amenity impacts from proximity to highway and current land-use
Capability	No identified demand for the site to provide tourism accommodation
Size	Redevelopment of site would be necessary to accommodate tourism facilities
Function	No tourism function currently exists

Location Plan



Site Description

The site is zoned 'Tourist' under Scheme 3 as a result of the historical use of the site as the Bouvard Hotel/Motel and Tavern (associated with development on Lot 201 Old Coast Road). The site is now developed as the Park Ridge Tavern.

The site does not exhibit any strategic qualities to retain its classification under the 'Tourist' zone. As an alternative, the 'Commercial' zone will allow for land uses existing on-site and development of other commercial uses that can service passing trade as well as the surrounding residential area. A 'Commercial' zoning is consistent with zoning of sites to the north (Lots 203 and 199).

The City's *Local Commercial Planning Strategy* promotes the expansion of commercial floorspace within the locality of Bouvard to 2500m² by 2026. The Tavern's approximate gross floor area is 900m², and is considered to be consistent with the objectives of the *Local Commercial Planning Strategy*.

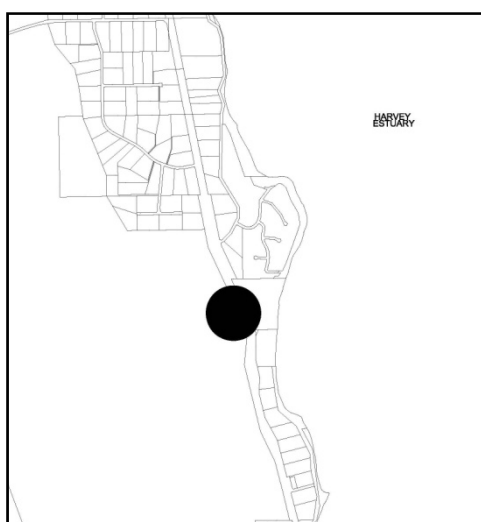
Recommendation 24

- ***Lot 204 Park Ridge Drive, Bouvard be rezoned from 'Tourist' to 'Commercial'.***

4.7.10 Lot 500 Old Coast Road, Bouvard

Site Details	
Address	Lot 500, No 1984 Old Coast Road BOUVARD D/P 79129
Site Area	2.3464 hectares
Current Land Use	Single Dwelling
Scheme 3 Zoning	Tourist
ODP Applicable	N/A
ODP Designation	N/A
Strategic Plan No.	25
Strategic Tourism Assessment Criteria	
Sustainability	Development of the site would be required to be undertaken to be sensitive with surrounding natural and community attributes
Planning Context	Site is identified for 'Conservation' in <i>Inner Peel Region Structure Plan</i> and <i>Coastal and Lakelands Planning Strategy</i>
Accessibility	Direct access currently to Old Coast Road, which requires Main Roads advice
Uniqueness	Few sites are adjacent the Yalgorup National Park
Setting	Potential aspect would be conducive towards accommodation, however proximity to highway may involve visual amenity, noise and traffic issues
Tourism Activities and Amenities	Historical use of the site was the result of it being zoned 'Tourist'; however no strategic tourist function exists. Proximity to estuarine and bush experiences for visitors
Alternative Sites	Few alternatives sites within the locality
Suitability	Topography and environmental conditions from <i>Coastal and Lakelands Planning Strategy</i> limit tourism potential for the site
Capability	Site may potentially be incorporated into Yalgorup National Park, or a low-scale bed and breakfast or equivalent type of short-stay accommodation
Size	Lot size is not necessarily conducive towards a strategic tourism facility
Function	Site is not of strategic importance to be considered for tourism

Location Plan



Site Description

Lot 500 Old Coast Road, Bouvard is zoned 'Tourist' in accordance with Scheme 3 and has been developed for a single residential dwelling. Lot 500 directly backs onto Yalgorup National Park and is located in a low-density residential environment, with zoning in the area being 'Rural', 'Rural Residential' and 'Residential R2.5'.

From a review of the history, the site was previously used for sales of archery equipment and buying of second-hand firearms as trade in, and it is apparent that as a result, the zoning of 'Tourist' was applied to the site when Scheme 3 was gazetted on 21 July 1999.

Notwithstanding, the *Inner Peel Region Structure Plan 1997* and the *Coastal and Lakelands Planning Strategy 1999* identify the site as 'Conservation'. In addition, Lot 500 is zoned 'Rural' in accordance with the Peel Region Scheme, which has the purpose of,

providing for the sustainable use of land for agriculture, assist in the conservation and wise use of natural resources including water, flora, fauna and minerals, provide a distinctive rural landscape setting for the urban areas and accommodate carefully planned rural living developments.

The *Coastal and Lakelands Planning Strategy* states that, when tourism is considered, one short stay 'key' is recommended per 5-10 hectares of land where situated close to the National Park. Notwithstanding this comment, the site is identified in the *Coastal and Lakelands Planning Strategy* as 'Other Reserve (Conservation, Recreation)'.

Lot 500 complies with a number of the criteria – that is the site's proximity relationship to Yalgorup National Park and the Peel-Harvey Estuary and direct frontage to Old Coast Road. However, it is recommended that the site not retain a 'Tourist' zoning. This recommendation is on the basis that:

- The site has a 'Rural' zoning under the Peel Region Scheme, thus any development proposal for the site should be conducive to the associated purpose. Notwithstanding other related provisions for the site, the current 'Tourist' zoning under Scheme 3 could imply that tourism developments of a large scale or high density could be considered appropriate on-site;
- The site is not conducive to an urban scale of tourism accommodation, given its limited access to urban services and amenities. The site is located approximately 10 kilometres from the proposed Florida district centre and is not serviced by sewer, scheme water, etc.;
- The topography of the site ranges from 5 metres to 15 metres (AHD) and is extensively covered with remnant vegetation, thus requiring a site-responsive design for the site; and
- The site is not critical to the future growth of tourism in the Mandurah locality.

Given the above, it is recommended that the site be rezoned to 'Rural Residential'. As per the current zoning provisions of Scheme 3, a 'Rural Residential' zoning would ensure the lot still had the potential to contribute to the tourist accommodation industry in the form of 'Bed & Breakfast Accommodation', with this form of development being more suitable taking into the context of the site being removed from urban services and its site characteristics (topography, remnant vegetation cover etc.). Further, this rezoning would result in the zoning of Lot 500 Old Coast Road, Bouvard to be consistent with the 'Rural' zoning of the Peel Region Scheme, in accordance with section 124(2) of the *Planning and Development Act 2005*.

Although not currently defined in Scheme 3, an alternative tourism accommodation form that may be appropriate for consideration on Lot 500 is an 'Eco-Tourist Facility'. This is a land use recommended to be incorporated into Scheme 3 as per Recommendation C of the Strategy.

To facilitate consideration of a proposal of this nature, and not only for this lot, the land-use classification of 'Eco-Tourist Facility' should be incorporated into Scheme 3 and provided for as a use class within appropriate zones (i.e. 'Rural' and 'Rural Residential' zones).

Notwithstanding the above rezoning recommendation, due regard has to be given to:

- The identification of the lot as 'Conservation' in the *Inner Peel Region Structure Plan 1997* and the *Coastal and Lakelands Planning Strategy 1999*; and
- The recommendation within the *Yalgorup National Park Management Plan 1995-2005* that private properties adjoining the Park that have exceptional conservation or recreation values, management benefits, or that could protect areas with such values within the Park, should be acquired when opportunities arise and funds are available (Land Tenure & Park Boundaries Action 3).

Given the above considerations, it is strongly recommended that prior to any rezoning proposal being initiated for the site, the City of Mandurah request the Department of Environment and Conservation undertake an assessment of Lot 500 to ascertain whether the lot should be acquired and incorporated into the adjoining Yalgorup National Park.

Recommendation 25

- ***Lot 500 Old Coast Road, Bouvard be rezoned from 'Tourist' to 'Rural Residential', should it be determined that the Department of Environment and Conservation's assessment that the lot should not be acquired and incorporated into the adjoining Yalgorup National Park.***
- ***Subject to section 124(2) of the Planning and Development Act 2005, the City shall resolve to prepare an amendment to the Town Planning Scheme No 3 such that the future zoning of Lot 500 Old Coast Road, Bouvard is consistent with the 'Rural' zone under the Peel Region Scheme.***

4.8 CURRENT SITES TO REMAIN

Following advertising of the Strategy, two sites have been identified to be retained as their current respective zonings under Scheme 3:

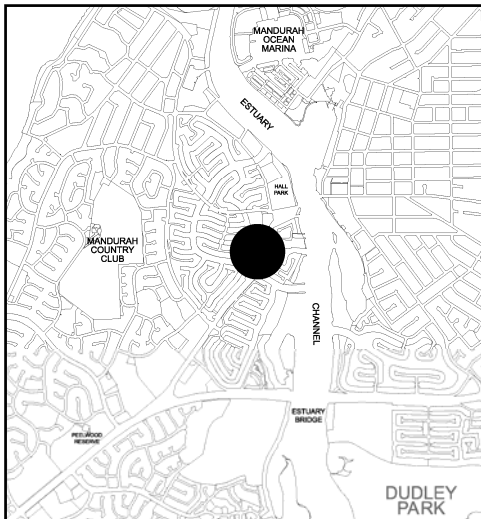
- Sutton Farm; and
- Clifton Beach.

The strategic recommendations for these two sites are outlined as follows.

4.8.1 Sutton Farm

Site Details	
Address	Lot 506, No 15 Apollo Place HALLS HEAD D/P
Site Area	1.4773 hectares
Current Land Use	Heritage Listed Buildings and Trees
Scheme 3 Zoning	Tourist
ODP Applicable	Port Mandurah, Sutton Farm
ODP Designation	Port Mandurah: Heritage Site (Tourist) Sutton Farm: (Heritage Buildings for non-residential/tourism use; Multiple and Grouped Dwellings)
Strategic Plan No.	N/A

Location Plan



Site Description

Lot 506 Apollo Place is zoned 'Tourist' under Scheme 3 and is denoted as the 'Sutton Farm Heritage Precinct' on the Port Mandurah Outline Development Plan (a plan that essentially pertains to the 'Canal' zoned land immediately surrounding the subject lot).

In terms of appropriate land-uses on the site, whether they are commercial, community purposes or residential, due consideration needs to be given to the following:

Sutton Farm is of high historical significance. It is associated with the Sutton and Cooper families, some of the earliest pioneering European families in the Mandurah district. Sutton Farm was also the location of Winjan's Camp, the home of a well-known Aboriginal leader in the district, George Winjan, who was also a mediator between the indigenous and European communities.

The site provides an opportunity for mixed-use development with the heritage buildings on the site. In terms of appropriate land uses on the site, due consideration needs to be given to the following:

- The land-use(s) need to recognise the heritage significance of the site and the role that Sutton's Farm played in the early development of Mandurah;
- The heritage significance of the buildings on-site needs to be recognised, with retention of such buildings being at the forefront of any development proposal;
- Appropriate signage and access arrangements to ensure the tourism value of the heritage buildings on-site is taken into account; and

- Land-uses on the site should contribute to the development of a localised 'Activity Centre' in the area – comprising of Quest Apartments at Lot 507 Apollo Place, the Mary Street/Old Coast Road shopping precinct and the subject lot.

An ODP for the subject site has been submitted in by the landowner for future development to incorporate multiple residential dwellings and ongoing maintenance of the heritage buildings. The heritage buildings were identified for tourism or non-residential uses, subject to being compatible and sympathetic to the historical nature of the structures. Council adopted the ODP for advertising purposes in April 2008.

The built form and final use of the site should contribute towards the development of a localised activity centre, with uses that are compatible with the heritage significance of the site.

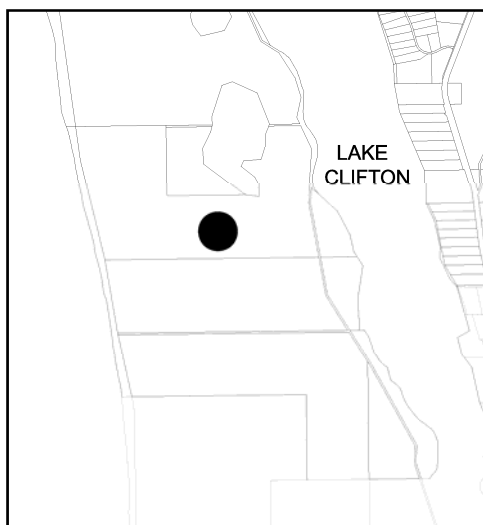
Recommendation 26

- ***Lot 506 Apollo Place, Halls Head (Sutton Farm) remains zoned as 'Tourist';***
- ***Any land use and/or development proposals are to consider and facilitate the conservation of the heritage value of the site; and***
- ***Any land use and/or development proposal being subject to the preparation and adoption of an Outline Development Plan.***

4.8.2 Clifton Beach

Site Details	
Address	Lots 2240, 2275, 2657, 3045 and 4185 Old Coast Road CLIFTON
Site Area	812 hectares
Current Land Use	Rural Living, Rural Pursuits
Scheme 3 Zoning	Rural
ODP Applicable	N/A
ODP Designation	N/A
Strategic Plan No.	N/A

Location Plan



Location Description

Clifton Beach is approximately 800 hectares in area located between the Indian Ocean, Lake Clifton and the Yalgorup National Park to the north and south.

The site, which comprises Lots 2240, 2275, 2657, 3045 and 4185 Old Coast Road, Clifton are currently zoned 'Rural' under Scheme 3 and 'Rural' under the Peel Region Scheme.

The sites have the following characteristics:

- One ownership over majority of land;
- Located between coast and Lake Clifton;
- The location provides a point of difference and is unique;
- The setting may facilitate recreational tourism activities; and
- The site has an element of scarcity to achieve.

Notwithstanding the possible tourism appeal, the site is recognised for its environmental characteristics, which are considered important to retain in the long-term. As such, the Strategy notes the sites have potential, yet are better to not be highlighted for development in order to protect the site's geographical and environmental assets and those assets adjacent.

Recommendation 27

- ***That Lots 2240, 2275, 2657, 3045 and 4185 Old Coast Road, Clifton (Clifton Beach) not be designated as a Strategic Tourism Location and remain zoned 'Rural'.***

4.9 SCHEDULE OF TOURIST ZONED SITES RETAINED

A number of 'Tourist' zoned sites within Mandurah are not identified in the Strategy as being critical for future tourism accommodation. These sites, however, are considered to serve a tourism purpose and while not all sites are developed to their maximum potential, are considered to be consistent with the intent and purpose of the 'Tourist' zoning.

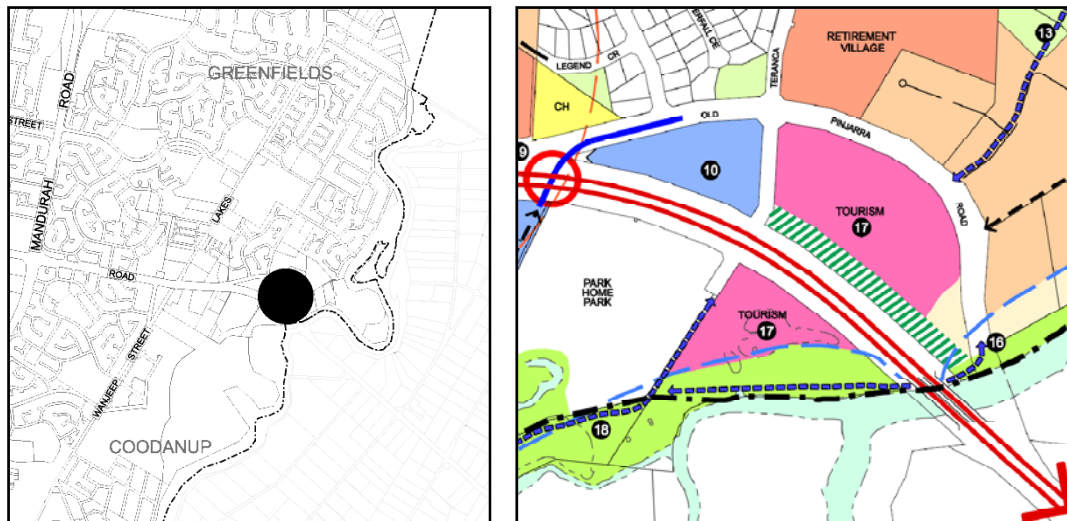
Sites identified to be retained within the 'Tourist' zone under Scheme 3 that are not affected by the recommendations of the Local Tourism Planning Strategy in terms of rezoning include:

- Lot 10 Old Pinjarra Road, Greenfields;
- Sutton Farm;
- Mandurah Country Club;
- Lot 221 Captain Court, Wannanup; and
- Dawesville Caravan Park & Holiday Village.

4.9.1 Lot 10 Old Pinjarra Road, Greenfields

Site Details	
Address	Lot 10, No 55 Old Pinjarra Road GREENFIELDS D/P 59361
Site Area	4.48 hectares
Current Land Use	Vacant
Scheme 3 Zoning	Tourist, Rural and Regional Open Space (Peel Region Scheme)
Structure Plan Applicable	Mandurah East Structure Plan
Structure Plan Designation	Tourism Development, Landscape Buffer
Strategic Plan No.	N/A

Location Plan



Site Description

Lot 10 Old Pinjarra Road is a vacant site and was a former tourist attraction as a bird park. The 'Tourist' zoning applies given the historical nature of the site. The site was also once proposed for an eco-themed tourist development (Egret's Landing), which hasn't progressed.

The site is denoted on the Mandurah East Structure Plan for tourism development with the vision for the lot being:

"High quality tourist development at Serpentine River gateway, providing for a landscaped entrance to Mandurah from the east. Potential to include corner store and community purpose facility."

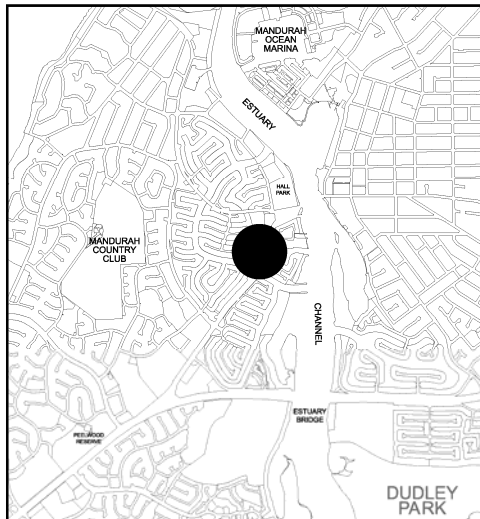
The site's characteristics include its landscape quality, landform (i.e. low-lying), mosquito impacts and the like.

The site has numerous qualities that warrant consideration for tourism development and not for permanent residential development. The designation for 'Tourism Development' on the Mandurah East Structure Plan does not presuppose that the site is viable for tourism *per se*, yet indicates the value of the site's location in presenting an opportunity for tourism on this site.

4.9.2 Sutton Farm

Site Details	
Address	Lot 506, No 15 Apollo Place HALLS HEAD D/P 22420
Site Area	1.4773 hectares
Current Land Use	Heritage Listed Buildings and Trees
Scheme 3 Zoning	Tourist
ODP Applicable	Port Mandurah, Sutton Farm
ODP Designation	Port Mandurah: Heritage Site (Tourist) Sutton Farm: (Heritage Buildings for non-residential/tourism use; Multiple and Grouped Dwellings)
Strategic Plan No.	N/A

Location Plan



Site Description

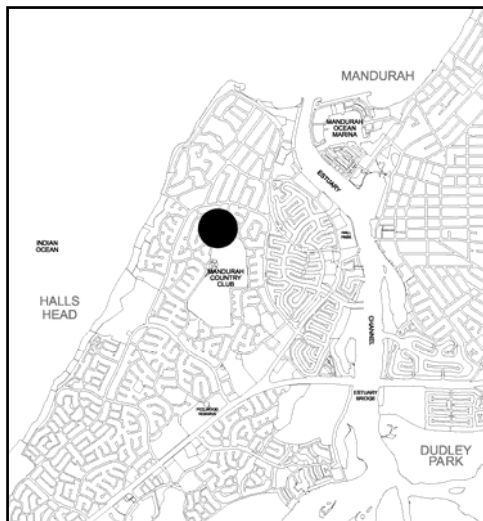
From a review of the history of the site, it is apparent that the site was zoned 'Tourist' as the proposed uses for the heritage buildings on-site at the time were of a tourist nature. The site was identified for heritage purposes and tourism use as a 'Proponent's Commitment' for the original Port Mandurah canal estate development.

Aside from the heritage buildings on-site and proximity to the city centre (including the western foreshore and Peel Inlet), the site does not exhibit any other qualities that would strategically support the retention of the 'Tourist' zoning – particularly when taking into account the adjoining tourist accommodation development in a contextual sense. Notwithstanding, the existing 'Tourist' zoning does not presuppose the site is compatible for permanent residential development and as such an outline development planning process can determine the appropriate land-uses for the site.

4.9.3 Mandurah Country Club

Site Details	
Address	Lot 950 Marsh Place HALLS HEAD D/P 60946 Lot 103 Marsh Place HALLS HEAD D/P 61694
Site Area	Lot 950: 1.4460 hectares Lot 103: 0.3413 hectares Total: 1.7873 hectares
Current Land Use	Club House, Car Park, Remnant Vegetation
Scheme 3 Zoning	Tourist and District Recreation reserve
ODP Applicable	draft Mandurah Country Club ODP
ODP Designation	Residential, Recreation – Private
Strategic Plan No.	N/A

Location Plan



Site Description

Lots 950 and 103 Marsh Place are privately owned by the Mandurah Country Club adjacent to and supporting the adjoining Lot 1 Marsh Place which contains the golf course owned by the City of Mandurah.

Prior to the consideration of Amendment No 38 to Scheme 3, all three parcels of land were reserved as 'District Recreation'. Amendment 38 resulted in the land containing the Clubrooms and car parking area on Lots 103 and 950 being reclassified from 'District Recreation' reserve in Scheme 3 to 'Tourist' zone.

The rationale provided in Amendment No 38 was to "enable the Mandurah Country Club to realise the value of the clubrooms as the zoning gives existing and proposed development more commercial viability as it enables the Association to borrow against the improved capital value that the rezoning brings".

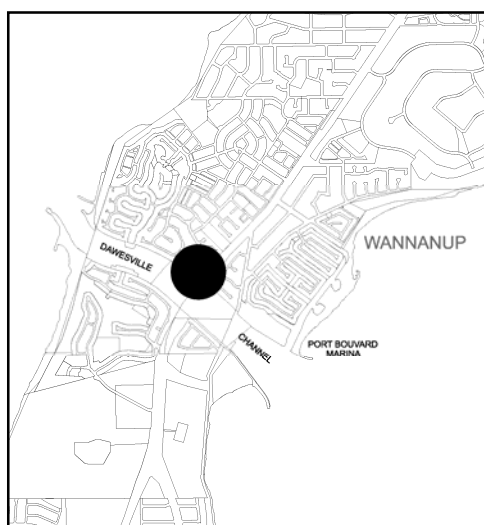
The Country Club is pursuing a redevelopment scheme for Lots 103 and 950 Marsh Place via a draft Mandurah Country Club Outline Development Plan. This draft ODP seeks to develop the existing 'Tourist' zoned land for a new clubhouse, multiple residential dwelling development within apartment buildings and replacement of the at-grade car park with more expansive at-grade and undercroft car parking.

Should the draft ODP be granted final approval, it is anticipated that the merits of retaining 'Tourist' zoning of the site can be reviewed, and investigation of a more suitable zoning under Scheme 3.

4.9.4 Lot 221 Captain Court, Wannanup

Site Details	
Address	Lot 221 Captain Court WANNANUP D/P 20639
Site Area	0.1178 hectares
Current Land Use	Vacant
Scheme 3 Zoning	Tourist
ODP Applicable	Port Bouvard - Northport
ODP Designation	Commercial
Strategic Plan No.	N/A

Location Plan



Site Description

Lot 221 Captain Court, Wannanup is a vacant battleaxe lot situated adjacent to the Jolly Frog Restaurant (Lot 1926 Rod Court, Wannanup).

The lot has been zoned 'Tourist' since the gazettal of Scheme 3, as a site initially identified to capitalise on possible tourism opportunities commensurate with the opening of the Dawesville Channel.

The site remains vacant however it is considered that the site has greater merit being retained within the 'tourist' zoning at this stage. The adjacent Jolly Frog Restaurant is zoned 'Commercial', which does not permit as broad a range of tourism development options.

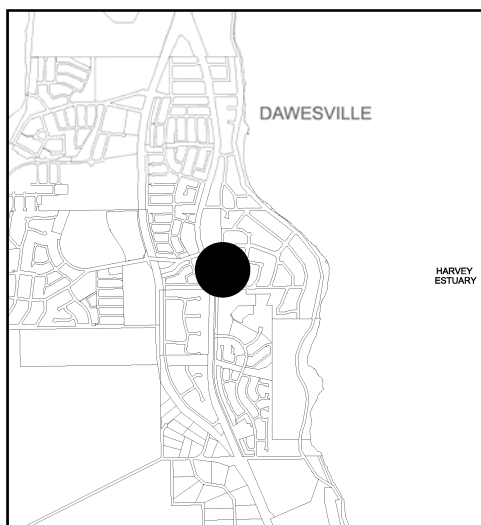
The site is not identified, however, as a critical 'Tourist' zoned site within Mandurah. It is subdivided as a standard residential lot in a battleaxe configuration with vehicle access from a local street cul-de-sac head. Any tourism opportunities for the site would be commensurate with the integrated (re)development of Lot 1926 Rod Court and potentially Lots 222 and 223 Captain Court, which are currently developed for car parking for the Jolly Frog Restaurant.

It is anticipated that these four sites have opportunities for integrated development, however in isolation each site has limited appeal or capability for tourism (or otherwise) development.

4.9.5 Dawesville Caravan Park & Holiday Village

Site Details	
Address	Lot 306 Old Coast Road DAWESVILLE S/P: 14644
Site Area	3.8195 hectares
Current Land Use	Caravan Park
Scheme 3 Zoning	Tourist
ODP Applicable	No
ODP Designation	N/A
Strategic Plan No.	N/A

Location Plan



Site Description

Lot 306 Old Coast Road, Dawesville is developed as a short-stay and permanent accommodation caravan park, operating as the Dawesville Caravan Park & Holiday Village.

The site is currently zoned 'Tourist' and is accessed from Old Coast Road, on the historical road alignment. This section of Old Coast Road does not form part of the National Highway One. The site is south-east of an intersection between Old Coast Road and Dawesville Road. The site is on the original alignment of the Old Coast Road, however through the realignment of Old Coast Road the Park now enjoys road access with access via Dawesville Road to the Highway.

On the northern boundary, at the intersection of Old Coast Road-Dawesville Road, a previous service station site has been cleared with the opportunity for a small commercial development, predominately retail and a supermarket. Together with the future development of Lot 1001 Dawesville Road (recommended rezoning to 'Urban Development'), the site is within close proximity to a future activity node.

The Dawesville Caravan Park & Holiday Village is located within proximity to Melros Beach and the Estuary, and 3.5 kilometres south of the Dawesville Channel. The site enjoys a close proximity to several attractions, including:

- Melros Beach and Pyramids Beach;
- The Cut Golf Course;
- Port Bouvard Sporting and Recreation Club;
- Caddadup Reserve; and
- Estuary Road foreshore and boat ramp.

The Dawesville Caravan Park & Holiday Village provides the following accommodation and facilities:

- Chalets
- On-site caravans
- Powered concrete sites
- Powered grass sites
- Park Homes
- Swimming pool
- Playground, tennis court
- Games / TV room
- BBQ facilities
- Laundrette

Whilst providing tourism accommodation, identified within the Accommodation Audit for a total of 97 sites (14 for tourism), Lot 306 Old Coast Road is not recognised via the Strategy as being critical for future tourism development to be protected through a designation as a strategic or non-strategic tourism site. It is considered, however, appropriate to retain the site within the 'Tourist' zone to reflect the existing development of the site.

PART 5 NON-STATUTORY RECOMMENDATIONS

5.1 COUNCIL INITIATIVES

Notwithstanding that the Strategy focuses on land-use planning recommendations, a number of other actions should be addressed by the City of Mandurah, and Council, as outcomes of the SWOT Assessment in regard to tourism development and tourism promotion:

- Undertake work in repackaging Mandurah to meet the market demand for tourism:
 - Ensuring Mandurah has the correct brand association and maintains market differentiation from Perth.
- Tourism promotion at the Mandurah Transit Station is important as this is a significant 'entry' point into Mandurah and will assist in realising additional potential from day trippers;
 - It will be important to monitor the extent that visitors utilise the rail line service.
- Ensure Council and the City focuses on the iconic features of Mandurah, and emerging tourism opportunities:
 - Promoting good environmental management;
 - Zoning suitable land for future beach side development and redevelopment (north facing beaches), and further opportunity for facilities at designated regional and district level beaches; and
 - Increase marketing to create the desired consumer impression of Mandurah.
- Ensure Council and the City is proactive towards ensuring Mandurah maintains its current stock of diversity and supply in accommodation:
 - Ensuring Mandurah has adequate land zoned for tourism accommodation in the future, and accommodation being allowed for in appropriate locations through the permissibility of land uses rather than zoning land.
- Identify opportunities for tourism activities and accommodation to be introduced into the city, given its status as the capital of the Peel region. This may include direct liaising with the Peel Chamber of Commerce and Peel Development Commission to determine whether the local industry believes that, *inter alia*, budget (potentially backpackers) tourism accommodation could assist in filling a niche within the city's tourism accommodation industry.

5.2 PLANNING FRAMEWORK RECOMMENDATIONS

As part of the Taskforce Report recommendations, the State Government is responsible for:

- Preparation of a State Planning Policy *Land Use Planning for Tourism*:
 - It is recommended that the Council be proactive by participating in the content of a State Planning Policy, and provide suitable input where appropriate.
- Establishment of a Strategic Tourism Sites Committee for the identification of State Strategic Tourism Sites in priority local government areas:
 - It is recommended that Council acts as a stakeholder, where work is undertaken within the municipality for tourism planning. Council may also consider electing a representative to the tourism committee should the opportunity arise.
- Preparation of an example (model) tourism component of a local planning strategy:
 - It is recommended that Council provide suitable input in the preparation of this model tourism component where appropriate. Any future prepared local planning strategy for the City of Mandurah should also have regard to this model.

PART 6 IMPLEMENTATION

6.1 DEVELOPMENT OF THE LOCAL TOURISM PLANNING STRATEGY

The Strategy has been developed to outline strategic land-use recommendations to ensure the successful development of tourism in Mandurah, potentially over the next 10-15 years. For the Strategy to be successful, implementation requires an integrated approach to tourism development.

The two key elements to this integrated approach include A) good planning and B) tourism management. Good tourism land-use planning ensures that adequate land for tourism purposes is available, and the types of development to occur on tourism land. Conversely, good tourism management focuses on the development of tourism products, tourism businesses and the marketing of tourism products.

6.2 IMPLEMENTATION

The Strategy will form part of the City of Mandurah's local planning framework under Scheme 3, with the opportunity to form part of a future Local Planning Strategy. In preparing a future Local Planning Strategy, Council will be required to give due regard to the recommendations within the Strategy in making planning decisions.

More specifically, the Strategy will be used by the City of Mandurah to guide the consideration of rezoning proposals, outline development plan proposals, development applications, subdivision applications and in the preparation of a range of strategic planning proposals such as the local planning strategy, future local planning schemes, scheme amendments and precinct plans.

Once the Strategy is endorsed, a number of modifications to the Scheme 3 Text will be required to implement the recommendations arising out of the Strategy, particularly in regard to changes to the 'Tourist Zone', the introduction of a tiered zoning framework, and tourist related land-use definitions. These modifications are considered appropriate to form part of an Omnibus Amendment or future consolidation of the amendments to Scheme 3.

Where a 'Tourist' zoned site or a site exhibiting a tourist function is not listed in the Statutory Recommendations, this does not mean that it cannot be considered for tourism related purposes. Rather, it primarily means that the Strategy did not consider it was warranted for particular protection, from a strategic point of view, as a tourist site. Notwithstanding this comment, a site may be identified or designated as a 'Tourist' zoned site, or for tourism purposes, through a Precinct Plan, Outline Development Plan or Development Guide Plan, having regard to objectives of the Strategy and Planning Bulletin 83.

6.3 MONITORING AND REVIEW

As per a local planning strategy, the Strategy will also need to be subject to monitoring and review, such as:

- The Strategy will need to respond to future changes in State Government policy or local priorities as well as changes within the tourism industry and tourist economy:
 - As part of tourism management, it will be essential to acquire expert tourism input and tourism monitoring data to assist land-use planning decision-making, and the development of action plans to manage tourism areas (e.g. tourism product and small business development, and tourism marketing);
- A major review every five years, or at the time of scheme review/consolidation;
- Scope to amend the Strategy to respond to changes in the intervening period;
- The focus of monitoring and review should be on the extent to which the Strategy has been successful in:
 - Articulating and achieving the planning objectives for the local government; and
 - Guiding land use and development decisions to achieve the outcomes of the Strategy.