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1. Introduction

1.1 Role and Purpose of Local Planning Strategy

The Town of Cambridge is preparing a Local Planning Strategy to assist in setting the strategic direction for the Town’s future planning and development. It is intended that the Local Planning Strategy will be a dynamic document that will initially set the general direction for planning and development in the Town and outline a structure for on-going planning and development in accordance with this direction.

The Local Planning Strategy will guide the review of Town Planning Scheme No. 1, which provides the key statutory provisions for land use and development within the Town. The review of Town Planning Scheme No.1 is required to ensure that Scheme provisions continue to be in accordance with State Planning Policy and align with community aspirations and expectations. In accordance with planning legislation, Local Planning Schemes should be reviewed every five years although they are subject to ongoing review through scheme amendments.

In accordance with Regulation 12A (3) of the Town Planning Regulations 1967 (as applied by the Western Australian Planning Commission), a Local Planning Strategy is to:

- Set out the long-term planning directions for the local government;
- Apply state and regional planning policies at the local level; and
- Provide the rationale for the zones and other provisions of the town planning scheme.

Town Planning Schemes form one component of implementation of the Local Planning Strategy. Centre plans, studies, capital works projects and advocacy also play a role in strategy implementation. Meanwhile, the Local Planning Strategy will also contribute towards achieving goals of the Town’s Strategic Plan 2009-2020.

The main components of this following document include:-

- **Background Profiles/General Features Map** – Key features of the Town have been identified and key implications have been outlined which have guided development of preliminary directions. The Town’s key features are illustrated on a ‘General Features Map’ which provides a broad description of the Town as it is now.
- **Preliminary Directions** – These are outlined over a series of charts (from page 29) and provide general detail as to the direction of future planning for the Town. Specific actions and further detail will be provided in the Local Planning Strategy and as component strategies are developed.
- **Opportunities Map** – Based on an existing understanding and familiarity of the Town, key opportunities have been identified (as illustrated on page 39).

1.2 Scope of Local Planning Strategy

The Local Planning Strategy will profile issues and opportunities and develop objectives and strategies for the topics of housing, economy/commercial, transport/parking and parks/recreation (Figure 1). Sustainability and urban design will be covered throughout each of the four focus areas.
1.3 Local Planning Strategy Objectives

- Supporting and developing active and functional centres
- Increased housing provision and housing choice (such as smaller dwelling types)
- Fostering sense of place and an attractive urban environment
- Development of meeting places for community
- Convenient access to goods, services and employment
- 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
- More efficient use of existing infrastructure and resources (i.e. public transport resources, land resources, financial resources)
- Provision of services and meeting community needs
2. Planning Context

2.1 State Planning Framework

Local Planning Strategies must account for State planning considerations. This ensures that the Town’s Strategy accounts for and contributes towards regional level priorities and planning measures and ensures compliance with relevant legislative requirements.

Key planning policies and strategies of influence and their relevance to the Town’s planning are outlined below. Where applicable, these policies and strategies are referred to throughout this document.

<table>
<thead>
<tr>
<th>Strategy or Policy</th>
<th>Relevance to the Town</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directions 2031 Spatial Framework for Perth and Peel</td>
<td>The draft Directions 2031 is a spatial planning framework that aims to direct the future planning of the Perth and Peel Region and was released for comment in mid 2009. Directions 2031 outlines that targeted infill development is required in inner metropolitan areas (including the Town) to accommodate future population growth. In particular, it indicates the significance of Perry Lakes as an infill development opportunity. The draft document also depicts the significance of the Town’s regional reserves and neighbouring centres of Subiaco and Leederville and most significantly, Perth City Centre.</td>
</tr>
<tr>
<td>Draft State Planning Policy Activity Centres for Perth and Peel</td>
<td>The draft State Planning Policy Activity Centres for Perth and Peel was released for comment in mid 2009. This policy aims to provide for a distribution of centres that satisfies different levels of community need and aims to co-ordinate land use and development within centres. District Centres within the Town, as indicated in the Policy, include West Leederville and Floreat.</td>
</tr>
<tr>
<td>Urban Growth Monitor</td>
<td>The Urban Growth Monitor has been developed to regularly monitor urban development across the State’s most urbanised areas. This aims to deliver more effective use of urban land; prioritise appropriate infrastructure development and to appropriately stage development. While there is little specified in the Urban Growth Monitor to date, as to how the Town can contribute to infill development objectives, the overall impetus is that inner-metropolitan local authorities support infill development initiatives.</td>
</tr>
<tr>
<td>SPP 1 State Planning Framework Policy</td>
<td>This policy provides the ‘high level’ framework for planning initiatives over the State including maintaining environmental values, creation of safe and vibrant communities, responsiveness to social change, sustainable economic growth and strategic infrastructure provision.</td>
</tr>
<tr>
<td>SPP 2 Environment and Natural Resources Policy</td>
<td>This policy aims to integrate environmental and natural resource management with broader land use planning and decision-making activities; protect, conserve and enhance the natural environment and promote and assist in sustainable natural resource use and management. The Town’s Strategy should therefore reflect protection of natural assets and energy and resource efficient practices.</td>
</tr>
<tr>
<td>SPP 2.6 State Coastal Planning Policy</td>
<td>The State Coastal Planning Policy aims to protect, conserve and enhance coastal social and natural environmental values; maintain public foreshore access and identifies appropriate development forms near the coastline. The Town’s Local Planning Strategy should subsequently account for the coast’s natural amenity and identify appropriate coastal setbacks.</td>
</tr>
<tr>
<td>SPP 2.8 Draft Bushland Policy for the Town</td>
<td>This policy aims to protect the ecological value and ensure appropriate management of bush land and relates to the Town’s Bush Forever sites.</td>
</tr>
</tbody>
</table>
Perth Metropolitan Region & Bush Forever

and other local bush land. The Town comprises approximately 114 hectares of naturally vegetated areas, which are largely protected under ‘Parks and Recreation’ reservations and/or designation as Regional Reserves in the Metropolitan Region Scheme.

SPP 2.9 Water Resources

This policy aims to protect and improve the quality and ecological value of water resources. The Local Planning Strategy should identify all water resources above and below ground in the area and prioritise in terms of state, regional or local significance.

SPP 3 Urban Growth and Settlement

This policy aims to foster and facilitate well-planned and sustainable growth, a principle which should be central to the Town’s Local Planning Strategy and Scheme. The Strategy should identify land and opportunities for housing and housing requirements for at least a ten year timeframe.

SPP 3.5 Historic Heritage Conservation

This policy primarily aims to conserve places and areas of historic heritage significance and enhance certainty to landowners and community about heritage planning processes. In line with this Policy, Local Planning Strategies should outline areas of local heritage significance.

SPP 3.6 Development Contributions for Infrastructure (Draft)

Primarily aims to promote efficient and effective provision of public infrastructure and facilities to meet demands from new growth and development in a consistent and transparent way. Development contributions can be sought for infrastructure that is required to support the orderly development of an area or community infrastructure (Community infrastructure is defined as structures, systems and capacities which help communities to function effectively). For example development contributions for new infrastructure, land for infrastructure, upgrades, extensions or total replacement of infrastructure, for public open space, foreshore reserves, roads or utilities. These can be made reference to in Local Planning Strategies.

SPP 4.2 Metropolitan Centres Policy Statement for the Perth Metropolitan Region

Aims to develop a hierarchy of well-designed, highly accessible centres as the focus of community and employment activities (subject to review with preparation of Activity Centres Policy). Floreat Forum is designated a District Centre, while all other retail centres are currently viewed as Neighbourhood/Local Centres. Under the draft Activity Centres Policy West Leederville (centred along Cambridge Street) is proposed to be designated a District Centre as well.

SPP Road and Rail Transport Noise (Draft)

Aims to minimise the effect of traffic noise on residential development and other noise-sensitive land uses and ensure efficient operation of transport corridors are not adversely affected by incompatible noise-sensitive development. The strategy should identify transport corridors (such as Mitchell Freeway, Grantham Street/The Boulevard and West Coast Highway) as separate to activity corridors (such as Cambridge Street) and outline potential for activity and transport conflict and designate appropriate amelioration strategies where appropriate.

SPP Metropolitan Freight Network (Draft)

Aims to facilitate development of an efficient freight network and minimise adverse impacts of movement of freight on noise sensitive development and vice versa. West Coast Highway is identified as ‘Primary Freight Route’ and Stephenson Highway Reserve is identified as Future Freight Route (both under jurisdiction of Main Roads).

DC 1.4 – Functional Road Classification

The Functional Road Classification establishes the expected functions of different roads and the degree of compatibility between roads and their adjacent land uses. The transport section of the Local Planning Strategy will refer to the Town’s functional road classifications.

DC 1.5 – Bicycle Planning

This policy outlines planning considerations which should be accounted for in order to improve the safety and convenience of cycling (principally
as part of road design and management and relating to end of trip facilities and parking). In line with the policy provisions, the Local Planning Strategy should refer to the Town’s Bicycle Plan.

| DC 1.6 – Planning to Support Transit Use and Transit Oriented Development | This policy looks to increase development to support public transport provision. Measures include providing for a robust road network/urban layout, high activity land uses, an attractive public domain, transit supportive design and integrating transit infrastructure. |
| Liveable Neighbourhoods | Liveable Neighbourhoods is an operational policy for the design and assessment of structure plans and subdivision for new urban areas in the metropolitan area and country centres. Given the established nature of most of the Town, this policy is of minimal effect, although it is applicable for brown-field development sites. |
| Designing Out Crime Planning Guidelines | The Designing Out Crime Planning guidelines provide an understanding of designing out crime principles. Improvements to lighting, fencing, landscaping and surveillance of the area from buildings and activities can help to reduce opportunities for crime and should be accounted for as part of the Town’s centre planning exercises. |

### 2.2 Local Planning Framework

**Strategic Plan 2009-2020**

The Town of Cambridge Strategic Plan 2009-2020 sets the vision and direction to create ‘communities of choice’ within the Town. In achieving this vision the draft Strategic Plan aims to:

- Promote a sense of community;
- Plan for active centres of recreation, shopping and business;
- Provide attractive and inviting public spaces; and
- Ensure an accessible community, with an emphasis on ‘local’.

To meet the above aims, the following goals have been set for Planning for Our Community:

- Choice of housing;
- Attractive and diverse shopping and business areas;
- Transport choice;
- A wide range of quality, accessible recreation facilities;
- Alignment of Town plans with regional plans of State and other local governments; and
- Alignment of Town plans with community needs.

The preparation of the Local Planning Strategy will also be guided by the following principles as developed through the Strategic Plan.

- Retaining the general amenity and character of the Town.
- Building on opportunities to enhance services.
- Identifying opportunities for housing choice.
- Managing traffic and promoting alternative forms of transport.
- Looking to activate key areas and centres.
- Taking advantage of and building on the Town’s assets and location advantages.
The Local Planning Strategy will form a key implementation tool to deliver the above objectives.

**Town Strategies and Policies**

Over its life the Town has established and is continuing to develop its planning strategies and plans to guide infrastructure provision and development. These will be accounted for within the Local Planning Strategy. The most recent and/or influential of these are profiled below. Please note: For a full list of the Town’s planning studies and projects please refer to Page 41.

**Town Planning Scheme No.1**

Town Planning Scheme No.1, comprising of the Scheme Text, Scheme Map and the Policy Manual and adopted in 1998, is the primary statutory document that controls the use and development of land within the Town of Cambridge. The scheme map shows the classification of land (either as a reserve or a particular zone) within the Town and the scheme text prescribes the land uses which may or may not be permitted in the various zones via the Zoning Table. The scheme text also establishes the requirements for the use and development of land throughout the Town.

**West Leederville Planning and Urban Design Study**

Planning issues associated with the eventual development of a major stadium in Subiaco and the extensive master-planning for the Leederville Town Centre has brought the future planning of the West Leederville study area into focus and forms part of the progressive review of the Town’s Town Planning Scheme. This study concentrates on the area of West Leederville between the Leederville and West Leederville train stations and centres around Cambridge Street, as illustrated below (Figure 2). The Study aims to build upon West Leederville’s strategic location and to take advantage of its proximity to both the Leederville and West Leederville train stations. The first component of the Study involved developing an overarching strategy to determine the level of future growth and change for the area by addressing issues of land use, built form, traffic and movement, desired streetscapes and character and heritage. The preferred strategy, which was adopted in June 2009, represents a mix of targeted and significant change attributes. The study has now progressed through more detailed precinct planning, commercial viability analysis and traffic analysis.

![Figure 2: West Leederville Planning and Urban Design Study Area](image)
**Perry Lakes Redevelopment Plan**

The Perry Lakes Redevelopment Plan has been developed by Landcorp to guide the redevelopment of the Perry Lakes stadium site and surrounds. The detailed area plan introduces approximately 600 new dwellings and builds on the site’s history and ties in with Floreat’s garden nature. Meanwhile, new sporting facilities have been developed at nearby AK Reserve which replaces the older infrastructure. Control of Perry Lakes was transferred from the Town to the Western Australian Planning Commission and is guided by the *Perry Lakes Redevelopment Act 2005*. Management of the site will be reinvested in the Town upon completion of the project.

**Coastal Plan**

The Town’s Coastal Plan was adopted in 1998 and looks to protect the ecological values of the Town’s coastline; maintain and enhance amenity for recreational users and improve the coastal landscape. Planning and management for the Town’s coast continues to focus on enhancing amenity and the natural values of the coastal landscape as reflected in the more recent City Beach Development Plan.

**City Beach Development Plan**

The City Beach Development Plan sets out improvements to enhance and improve the use of City Beach, maintain the cultural and natural landscape of the beach, provide amenities and facilities and minimize associated management costs. The Plan takes the preceding plan, which was developed in 1998, to a more detailed level and establishes component projects and suggests staging to progressively implement the project. Work to date includes the construction of the beachfront path, works along Challenger Parade and the broad-walk connection to Floreat Beach.

**Municipal Heritage Inventory**

The Municipal Heritage Inventory for the Town of Cambridge has been prepared in accordance with the *Heritage of Western Australia Act 1990*. The Town is required to compile and maintain a list of buildings which are or could become of cultural heritage value. The Town’s Municipal Heritage Inventory not only includes buildings but also landscapes of cultural heritage significance. Four sites across the Town have been included in the State Registrar which means that their protection is afforded under the *Heritage of Western Australia Act 1990* which include Leederville Town Hall, West Leederville Primary School and two original homes in Floreat. It is of note that the Municipal Heritage Inventory serves as a reference source and does not hold statutory power.

**Bike Plan**

The Town of Cambridge has recently adopted a Bicycle Facilities Plan. The Plan seeks to identify additional routes; trip hazards, improve signage, recognise travel demands, identify crash sites and provide for end of trip facilities.
3. Profile

3.1 Town Profile

The Town of Cambridge is located west of the Perth Central Area. In the context of the Perth Metropolitan Region it is defined as an inner local government area, extending from the central city to the coast across 22 square kilometres. In the metropolitan context, the Town of Cambridge is predominantly a residential area characterised by significant regional parks and reserves. Commercial developments include two district centres located along or in the vicinity of Cambridge Street (West Leederville and Floreat). The nature of development varies over the Town, with West Leederville and Wembley generally being established earlier last century to Floreat and City Beach which were mostly developed post-war and as low-density suburbs.

Figure 3: Map of Town of Cambridge

Regionally significant locations within the Town include:

- West Leederville/Cambridge Street – which is a significant commercial area with planning underway to improve the functionality and increase the activity of this area;
- St John of God Medical Centre, Subiaco and surrounding medical facilities (medical services and employment base) and;
- Floreat and City Beach, Bold Park, Perry Lakes Reserve and Lake Monger (regionally significant recreational and natural spaces which are of high value).

Key features of the Town are illustrated in the ‘Features Map’ (refer to next page).
3.2 Features Map

**SUBURBS AND HOUSING**

**City Beach**
- Low density single residential
- High land values, high cost housing investment
- Architectural diversity (modern)
- New larger homes replacing existing dwellings
- Small amount of unit type development
- Generally open streetscape (Garden City concept)
- Limited commercial areas

**Floreat**
- Low density single residential
- High land values, high cost housing investment
- Architectural diversity (modern)
- Gradual replacement of existing housing stock
- Open landscape, garden feel (Garden City concept)
- Perry Lakes development to introduce greater housing range
- Commercial activity focused at Floreat Forum District Centre

**Wembley**
- Single residential with some infill
- Traditional housing still very evident
- Uniformity to housing stock, streetscape and subdivision design
- Some replacement of existing housing stock
- Smaller lots, northern/eastern sector (no development potential)
- Limited local public open space
- Commercial activity along main roads in traditional shopping strips

**West Leederville**
- Low to medium density residential with some infill
- Diversity in housing types, architecture, age of housing and lot sizes
- Some replacement of existing traditional dwellings
- Development potential exists under current zoning
- Strong gentrification influence
- Land use mix (commercial and residential)
- CBD fringe commercial

**Note:** In 1985 City of Perth Planning Scheme brought in R30/R40 zones. There has been gradual take up of development potential as well as many cases of renovation/extension of existing housing.

**TRAFFIC ARTERIES**

- **Cambridge Street Activity Corridor**
  - Connects to CBD/Subiaco
  - Traditional commercial strips and mix of housing types including some high-rise
  - Number of bus services

- **West Coast Highway**
  - Primary Distributor Road (MRS), Freight Corridor
  - North-south connector (Northern suburbs - Fremantle)
  - Surrounded by housing and coast

- **The Boulevard**
  - Regional Road/MRS
  - West-east connector (Floreat - Coast)
  - Joins Grantham Street
  - Grand Avenue surrounded by housing and reserves
  - Surrounded by housing and coast

- **Grantham Street**
  - Regional road/MRS
  - West-east connector (Floreat - Freeway)
  - Joins The Boulevard
  - Surrounded by housing/spot commercial in Wembley

- **Oceanic Drive**
  - West-east connector into Cambridge Street
  - Grand Avenue surrounded by reserves and housing

- **Selby Street**
  - North-south connector between Freeway/Osborne Park to QEII/UWA/Subiaco
  - Surrounded by housing and some commercial
  - Adapted to this role, not designed for this function
  - Evidence that once was a prime residential address

- **Solly Street**
  - North-south connector to QEII and UWA
  - Surrounded by housing, constricted through Floreat
  - Adapted to this role, not designed for this function

- **Harborne Street**
  - North-south connector between Freeway/Osborne Park to QEII/UWA/Subiaco
  - Surrounded by housing and some commercial
  - Adapted to this role, not designed for this function

- **Southport Street**
  - Freeway connection
  - Surrounded by commercial and residential
**3.3 Regional Context**

Regionally significant locations in the vicinity of the Town include:

**Centres**
- **The Perth CBD** and surrounding areas such as Northbridge and West Perth form the primary activity centre in the Perth Metropolitan Region and is a focus for employment, commercial, entertainment activity and services. Supporting the role and function of the Perth City Centre (i.e. providing development opportunities, services and complementing the functions of the Perth City Centre) are important considerations for the Town, particularly for its eastern-most areas. Maintaining accessibility between the Town and Perth City Centre is also essential.
- **Subiaco and Leederville** are activity centres which directly abut the Town’s boundaries and are defined as Regional Town Centres in the draft Directions 2031 Strategy. Subiaco also includes Subiaco Oval which is a regionally significant sporting facility. Land use and movement networks in the direct vicinity of these centres form significant considerations as part of the Town’s planning initiatives.
- Other major centres and destinations which are located in close proximity to the Town include Stirling City Centre (to be developed as a major mixed-use centre); Osborne Park Industrial Area and Herdsman Business Park (regionally significant employment destinations); Claremont Regional Centre and Shenton Park/QEI1 Medical Centre/UWA. Again, access between the Town and such destinations are important considerations.

**Transport Routes**
- Regionally significant roads that transverse the Town include:-
  - West Coast Highway, which forms a link between the northern suburbs and Fremantle;
  - Mitchell Freeway, which connects Perth CBD with Perth’s northern residential areas;
  - Stephenson Highway Reserve – designated in the Metropolitan Regional Scheme to form a major freight corridor (The Town opposes the need for this road and have campaigned for the route’s removal from the MRS);
  - Selby Street / Harborne Street (much north-south traffic passes through the Town along these roads).
- The Town has two train stations on its boundaries that form part of the metropolitan passenger rail network (Leederville and West Leederville). This network is a key component of Perth’s public transport system and connects major centres including Perth, Joondalup and Fremantle. The Town’s planning initiatives need to build on the State’s moves to capitalize on public transport infrastructure through increasing development around transit stations.
Figure 4: Regional Context Map
3.4 Population Profile

Key population trends across the Town include:-

- **A growing residential population and expected future population growth**
  The Town's population has been estimated to have increased by 1.54% to 25,924 between June 2007 and June 2008. The population increased approximately 11% over the 2001 to 2008 period. This follows a period of population stagnation over the 1990’s. Household sizes have been increasing to accommodate the increased population (change from 2.50 to 2.52 people per dwelling between 2001 and 2006). The Town’s population is expected to increase approximately a further 7% to 27,836 by 2016 and by a further 11% to 28,689 by 2031 from present levels.

- **Growing proportions of young children and couples with children, loss of young adults and growing elderly population**
  The Town has a higher than average proportion of couples with children than is the case across the Perth Metropolitan Area (50.9% compared to 45.8% of households). This proportion has increased over recent years over the Town. Correspondingly, recent increases have occurred in the proportion of young children in the area (aged 0 – 11 years), leading to a marginally above average representation over the Town compared to the rest of Perth; while the population of 35 to 60 year olds, while on par with the Perth average, has also grown. Meanwhile, there has been a loss of young adults (aged 25-34 years) and the proportion of young adults in the Town is lower compared to Perth averages (10.1% compared to 13.5% of the population). There has also been a steady increase since 1991 in the population aged over 85, which now is 2.9% compared to 1.5% Perth-wide, which follows national trends in the aging of communities.

- **Forecast increases in seniors, lone person households and couple households without children**
  Population forecasts for the Town (from demographers Informed Decisions) indicate that the number of lone person households and couple households with no children are likely to increase over the next 20 years and that couple families with dependents will increase over the next five to ten years before stabilising. Meanwhile, it is expected that the most significant changes to the Town’s age profile over the next 20 years will be increases in those aged 50 to 85 years (particularly those over 60 years). There will be some continued short-term increases in the number of those aged 5-17 years over the next five to ten years, before reductions in these age groups.

**Key Implications**

Without more area specific analysis being undertaken (and while also accounting for state and regional planning objectives), the following implications are noted:-

- Additional housing and infrastructure provision required for growing population;
- Additional aged housing and services and greater housing diversity for elderly are to be required and the need to consider opportunities for aging in place;
- Increased housing diversity opportunities across the Town required given the diversity in the population profile – with an emphasis on providing dwellings for smaller households (especially in the longer term);
- Need to consider the robustness of housing stock so as to accommodate changing household structures.

Source: Profile ID
3.5 Housing Profile

Key attributes/impacts on housing development over the Town include:-

- **Increased housing provision and forecast increase in housing supply**
  
  There were 7271 dwellings in the Town of Cambridge at the time of the 2006 census (an increase from 7028 dwellings in 2001). There is an anticipated ‘spike’ in housing provision anticipated between 2012 and 2019 as new development projects progress (as represented in Figure 5). This is expected to bring total dwellings to 8996 in 2031.

![Figure 5: Town of Cambridge, assumed new dwelling gain (per annum), 2007 to 2031](Source: Informed Decisions)

- **Housing diversity – dominance of single detached housing**
  
  Housing stock throughout the Town is dominated by the single house, which represents 73.5% of housing and its supply increased by 187 dwellings between 2001 and 2006 (representing 77% of added housing stock). Whilst both the supply of medium and high density dwellings also increased over this period, they did so at much lower numbers.
  
  The proportion of separate houses in the Town is higher than the average across the Perth Metropolitan Area (73.5% in the Town compared to 71.8% across Perth), although the proportion of high density housing is also greater (6.4% across the Town as opposed to 3.7% across Perth). The mix of housing types is greatest in the eastern most localities of the Town (Wembley and West Leederville) where there are for instance apartments along Cambridge Street, but housing diversity particularly lacks in other parts of the Town including Floreat and City Beach.

  (NB: ‘Medium density’ includes all semi-detached, row, terrace, townhouses and villa units, plus flats and apartments in blocks of 1 or 2 storeys, and flats attached to houses and ‘high density’ includes flats and apartments in 3 storey and larger blocks)

- **Development of strong local area character over the Town over different residential precincts**
  
  The evolution of the Town has seen the development of strong local residential area characters. The Town can be broadly divided into four precincts (for housing), each with a unique character reflective of the different eras of development as well as more recent influences on development.
West Leederville and Wembley both have a relatively urban feel to their development. Wembley’s streetscape and built form are highly uniform and characterized by low-density housing arranged in a predominantly grid road network. There is, on the other hand, a greater mix of housing styles, housing types and streetscapes throughout West Leederville, giving it a greater eclectic character. Notwithstanding the development potential of these suburbs, the quality and heritage character of the original housing stock are significant, providing potential for housing restoration.

Meanwhile, Floreat and City Beach are largely characterized by the greenery of their streetscape; having being designed around Garden City subdivision principles, diverse and often grandiose architecture and low-density development. The open and low-density characteristics of these suburbs contribute to their high level of desirability. Building materials have also been strongly controlled in these suburbs through the Land Endowment Act. It is of note however, that generally, the greenery of these areas is gradually being lost as houses become larger and the accommodation of motor vehicles becomes more dominant.

The development of Residential Design Guidelines has aided in maintaining these areas’ characters. Whilst new housing development has occurred, measures such as promoting right-of-way access for additional dwellings so as not to disrupt the streetscape; limiting encroachment of buildings or fencing against front boundaries and generally encouraging the retention of existing dwellings have protected the areas’ characters. Problems still exist with preventing solid fencing, reducing the prominence of garages along dwelling frontages and ‘down the middle subdivision’.

- Infill development has been focused on Wembley and West Leederville and there are remaining infill opportunities under current zoning.

Infill development has been more focused on the Town’s eastern-most localities and has been facilitated through medium to high residential density provisions. The provision for infill development in these areas reflects that they are close to the Perth City Centre, good transport and commercial activity, which is consistent with State policy. The street layout of these areas, provision of right of ways and aging nature of existing housing stock largely continues to provide infill opportunities across these areas. Such development has gradually added to the Town’s housing choice. Current zoning provides opportunities for further infill development in south-west parts of Wembley (generally the area between Selby Street and Jersey Street and along Cambridge Street) and West Leederville (particularly the western half).
Minimal infill development in Floreat or City Beach but ongoing replacement of housing stock in these areas
Current scheme provisions and residential zoning have not enabled infill development to readily occur throughout Floreat and City Beach. This reflects the value of the low density nature of these areas. While there has been redevelopment, this has generally involved replacement of single houses with new single dwellings. Moreover, these areas are more disconnected from the Perth City Centre and services than other parts of the Town, which does not warrant major infill activity in these areas in any case, from a strategic perspective. The areas’ subdivision design is also generally less conducive to infill activity. An issue to emerge in these areas is of streetscape protection as larger dwellings take precedence and encroach into traditional setbacks and garden spaces.

New housing subdivisions (current, proposed or potential) across the Town
New sites under development for residential purposes include Ocean Mia Estate (approximately 90 dwellings) and Perry Lakes (which is currently vested in Landcorp and will contain 600 dwellings). Area G (Mt Claremont), the former Quarry site (adjacent to Ocean Mia) and the former Nursery site on Salvado Road could provide additional
housing opportunities. The State Government encourages new housing developments to contribute to greater housing choice.

- **Strategic benefit in increasing housing along Cambridge Street and West Leederville, Floreat Forum and other local centres**
  There is significant benefit in increasing housing around commercial centres and public transport in terms of maximizing the use of centres and access to services and facilities which is in accordance with State Government policy.

- **Housing Affordability**
  There are limited affordable housing opportunities across the Town in relation to purchasing homes. On the other hand, a diverse range of weekly rental rates are paid across the Town. Generally, a higher percentage of households pay more for their weekly rental than compared with the Perth metropolitan area, particularly towards the coast, but more affordable rental housing is located towards Wembley and West Leederville.

- **High levels of home ownership and home purchases**
  There is a high percentage (approximately 70%) of home ownership either owned outright or being purchased (i.e. mortgage) over the Town. Specifically, just below 39% of households own their home, which is well above the Perth metropolitan area percentage of 29.6%. Just over 20% of people living within the Town rent, which is below the Perth Metropolitan Area percentage of 24.7%.

**Resulting Considerations**

Bearing in mind the:
- Town’s strategic objective of introducing more housing choice;
- Regional/state objectives of increasing housing in the inner metropolitan area and around centres and good transport services;
- The need to consider sustainability aspects such as resource efficiency and green design;
- Need (as identified through population analysis) to provide more housing, aged housing, smaller dwellings and greater flexibility to accommodate demographic change over time;

the following implications for housing provision have been identified.

- The need for the Town to provide additional housing (infill and as part of new developments);
- The need to consider opportunities for increasing residential development around centres (local and district) and along activity/public transport corridors (particularly Cambridge Street) as part of planning exercises/centre planning;
- The need to encourage more housing choice as part of infill development and as part of new development sites, particularly more smaller dwellings (potentially through development incentives-supplementary urban regeneration activities/introduction of built-form codes);
- The need to maintain and enhance existing stocks of higher density housing;
- The need to protect the character of the Town’s localities as part of infill development (i.e. maintain consistency to streetscape, continue to promote retention of existing homes, restrict solid fences and dominant garages, promote right of way access, promote battleaxe lots over ‘down the middle’ subdivision);
To develop local housing with in mind the need to retain and enhance the following characters of the Town’s localities:

- West Leederville has an urban and diverse and eclectic feel to its character and features a range of housing types;
- Wembley has an urban feel with an orderly aspect to its streetscapes, built-form and housing stock;
- Floreat has a strong garden and open feel with importance attached to the greenery of its streetscapes and low density style of development;
- City Beach has a spacious open feel with importance attached to green streetscapes and low density style of development.

The need to further consider how residential buildings can be designed in accordance with green building principles (particularly in light of the significant growth in the number of large dwellings).
3.6 Commercial, Employment and Economic Development Profile

- Most of the Town’s commercial activity and employment is focused along Cambridge Street, with West Leederville and Floreat forming key activity centres/district centres.

Most of the commercial activity in the Town is focused along Cambridge Street, particularly towards West Leederville (around Southport Street and again around Northwood Street). Commercial activity in Wembley is focused around the Cambridge Street/Jersey Street intersection, while another centre is located at the corner of Birkdale Street and Cambridge Street (Floreat). The Floreat Forum Shopping Centre is located at the western end of this ‘corridor’.

Floreat Forum and West Leederville are designated as district centres in the draft Statement of Planning Policy Activity Centres for Perth and Peel. This positions these centres as the major commercial centres in the Town. Whilst most other centres could provide more local retail and convenience functions, the activity base of Floreat and West Leederville should generally function at a higher order. For instance, there is orientation towards a greater mix of uses in these centres, such as offices in addition to some specialty retail. While there is a diversity in uses in West Leederville (see below for further comment), Floreat Forum is primarily a retail centre.

- Perth City Centre is the major employment destination in the region and for the Town’s working population

Perth City Centre is the key employment area and commercial centre for the region. Of the Town’s working population of approximately 11,600, (25.5%) are employed within the City of Perth while 17.1% work within the Town, with the remaining 57.4% working elsewhere.

The Town accommodates employment for 9,225 people as of the 2006 census. Of these employed, 21.6% (1,989 people) resided within the Town. Other common places of residence for those employed within the Town include the City of Stirling and City of Joondalup.

- West Leederville Planning and Urban Design Study being undertaken to optimise locational advantages

Currently the Town is undertaking a planning study to improve the operation of West Leederville centre. The centre is located in close proximity to the Perth City Centre and train stations yet its location has not been capitalized on, the centre having suffered from relative stagnation over recent decades. More recently, however, there has been renewed development intent. The study will look to introduce a greater mix of uses, improve the urban environment based on transit-orientated design principles, address traffic and movement issues and explore commercial viability and how the area should compliment and link with the expanding Perth City Centre and nearby Subiaco and Leederville Centres and Subiaco Oval.

- Retail focused local and district centres

The Town’s local and district commercial centres are all predominantly retail focused (apart from West Leederville as referred to). There may be opportunities to increase the
level of mixed use in these centres, which would otherwise provide more diverse services; employment opportunities and expand the user base of centres, as part of future planning studies (i.e. Wembley Town Centre, Birkdale Street and Floreat Forum). Current scheme provisions already give scope for mixed-use development in the centres but a review of planning mechanisms may be required.

- **Traditional strip centres throughout Wembley/West Leederville and car-park orientated retail centres in City Beach/Floreat**

The layout and operation of the Town’s commercial centres can generally be classified as either traditional strip centre or car-park focused with internally malls.

Commercial centres located along Cambridge Street and Grantham Street generally reflect traditional strip centres – whether this be in the form of only a few retail tenancies or a longer retail strip/centre. Shop-fronts generally orientate towards the street with on-street/at-rear parking and reasonably good levels of pedestrian access. There will still often be a need to improve the appearance of centres, increase the liveliness of centres and improve parking, yet the general layout of these centres is a significant advantage to build upon. It is of note that such centres, particularly the smaller of these, generally tend to be characterised by lower-rent tenancies.

The Town also has some centres which have been principally designed around access for the private motor vehicle. These include Floreat Forum which is an internally focused mall. ‘The Boulevard’ Centre in City Beach is also located within a parking area, although recent improvements as well as external shopfrontages enhance the general appeal of the centre. Meanwhile, Ocean Village Centre City Beach is a highly car focused, internally focused centre.

- **Access to shops and cafes in Floreat/City Beach**

As development moved west across the Town, local shops were replaced by car-based centres and residents tend to have greater distances to travel to shop. There may be a market for the introduction of cafes, gourmet deli or similar on some corner lots to provide greater local amenity.

- **St John of God Medical Centre and surrounds functions as an increasingly major (and regionally significant) employment and medical service destination**

St John of God Medical Centre in Subiaco forms a key destination along Cambridge Street. Over time, medical facilities have clustered around the hospital to form a node of medical services and West Leederville has become a nationally highly sought after location for medical services (usually specialist in nature). Key issues facing the area relate to parking and traffic congestion. While the Centre is significant regionally, the extent to which it contributes to the local community is more questionable.

- **The Town has a highly skilled resident workforce**

There is a high proportion of the Town’s population who hold a formal qualification (Bachelor or higher degree; Advanced Diploma or Diploma; or Vocational qualifications) and a smaller proportion of people without qualifications, when compared to the rest of the Perth Region. The proportion of the population holding an advanced diploma, diploma or bachelor or higher degree is particularly greater amongst the Town’s population (approximately 35% compared to Perth average of 16%). The proportion of the local population with qualifications increased between 2001 and 2006.
Of the Town’s working population, the ‘Health Care and Social Assistance’ industry represented the largest employment base, employing 3,278 workers. Other significant employment industries within the Town included Retail Trade (966 workers), Professional, Scientific and Technical Services (899 workers) and Education and Training (752 workers).

- **Marginally greater proportion of residents attending educational establishment than metropolitan average.**

As of the 2006 census, the Town had a marginally greater proportion of residents who attend an educational institution relative to the Perth Region, particularly private educational establishments and universities. The number of residents attending educational institutions did however decline between 2001 and 2006. This reflects some decline, the number of school-aged children across the area.

**Key Implications**

Bearing in mind the above profile as well as the need to have diverse; attractive and active centres and support sustainable design and the emphasis on local amenity in the Town’s Strategic Plan, the following implications have been identified for commercial centres and the local economy.

- Maintain the Town’s existing commercial centres to reflect their value in the community and provision of employment opportunities;
- Enhance the appearance and functionality of these centres through centre plans as appropriate, with an emphasis on sustainable urban design and main street development principles (particularly for larger centres i.e. Floreat Forum);
- Ensure that centre development provides for a mix of land uses and activities so as to provide diverse employment opportunities and services (possibly review planning provisions to encourage mixed use development);
- Ensure that traditional economic activities in existing centres (i.e. service commercial activities) are not all lost so as to protect existing employment choice;
- Clarify the future role and function of the Medical Centre zone;
- Consider the introduction of corner stores, delis, coffee shops and similar, particularly in City Beach, to provide less car reliant access to these services and a greater ‘local’ community focus.
3.7 Transport & Parking Profile

- **Primary Regional Roads** include West Coast Highway and Mitchell Freeway and other Regional Roads include The Boulevard/Grantham Street and Lake Monger Drive

West Coast Highway and Mitchell Freeway are the major north-south roads that bound the Town and are designated as Primary Regional Roads in the Metropolitan Region Scheme (MRS). These roads are designed and orientated towards private motor vehicle use and freight movement.

The Stephenson Highway Reserve is designated as a future primary regional road route, yet it is the Town’s position that this road reservation has become unnecessary.

The major east-west route for motor vehicles is The Boulevard/Grantham Street/Lake Monger Drive and this is designated as a regional road in the MRS. Given the focus towards motor vehicle traffic on this road, commercial activity should generally be orientated towards Cambridge Street instead, which otherwise has a greater public transport focus. This is notwithstanding that Cambridge Street still performs main distributor functions. Hay/Underwood Streets also transverse the south of the Town and are designated as regional roads in the MRS as well.

- **The Town accommodates north-south through traffic between Perth’s northern and western suburbs.**

As part of the broader Perth Metropolitan Area, traffic travels through the Town as part of more regionally orientated journeys. Significantly, the Town’s north-south district distributor roads such as Harborne Street and Selby Street carry traffic between Perth’s northern and western suburbs, in spite of these roads having not been designed to carry heavy traffic volumes.

- **Public transport services** include rail (from Leederville/West Leederville) and buses (along Cambridge Street to Floreat)

The most accessible areas for public transport across the Town include West Leederville, which has access to West Leederville and Leederville stations and along Cambridge Street, whereby a number of bus services run between Perth and Floreat before spreading out towards City Beach. A high-frequency circle bus route also runs along Pearson Street and Selby Street (Circle Route). This connects to Stirling Train Station to the north and Shenton Park Train Station to the south. State Government policies and strategies promote high activity generating land uses in areas with good public transport provision, which presents a range of opportunities throughout the Town.

Enhancements to services along Cambridge Street, the introduction of new services to connect Stirling-Floreat-Claremont and to service recreational facilities at AK Reserve and extension of the Subiaco Shuttle to link Leederville and West Leederville stations, could be considered. Particularly, a Stirling-Floreat-Claremont service could help reduce traffic along the Town’s north-south district distributors. It is of note that ultimate decision-making power regarding public transport sits with the Public Transport Authority as opposed to the Town.
- **Pedestrian connections between key transport nodes and stops**
  A possible inhibitor to patronage on what is otherwise a generally good public transport network is poor pedestrian access between train stations and to key bus stops. Problem areas include pedestrian legibility between Leederville and West Leederville Stations (which is to be considered as part of the West Leederville Planning and Urban Design Study) and amenity for commuters at stops along Cambridge Street, near Floreat Forum and at the transfer point of the Town’s two major bus routes - the intersection of Cambridge and Selby Street.

- **Mixed provision for pedestrians across the Town**
  There are mixed levels of amenity for pedestrians across the Town depending on the provision of footpaths, traffic volumes and streetscapes. There is a comprehensive footpath network in West Leederville and Wembley and the eastern-most section of Floreat, whereas there is a disjointed network throughout City Beach. The prominence of wide open verges over many parts of City Beach means that footpaths are not always desired in this area and provides for a generally amenable walking environment in any case. Footpath installation is otherwise dependent on the volume of traffic along the street. Most parts of the Town also have green streetscapes which provide a highly amenable walking environment, yet pedestrian amenity is impeded by high traffic volumes in areas such as Wembley and West Leederville along Cambridge Street.

![Figure 7: Pedestrian Network across Town (all coloured lined represent paths)](image)

- **Mixed level of amenity for cyclists throughout the Town**
  Cyclists across the Town benefit from shared paths as well as local bicycle friendly streets. Cyclist amenity is however reduced by way of lacking connectivity between such infrastructure, lacking permeability of infrastructure into particular residential areas and poor connections with centres.
The Town is working towards the creation of a well connected, safe and comfortable bicycle network. The recently reviewed Bike Plan provides a methodical, planned approach to upgrading bicycle infrastructure and identifies additional cyclist routes, trip hazards, signage issues and opportunities for end-of-trip facilities (which could include facilities at workplaces, centres such as racks, lockers etc).

- **Parking issues at centres and major destinations**
  Parking can generate problems at the Town’s commercial precincts and at major activity generators, particularly around traditional strip centres whereby their layout and development over time is not conducive to supplying additional parking. Additional parking would otherwise deter from the valued traditional character of these precincts. Development in the Medical Zone along Cambridge Street is a similarly problematic area for parking. Council has recently introduced paid parking in these areas as a demand management tool and to encourage the use of alternative transport modes. In cases, parking management plans are often needed to address major parking problems (real or perceived).

- **High levels of car use, although some greater use of more sustainable travel modes over recent years**
  The preferred mode of transport to their place of employment for the Town residents is ‘car as driver’. This mode of transport is also the most popular form of transport for the Perth Metropolitan Area overall, however the Town has a slightly lower percentage of car use (59.6% compared with 63% Perth-wide). Encouragingly, while only representing small percentages, a higher percentage of Town residents take the bus, cycle or walk to work compared with the Perth Metropolitan Area. The number of people using these forms of transport to work also increased between 2001 and 2006 and increased at a higher rate when compared to ‘car as driver’.

- **High levels (and increasing levels) of car ownership**
  Car ownership within the Town increased between 2001 and 2006, whereby there has been an increase in households with two or more vehicles and a drop of households with no vehicles or only one vehicle. The Town has a slightly higher percentage of households with two vehicles at 38.9% and a slightly lower percentage of households owning three or more vehicles at 15.5%, when compared with the Perth metropolitan area.

- **Sustainable Transport**
  TravelSmart is a successful Western Australian programme overseen by the Department of Transport and refers to a series of programmes which target individuals, school students and employees to make smarter, healthier and more environmentally friendly choices about how they travel. TravelSmart works by encouraging and supporting people to change their travel habits towards walking, cycling, using public transport and carpooling. The Town joined the programme in 2009 and has committed to the programme until 2012.

**Key Implications**
Bearing in mind the Town’s Strategic Plan 2009-2020 (which advocates transport choice, managing traffic and promoting alternative forms of transport) and the travel needs that have been identified (in particular the need to capture more trips between the Town and Perth CBD by public transport), the following implications have been identified for transport, movement and parking.
• Promote activity towards major public transport routes (along Cambridge Street, near West Leederville and Leederville Stations);
• Identify and support proposals to upgrade public transport infrastructure in the Town (specifically along Cambridge Street and to connect Floreat with Claremont and Stirling);
• Provide better connections and amenity at bus stops at key transfer points and around key centres and destinations (i.e. Selby Street/Cambridge Street, near Floreat Forum, West Leederville Study Area and City Beach Reserve);
• Establish a Pedestrian Plan so as to increase the extent to which planning for pedestrians is underpinned by strategic planning principles;
• Continue to implement the Town's Bicycle Plan so as to establish a way forward for bicycle network planning across the Town;
• Enhance pedestrian and cyclist environments as part of centre planning exercises and street upgrades;
• Address any parking issues that are generated as part of centre planning exercises through parking management approaches;
• Effectively manage regional traffic through the Town – particularly that flowing north-south through the Town and;
• Continue to undertake programmes to target travel behavior directly.
3.8 Parks and Recreation Profile

- The Town has major regional reserves which strongly contribute to the character, natural values and recreational values of the area.
  The Town boasts various reserves including Bold Park, the coastal reserve, Wembley Golf Complex and Lake Monger. These reserves, which are reserved in the MRS Scheme for Parks and Recreation, provide much green relief for Perth’s western suburbs and create significant natural corridors. Controls are also in place to inhibit remnant vegetation clearing in these areas (where classed as Bush Forever sites). These spaces are also of significant value for the varied active and passive recreational opportunities they provide. (It is of note that Bold Park is managed by the Botanic Gardens and Parks Authority and not the Town).

- Generally high access to active recreational spaces over the Town.
  Major active recreational spaces are focused in the western parts of the Town and include City Beach and Floreat Beach (beach and ovals), Wembley Golf Course, Bold Park Aquatic Centre, Floreat Oval/tennis courts, Sports facilities at AK Reserve (under construction), Matthews Netball Centre and Henderson Park. Access to active recreational space is slightly lower in West Leederville reflective of the more intensive urban development in these areas in the past. The retention of existing active recreational spaces and maximizing their utility is important for a growing community, where there are few opportunities to provide additional reserves and facilities for such purposes.

- Generally high access to passive recreational spaces over the Town.
  There is a generally good distribution of suitable passive recreational spaces across the Town. These, for instance, include reserves for walking, meeting or relaxing and vary from larger parks and reserves such as Lake Monger and Bold Park to pocket parks/strips of reserve located throughout the Town’s residential areas. The original subdivision design of Floreat and City Beach have generally afforded these areas with particularly strong networks of public open space for passive recreational pursuits. Protection of such spaces is important so as to maintain the character and amenity of these areas. Meanwhile, areas such as Wembley and West Leederville have fewer reserve areas and it can be difficult (both financially and practically) to provide additional reserves in established areas. Urban redevelopment projects and centre upgrades may however provide opportunities for new public spaces to be integrated into commercial precincts and built-up areas. It is also important to maximise the utility of existing passive recreational spaces.

- Ongoing improvements to City Beach/Floreat Beach, Lake Monger and Wembley Golf Complex
  Three of the Town’s major recreational and natural assets, City Beach/Floreat Beach, Wembley Golf Complex and Lake Monger have been subject to recent planning initiatives and projects which generally aim to improve amenity and facilities in these areas whilst maintaining and enhancing the natural values of these spaces.
**Importance of protecting water resources**

The Town of Cambridge is located on the Gnangara Water Mound which covers most of the area north of the Swan River to Moore River and back to the escarpment. This is an importance water source for the Perth Metropolitan Region and surrounds. Water bodies located in the Town include Lake Monger and Perry Lakes. Sustainable water management, including controlling contaminants and limiting wastewater, are important considerations in the Town’s planning and management, given the presence of these natural assets. Promoting water-wise practices and buildings and protecting existing natural vegetation are ways the Town can contribute to protecting water resources. The Town is implementing its Water Conservation Plan that contributes to reaching important milestones in the International Council for Local Environment Initiatives (ICLEI).

**Key Implications**

Bearing in mind the Town’s Strategic Plan 2009-2020 which advocates planning for active centres of recreation, attractive and inviting public spaces; State Government Policy which focuses on the protection of environmental values as well as demographic changes, the following implications have been identified for recreation, parks and reserves:

- Keep and maintain natural vegetation and wetland areas across the Town, whilst also supporting the recreational values of these areas;
- Introduce high-quality public places into new development areas including centre upgrades and as part of significant development applications;
- Retain and upgrade (as appropriate) existing ovals, parklands and recreational areas to respond to changing community needs (i.e. continue to implement Master Plans for parks and reserves and facility plans).
### 4. Preliminary Directions
*Please Note: The following set of charts should be read in conjunction with the Key Opportunities Map on Page 39*

<table>
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<th>DIRECTION</th>
<th>RELATED OBJECTIVES</th>
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<tr>
<td><strong>HOUSING</strong></td>
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</table>
| 1. Focus increased residential development in and around commercial centres and along Cambridge Street and transport hubs | • Increased housing provision  
• Increased opportunity for housing choice (such as smaller dwelling types)  
• Supporting active and functional centres  
• More efficient use of existing infrastructure (e.g. transport)  
• Convenient access to goods, services and employment | • Choice of housing  
• Ensure a mix of residential densities across the Town in appropriate locations, including innovative housing developments in areas close to train stations, shops and businesses  
• Alignment of Town plans with the regional plans of state and other local governments |

| 2. Increase housing choice as part of new housing developments | • Increased opportunity for housing choice (such as smaller dwelling types)  
• Increased housing provision | • Choice of housing  
• Ensure a mix of residential densities across the Town in appropriate locations, including innovative housing developments in areas close to train stations, shops and businesses  
• Alignment of Town plans with the regional plans of state and other local governments  
• Alignment of Town plans with community needs |
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</table>
| 3. Facilitate retention and rejuvenation of existing higher density housing | - Increased housing choice  
- Fostering sense of place and an attractive urban environment  
- Foster use of existing housing stock | - Choice of housing  
- Ensure a mix of residential densities across the Town in appropriate locations, including innovative housing developments in areas close to train stations, shops and businesses |
| 4. Facilitate sympathetic infill development through the introduction of built-form codes | - Fostering sense of place and an attractive urban environment  
- Increased opportunity for housing choice (such as smaller dwelling types) | - Choice of housing  
- Ensure a mix of residential densities across the Town in appropriate locations, including innovative housing developments in areas close to train stations, shops and businesses |
### DIRECTION

5. Enhance existing residential areas in accordance to character statements for each of the Town’s housing precincts as follows

- **West Leederville** has an urban and diverse and eclectic feel to its character and features a range of housing types;
- **Wembley** has an urban feel with an orderly aspect to its streetscapes, built-form and housing stock;
- **Floreat** has a strong garden and open feel with importance attached to the greenery of its streetscapes and low density style of housing development;
- **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

### RELATED OBJECTIVES

- Retention of and enhancing the use of existing infrastructure
- Fostering sense of place and an attractive urban environment
- More efficient use of resources

### REFERENCE TO STRATEGIC PLAN

- Choice of housing
- Preserve the character of our suburbs
- Promote environmental best practice throughout the community
- Adapt Town planning policies to support sustainable lifestyles
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<tr>
<td>COMMERCIAL, EMPLOYMENT AND ECONOMIC DEVELOPMENT</td>
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<tr>
<td>1. Enhance the functionality and appearance of existing commercial centres with an emphasis on</td>
<td>• Development of meeting places for community</td>
<td>• Attractive and diverse shopping and business areas</td>
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<td></td>
<td>• Provision of services and meeting community needs</td>
<td>• Foster a community village atmosphere through place-specific plans for commercial area</td>
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<td></td>
<td>• Fostering sense of place and an attractive urban environment</td>
<td>• Identify opportunities for commercial development and revitalization including sections of Cambridge Street</td>
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<td>• Sustainable local economic development and employment opportunities</td>
<td>• Alignment of Town plans with the regional plans of state and other local governments</td>
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<td></td>
<td>• More efficient use of land</td>
<td>• Community infrastructure that is well used and maintained</td>
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<td>• Sustainable urban design</td>
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<td>• Main Street design principles</td>
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<td>• Increasing land use mix</td>
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<td>• Increased employment opportunities</td>
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<td></td>
<td>• Commercial viability</td>
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<tr>
<td>2. Retain local and district commercial centres across the Town and encourage the introduction of more local stores/services over the Town</td>
<td>• Sustainable local economic development and employment opportunities</td>
<td>• Attractive and diverse shopping and business areas</td>
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<td>• Provision of services and meeting community needs</td>
<td>• Alignment of Town plans with the regional plans of state and other local governments</td>
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<tr>
<td>3. Build on and maintain existing diversity among the Town’s existing economic activities through identification of market opportunities</td>
<td>• Sustainable local economic development and employment opportunities</td>
<td>• Attractive and diverse shopping and business areas</td>
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<tr>
<td>4. Confirm the future role and function of the Medical Centre Zone</td>
<td>• Sustainable local economic development and employment opportunities</td>
<td>• Attractive and diverse shopping and business areas</td>
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<tr>
<td>TRANSPORT AND PARKING</td>
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</table>
| 1. Promote Transit-Orientated-Development – with high activity generating land uses around train stations and along Cambridge Street | ▪ Reducing dependence on private motor vehicle use  
▪ More sustainable and efficient use of public transport  
▪ Enhancing accessibility levels to services, facilities and employment | ▪ Transport choice  
▪ Sensitively integrate ratepayer and resident interests with the increasing use of regional transport corridors within and external to the Town  
▪ Alignment of Town plans with the regional plans of state and other local government  
▪ Community infrastructure that is well used and maintained |
| 2. Support and encourage improvements to the local bus network (Specifically along Cambridge Street; connecting Stirling, Floreat and Claremont; to service AK Reserve and the Subiaco Shuttle) | ▪ Reducing dependence on private motor vehicle use  
▪ Enhancing accessibility levels to services, facilities and employment | ▪ Transport choice |
| 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 (particularly at the corner of Selby Street where Circle Route connects) | ▪ Reducing dependence on private motor vehicle use  
▪ Enhancing accessibility levels to services, facilities and employment | ▪ Transport choice  
▪ Community infrastructure and facilities that are well used and maintained (Maintain quality transport infrastructure) |
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| 4. Establish safe and convenient pedestrian and cyclist networks and integrate these travel modes with centre design exercises | ▪ Reducing dependence on private motor vehicle use  
▪ Enhancing accessibility levels to services, facilities and employment | ▪ Transport choice  
▪ Foster a community village atmosphere through place-specific plans for commercial area  
▪ Regularly review and implement footpath and bicycle route plans  
▪ Community infrastructure and facilities that are well used and maintained (Maintain quality transport infrastructure)  
▪ Adapt Town planning policies to support sustainable lifestyles |
| 5. Respond to regional traffic flow through the Town | ▪ More efficient use of resources and existing infrastructure  
▪ Enhancing accessibility levels to services, facilities and employment | ▪ Sensitive integrate ratepayer and resident interests with the increasing use of regional transport corridors within and external to the Town  
▪ Community infrastructure and facilities that are well used and maintained (Maintain quality transport infrastructure) |
| 6. Facilitate parking management to allow effective use of parking infrastructure | ▪ More efficient use of resources and existing infrastructure  
▪ Enhancing accessibility levels to services, facilities and employment  
▪ Development of functional centres | ▪ Transport choice  
▪ Align parking strategies to land use  
▪ Community infrastructure and facilities that are well used and maintained (Maintain quality transport infrastructure) |
| 7. Continue to promote and support alternative transport | ▪ Reducing dependence on private motor vehicle use  
▪ Enhancing accessibility levels to services, facilities and employment | ▪ Transport choice |
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<tr>
<td>RECREATION AND PARKS</td>
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<tr>
<td>1. Maintain and enhance the ecological values of existing natural assets including bush land, the coast and other water bodies, whilst maintaining recreational values associated with these areas</td>
<td>▪ Maintaining and enhancing natural resource&lt;br▪ Maintaining and enhancing social and recreational opportunities</td>
<td>▪ Preserve the character of our suburbs&lt;br▪ Enhance and retain public open space wherever possible&lt;br▪ Develop and improve the Town’s main beaches and reserves&lt;br▪ Encourage a wide range of recreational pursuits&lt;br▪ Alignment of Town plans with the regional plans of state and other local governments</td>
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<tr>
<td>2. Integrate high-quality public places into the Town’s centres and major developments</td>
<td>▪ More efficient use of resources (land and financial resources)&lt;br▪ Maintaining and enhancing social and recreational opportunities&lt;br▪ Fostering sense of place and an attractive urban environment&lt;br▪ Development of functional centres</td>
<td>▪ A wide range of quality accessible recreation facilities</td>
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</table>
| 3. Maintain and upgrade (as appropriate) existing parks and reserves to respond to changing community needs | ▪ Maintaining and enhancing social and recreational opportunities  
▪ Fostering sense of place and an attractive urban environment | ▪ Preserve the character of our suburbs  
▪ A wide range of quality accessible recreation facilities  
▪ Enhance and retain public open space wherever possible  
▪ Develop and improve the Town’s main beaches and reserves  
▪ Encourage a wide range of recreational pursuits  
▪ Community infrastructure and facilities that are well used and maintained (maintain quality parks infrastructure) |
| 4. Capitalise on and maximize the use of existing active recreational spaces and facilities | ▪ Maintaining and enhancing social and recreational opportunities  
▪ More efficient use of resources (land and financial resources) | ▪ A wide range of quality accessible recreation facilities  
▪ Develop and improve the Town’s main beaches and reserves  
▪ Encourage a wide range of recreational pursuits  
▪ Community infrastructure and facilities that are well used and maintained |
5. Opportunities Map

LEGEND:
- Town of Cambridge
- Activity Corridor Opportunity
- Centre
- Recreational Area
- Housing Development
- Opportunity
- West Leederville Planning & Urban Design Study Area
- Other Opportunity
- Potential Transport Connection Improvement

- Local Centres
  - Mixed use
  - Residential
  - General Business
  - Local
  - Office
  - More employment

- Floreat Forum District Centre
  - Build on existing commercial/office
  - Increase greater rate of use (office, residential)
  - Consider opportunities for expansion

- Former Quarry Site - Potential Future Residential

- Continue to Implement Wembley Golf Complex Concept Plan

- Public Transport Junction
  - Improved Amenities for travelers

- North Lake Monger Study
  - Opportunities to expand
  - Enhance attractiveness

- Cambridge Street Activity Corridor
  - Land use
  - Increased scale & density of development
  - Enhanced pedestrian amenity

- Wembley Town Centre
  - Build on existing commercial
  - Increase greater rate of use (office, residential)
  - Consider opportunities for expansion

- Perry Lakes - Increased Housing Choice

- Future Residential

- Nursery Site

- Medical Area

- West Leederville Planning & Urban Design Study Area
  - Ideally suited to TOD
6. Future Strategy Development

**Process**
The following steps will be undertaken to further build an overall Local Planning Strategy:

Development of:

1. Housing Strategy;
2. Commercial/Economic/Employment Strategy;
3. Transport and Parking Strategy;

This will generally involve additional research into these topics, undertaking of community surveys, interpreting state and regional planning policies and initiatives applicable to the Town and will conclude with community consultation being undertaken on draft Strategies. These studies will give further consideration to issues at a local level of analysis.

Along with this, more intensive planning exercises are envisaged to occur within particular precincts of the Town, primarily around key activity centres, as is currently occurring by way of the West Leederville Planning and Urban Design Study.

**Implementation**

Implementation of the Local Planning Strategy is twofold and will consist of the review of the Town’s Planning Scheme and policy development as well as various plans and projects (either existing or to be developed) which generally relate more specifically to particular locations throughout the Town.

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**LOCAL PLANNING STRATEGY - IMPLEMENTATION**

**TOWN PLANNING SCHEME**

- SCHEME MAP
  - Land Use (Zoning and Reserves)
- SCHEME TEXT
  - Use Class Table
  - R Codes
  - Development Control
  - Enforcement
  - Special Control Areas
  - Precincts
  - Development Agreements (e.g., Parking)
- SCHEME POLICY
  - Planning Administration
  - Development Standards
  - Parking and Access
  - Sustainability Standards
  - Precinct Statements
  - Commercial Centre Plans
  - Activity/Traffic Corridors
  - Local Residential Policy
  - Form built codes

**REPORTS/STUDIES/PLANS/PROJECTS**

**CURRENT PLANNING STUDIES**
- West Leederville Planning and Urban Design Study
- Coastal Planning Study
- Municipal Heritage Inventory and Townscape Precinct Study
- Holland Street Conservation Study
- Wembley Town Centre Urban Design Study
- South Perth Street Commercial Precinct Planning and Land Use Study
- Perry Lakes Outline Development Plan
- WC Reserve Sports Facilities
  - Outline Development Plan
  - Crown Use Outline Development Plan
- Environmental Management Plans (Parks/Reserves)
  - Coastal Management Plan
  - Perry Lakes Reserve EWP
  - Lake Monger EWP
  - WES/SHC Stormwater Quality Study
  - Perry Lakes Environmental Management Plan

**COMMUNITY NEEDS STUDIES**
- Community Needs Study
- Seniors Needs Study
- Youth Study
- Survey of Community Attitudes Towards Housing

**TOWN FACILITIES PLANS**
- City Beach Development Plan
- Floreat Beach Upgrade Plan
- North Lake Ranger Management Plan (in progress)
- Pet Goodridge Reserve Master Plan
- Floreat Sporting Precinct Plan
- Bald Park Aquatic Centre Feasibility Study and Concept Plan
- The Boulevard Shopping Centre Concept Plan
- Leederville Town Hall Conservation Plan
- Wembley Golf Course Upgrade
- Road Surfacing Policy

**TRAFFIC/MOVEMENT STUDIES AND PLANS**
- Bike Plan
- City to Sea Greenway
- West Leederville Traffic Management
- Wembley Precinct Traffic Management Plan
- Wembley/Leederville Parking Study
- Shorter Park Integrated Transport Plan

**FINISHING COMPLETION/COMMENCEMENT**
- Streetscape Non-Pav
- Nursery Site
7. Appendix

*supplementary Documents/Presentations

The considerations in the Chart above reflect comments raised through internal staff workshops.