

DV10.44 LOCAL PLANNING STRATEGY PROGRESS REPORT

PURPOSE OF REPORT:

To update Council on the development of the Town's Local Planning Strategy (LPS) and adopt a first draft Local Planning Strategy document (attached).

BACKGROUND:

In February 2008, Council adopted a progressive approach to the review of Town Planning Scheme No.1 which included the development of the Local Planning Strategy (as also required by the Western Australian Planning Commission) (Item DV08.20). The first stages of the Town Planning Scheme Review have involved the undertaking of the West Leederville Planning and Urban Design Study, review of the Town's planning policies and subsequent adoption of the Town Planning Scheme Policy Manual, review of the Town's Parking Policy (which has been referred back for consideration through a Council Workshop) and the undertaking of the Cambridge Street Parking Strategy.

DETAILS:

This initial draft Local Planning Strategy (LPS) has been prepared to provide a general strategic direction for the Town's future planning and development. The LPS will be a dynamic working document, which will be added to upon completion of comprehensive housing, commercial and transport/parking strategies. While the Western Australian Planning Commission will seek the strategy in a more developed form, which incorporates the component strategies, before it would consider formal adoption, the Commission has advised that the document (as presented) could still be used to support scheme and policy amendments in the short-term. As it is developed more fully, the Strategy will offer up opportunities for amending the Town Planning Scheme (TPS). This will form part of the overall TPS review. The Town Planning Scheme Review Working Group has been briefed on the Strategy at its 8 February 2010 Meeting.

Strategy Content

The working Strategy consists of the following:-

- Planning objectives (guiding concepts);
- Details of the local and state planning framework (policies, strategies, planning studies);
- Regional context;
- Brief assessment of the Town's features and character;
- Profiles (population, housing, transport/parking, commercial/economic/employment, parks/recreation);
- Direction statements (statements of intent); and
- Opportunities Map

Proposed Objectives of Strategy

It is proposed that the Local Planning Strategy includes the following objectives:-

- Supporting and developing active and functional centres;
- Increasing housing provision and housing choice;
- Fostering sense of place and an attractive urban environment;
- Developing meeting places for community;

- Providing for sustainable local economic development and employment opportunities;
- Maintaining and enhancing social and recreational opportunities;
- Maintaining and enhancing natural resources;
- Reducing dependence on private motor vehicle use;
- Ensuring efficient use of infrastructure and resources (i.e. public transport resources, land resources, financial resources); and
- Provision of services and meeting community needs.

Direction Statements

The Strategy is based on an analysis of key issues and opportunities in the areas of population, housing, transport/parking, commercial/economic/employment and parks/recreation. It also takes into consideration the Town's Strategic Plan 2009-2020, the Western Australian Planning Commission's *Directions 2031 Spatial Framework for Perth and Peel* (which promotes urban consolidation to meet future demand for housing over the Perth Region) and recognises increasing population growth pressures.

This has guided the formation of a series of direction statements as follows:

Housing

1. Focus increased residential development in and around commercial centres and along Cambridge Street and transport hubs;
2. Increase housing choice as part of new housing developments;
3. Facilitate retention and rejuvenation of existing higher density housing;
4. Facilitate sympathetic infill development through the introduction of built-form codes;
5. Enhance existing residential areas in accordance to character statements for each of the Town's housing precincts as follows:-
 - a. West Leederville has an urban and diverse and eclectic feel to its character and features a range of housing types;
 - b. Wembley has an urban feel with an orderly aspect to its streetscapes, built-form and housing stock;
 - c. Floreat has a strong garden and open feel with importance attached to the greenery of its streetscapes and low density style of housing development;
 - d. City Beach has a spacious open feel with importance attached to green streetscapes and low density style of housing development.
6. Facilitate development of sustainable housing design.

Commercial, Employment and Economic Development

1. Enhance the functionality and appearance of existing commercial centres with an emphasis on sustainable urban design, Main Street design principles, increasing land use mix and increased employment opportunities;
2. Retain local and district commercial centres across the Town and encourage the introduction of more local stores/services over the Town;
3. Build on and maintain existing diversity among the Town's existing economic activities through identification of market opportunities;
4. Confirm the future role and function of the Medical Centre Zone.

Transport and Parking

1. Promote Transit-Orientated-Development – with high activity generating land uses around train stations and along Cambridge Street;
2. Support and encourage improvements to the local bus network;

3. Enhance public transport amenity (including improvements to shelters, seating, access to facilities and services) at bus stops and enhance pedestrian connections at key locations such as Floreat Forum; City Beach (coast) and along Cambridge Street;
4. Establish safe and convenient pedestrian and cyclist networks and integrate these travel modes with centre design exercises;
5. Respond to regional traffic flow through the Town;
6. Facilitate parking management to allow effective use of and add to existing parking infrastructure and;
7. Continue to promote and support alternative transport.

Parks and Recreation

1. Maintain and enhance the ecological values of existing natural assets including bush land and water bodies, whilst maintaining recreational values associated with these areas;
2. Integrate high-quality public places into the Town's centres and major developments;
3. Maintain and upgrade (as appropriate) existing parks and reserves to respond to changing community needs and;
4. Capitalise on and maximize the use of existing active recreational spaces and facilities.

Further development of Local Planning Strategy

Council officers will proceed with developing housing, transport/parking and commercial/employment/economic strategies concurrently, with the aim to have these completed and their contents integrated into a more comprehensive Local Planning Strategy by the end of the 2010-2011 Financial Year.

Strategy preparation will involve:-

- Additional research tasks (such as transport/traffic analysis and economic analysis);
- Collaboration and discussion with Department of Planning officers to ensure that their requirements are fully accounted for;
- Council briefings and workshops; and
- The preparation, distribution and analysis of a values and attitudes survey as well as undertaking of necessary community consultation, including strategy advertising.

State Policy and Guidelines for Strategy Development

It is noted that the finalisation of component strategies will be influenced by the completion of Western Australian Planning Commission guidelines and policies. These include the Activity Centres Policy (under development), guidelines for preparing transport strategies (for release mid 2010) and a review of housing strategy contents including likely housing targets. However, in light of the need to progress with these strategies in a timely manner, the Town will work to prepare them according to current advice. It is expected that only minor adjustments to documents would be necessary into the future (the Transport Strategy guidelines should be released by such time work will be underway on the development of this strategy in any case).

Values and Attitudes Survey

It is proposed to undertake a values and attitudes survey, to obtain information on community priorities and views across a broad range of topics, including transport, housing and commercial development.

Specialised tasks

In progressing the LPS, as indicated above, it is envisaged that certain specialist expertise will be enlisted to undertake particular tasks. This could include:-

- Economic analysis – examination of Town’s position in relation to surrounding centres and to the (draft) Activity Centres Policy for Perth Region
- Movement (transportation) analysis – establish a picture of the travel patterns (both local and regional) throughout the Town
- Survey of community opinion (a professional market researcher is proposed, to ensure that information is properly obtained)
- Mapping/graphics

There could also be a need to obtain specialist architectural advice in relation to built-form codes and sustainable design for the housing strategy.

The extent of the above exercises has not been fully determined and will become more apparent as the various strategies progress. It is therefore difficult to accurately determine budget figures. Having regard to recent, similar studies, however, it is estimated that at least \$200,000 will be required.

POLICY/STATUTORY IMPLICATIONS:

The working draft Strategy will be used to support Town Planning Scheme No.1. amendments and changes to policy.

FINANCIAL IMPLICATIONS:

Various components of strategy development will require additional resources and/or financing to be included in Council’s 2010-2011 Budget, to an estimated value of \$200,000.

STRATEGIC DIRECTION:

The Town’s Strategic Plan 2009-2020 forms the Strategy’s basis and each direction statement is linked with Strategic Plan objectives.

COMMUNITY CONSULTATION:

The further development of the Local Planning Strategy will involve consultation with community members including local business owners, residents and landowners through the values and attitudes survey. The Local Planning Strategy (and component strategies) will also be subject to advertising processes as per Western Australian Planning Commission guidelines.

SUMMARY:

Local Planning Strategies seek to guide land use planning and development. Council is being asked to endorse this initial draft Local Planning Strategy, with the understanding that preparation of transport/parking, commercial/economic/employment and housing strategies will follow and will be incorporated into the Local Planning Strategy.

For now, the Strategy will be used to give support to any Scheme amendments and consists primarily of brief directional statements, based on preliminary research. Once a more comprehensive strategy is prepared, the Town will seek the Western Australian Planning Commission's approval of the document and will initiate a formal review of Town Planning Scheme No.1.

Further steps in developing the LPS will require certain specialist input. It is proposed that an amount of \$200,00 be included in the 2010/2011 budget for this purpose. Among other things, it is proposed to engage a market research company to carry out a community opinion survey on the various subject matters in the LPS.

ATTACHMENTS:

1. Local Planning Strategy (Working Document)

**COUNCIL DECISION:
(COMMITTEE AND ADMINISTRATION RECOMMENDATION)**

Moved by Cr MacRae, seconded by Cr Watson

That:-

- (i) the Draft Local Planning Strategy, as attached, be adopted as a working paper;
- (ii) a values and attitudes survey be conducted;
- (iii) an amount of \$200,000 be considered for inclusion in the 2010-2011 budget to fund specialist studies, community survey and mapping/graphics.

Carried 9/0