

# MORLEY

## CITY CENTRE MASTERPLAN



Hames  
Sharley



*This report is a final draft. It will be endorsed by the City of Bayswater following council review.  
August 2010*

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# 01 Introduction



Progress Street looking towards Coventry Markets



## EXECUTIVE SUMMARY

### What is a Masterplan?

The Morley City Centre Masterplan provides a guide to future development within the Morley City Centre. It provides the starting point for further strategic and design work such as community building, transport and infrastructure planning and upgrades, implementation strategies, environment and landscape planning, design guidelines and policies and streetscape enhancement.

The Masterplan provides a vision and context for individual projects in the City Centre. The success of the City Centre will ultimately depend on the delivery of great design in each of the projects.

### Why does Morley need one?

The State Government Directions 2031 Strategy for Perth and Peel indicates that Morley will become a strategic metropolitan city centre. It will mature into a more diverse and intense city that is accessible and offers a range of employment and housing. With increasing population and demand for services and housing in the Perth metropolitan area, it is anticipated that Morley City Centre will begin to grow. The Masterplan will guide this increased level of development in a sustainable and appropriate way to ensure Morley reaches its full potential. The Masterplan sets the framework for the preparation of an Activity Centre Structure Plan under the new State Planning Policy SP4.2 Activity Centres for Perth and Peel.

This new policy direction provides a catalyst for new ways of thinking about Morley City Centre. The Masterplan is intended to stimulate interest, investment and change.

### Who has been involved in the preparation?

Hames Sharley has prepared this Masterplan for the City of Bayswater in association with Karen Gregory (Communications) and Pracsys (Economic planning). Councillors and officers of the City have been involved in the process.

The preliminary Masterplan themes of Civic, Live, Green and Link have been advertised and business, community and government stakeholders have provided invaluable input. The City of Bayswater would like to thank all those who have contributed to the process and will welcome their further involvement in the implementation of the plan.

The scope of the Masterplan brief was focused on visioning and there is a considerable amount of analysis and planning in areas such as transport, infrastructure and community planning still to be done.

### What happens now?

This report is currently a final draft report. Following final amendments the Masterplan will be endorsed by the City of Bayswater. The plan will then be adopted by the City as a framework to allow further planning and implementation.

This report also provides a number of delivery and implementation recommendations as well as suggested success measures aimed at ensuring Morley achieves the intended levels of diversity, intensity, accessibility and employment outlined in Directions 2031 and Beyond.

## Introduction

Morley City Centre has great potential to emerge as a strategic metropolitan city centre that is lively, prosperous and beautiful. A major shift in thinking is required for this potential to be realised. Both public and private stakeholders need to embrace the Masterplan vision, think long term and 'big picture' and work together to achieve the Masterplan outcomes.

This shift in thinking will be from:

Grey	to	Green
Focus on a retail and commercial area	to	Morley City Centre as part of a diverse activity network
Accommodating consumers	to	Welcoming citizens
Uniformity and blandness	to	Uniqueness and beauty
Vehicle amenity and scale	to	Pedestrian scale and walkable streets
Private investment and private space dominating	to	A high quality public realm and a well resolved interface with private redevelopment
Barriers and constraints	to	Opportunities, collaboration and partnerships

### State Planning Policy SP4.2 Activity Centres for Perth and Peel and Directions 2031

As a starting point, it will be essential for the City of Bayswater to engage with the State Government to establish the means by which the City Centre can evolve in line with Directions 2031 and the new Activity Centres Policy. Morley is designated a strategic metropolitan city centre under the policy and will need to address key aspects of intensity and diversity of activity, employment and accessibility to perform its function in the Metropolitan central sub-region into the future.

### Governance, planning and policy

Issues such as the centre boundary, land amalgamation, developer contribution schemes and funding for infrastructure projects will need to be addressed in an integrated manner to enable the city to mature in accordance with the master plan. It will not happen as a matter of course, without state government support, key stakeholder collaboration or a shift in mindset.

While developer contributions and similar funding mechanisms that come into play as development occurs can assist in infrastructure funding such as parking stations and open space enhancement they only provide a 'drip feed'. To stimulate revitalisation at the scale of a strategic city centre, significant up front funding will need to be invested in social and hard infrastructure to attract private investment into Morley.

A governance and implementation model for the Morley City Centre with a core body or steering committee will be beneficial to co-ordinate the wide range of actions and to act as the vision keepers for the City Centre.

### Setting the scene

The City of Bayswater can begin to set the scene for Morley City Centre to mature through a streetscape enhancement or greening programme that provides an appropriate and high quality city public realm that is unique to Morley. Care should be taken in ensuring redevelopment proposals optimise opportunities for improvements to vehicle and pedestrian movement and permeability and to the open space network. Sustainable demonstration projects by the City will set the scene for high quality, sustainable private redevelopment.

### A simple planning framework

It will be beneficial to provide a simple and flexible planning framework for the City Centre that is both transparent and accountable. This framework should reflect the requirements of the Model Centre Framework in the Activity Centres Policy. A focus away from barriers and controls to facilitation, guidance and incentives will provide encouragement for landowners to consider their redevelopment opportunities.

The quality of building and place design in the City Centre is an important aspect of the city's future success. Performance based guidelines and policies and a design review committee will be very valuable in guiding and assessing the design and impact of redevelopment proposals.

### **Transport and access**

Public transport is a key issue for Morley City Centre and continuing engagement with State transport authorities Public Transport Authority (PTA and Transperth) is essential. A full transport strategy for the city centre should be prepared with state government support and the objective of providing a suitable transport system for Morley as a strategic City Centre without a train. A key aspect of the transport strategy will be an excellent regional and local bus service linked with a safe and convenient pedestrian and cycle network.

The Public Transport Authority (PTA) is in the final stages of preparing a 20 year public transport plan which provides for Morley as a key node. Support for proposals in the PTA plan such as rapid transit services from Ellenbrook and to the Perth CBD and improvements to local bus services will be tangible and short term outcomes for Morley maturing as a connected city.

### **Key stakeholders - a collaborative approach**

It will be important to nurture a strong, long term relationship with the owner of the Galleria Shopping Centre which occupies a large area of the City Centre and operates as the de facto City Centre. Continuing engagement with the owners of the Coventry Markets and with other large landowners such as Bunnings/Wesfarmers is also important. The decisions that Centro and other key stakeholders make in the short to medium term will be crucial to the long term success of Morley as a place. The successful joint preparation of an Activity Centre Structure Plan as required by WAPC State Planning Policy 4.2 – Activity Centres for Perth and Peel will be a key.

### **Community engagement**

Community engagement (including with youth and elders) will need to be ongoing to build the social capital necessary for the city precinct to evolve into a liveable, civic and inclusive place.

Existing residents are enthusiastic to see change and new residents, as they arrive, should also be encouraged to actively participate as citizens. Ongoing engagement with the business community is also very important potentially through a city centre development group and preparation of an economic development plan. The group could communicate opportunities identified by the Masterplan, offer advice at all levels to encourage economic development in the City Centre, help to coordinate the amalgamation of sites and lobby government on behalf of Council and business interests to encourage growth and revitalisation.

The Masterplan will be used as a focus for further engagement with government, business, investors and the community to seek funding, and stimulate interest and ownership of Morley City Centre as a sustainable and connected city. Its adoption demonstrates that the City of Bayswater is committed to bringing life and prosperity to the city.

## The Masterplan process and parts

The Morley City Centre Masterplan provides a starting point for revitalisation. The plan has evolved through site and context analysis and consideration of 4 themes for the city centre:

- **Civic** Morley
- **Live** Morley
- *Green* Morley and
- **Link** Morley

These themes have been presented to the City of Bayswater, key stakeholders and the local community for comparison and comment. This has enabled a broad range of issues and opportunities to be explored.

A preferred draft Masterplan has been prepared as a result of consultation and workshopped with the City of Bayswater to arrive at a final Masterplan.

### The preferred Masterplan

The preferred Masterplan encompasses aspects of both the Green Morley theme and the Link Morley theme. This is an exciting starting point for Morley City Centre to be revitalised in a sustainable way with good physical and activity links to the broader context of the activity corridor that will contribute to the accessibility and prosperity of the city.

Statements of Intent and Implementation are proposed for 6 aspects of the plan:

- Accessibility
- Liveability
- Prosperity
- Environmental quality
- Built Character and place making
- Governance, planning and policy

The Masterplan is represented by:

**An Indicative Development Plan:** a pictorial representation of how the city might look in the future.

**A Movement Network Plan:** indicates the street network, pedestrian and cycle movement and key public transport links

**A Public Spaces Character Plan:** indicates improvements to streets and open spaces within the centre.

**A Built Form and Activity Plan with accompanying Built Form Section:** indicates building heights and shows the graded built form intensity across the city centre.

**Floorspace Intensity and Diversity tables:** indicates the anticipated increases in floorspace, employment and population in the city.

**Streetscape imagery** representing the future desired character of the City Centre.

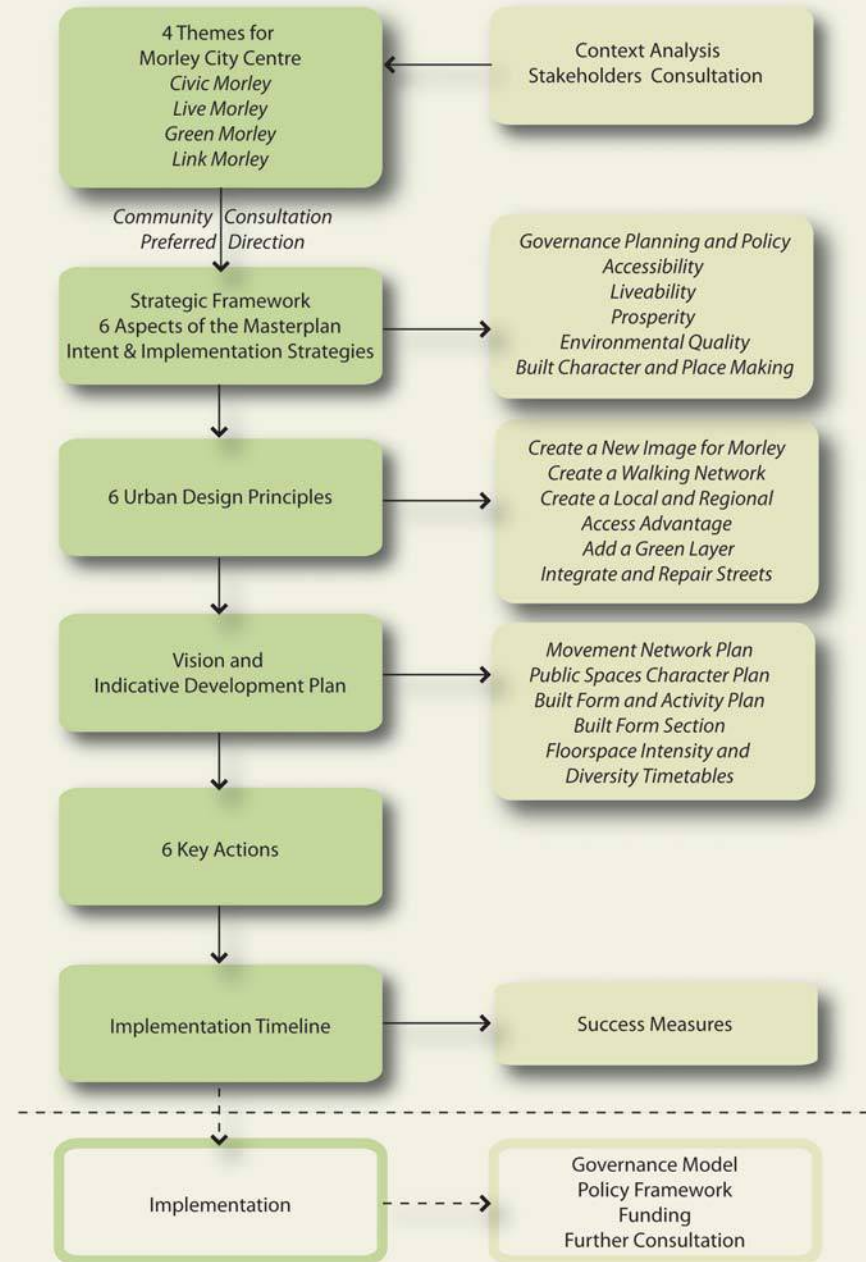
**6 key urban design principles** are adopted that provide a guide for the design of both public and private development and enable more detailed guidelines to be prepared for sustainable built form and landscape.

**6 key actions** to be delivered are outlined with a **timeline for implementation** actions.

**Success measures** for each of the 6 aspects of the plan are proposed to guide implementation.



# MASERTPLAN PROCESS AND PARTS



Morley Centre today presents a range of opportunities and challenges for future development. Through research, observation and consultation, these are summarised as:

## Opportunities

<b>Access</b>	<ul style="list-style-type: none"> <li>■ Close proximity to Perth CBD, Perth Airport and Ashfield industrial precinct.</li> <li>■ Close proximity to the primary regional roads of Morley Drive and Tonkin Hwy.</li> <li>■ Existing bus interchange on Russell Street.</li> </ul>
<b>Amenity</b>	<ul style="list-style-type: none"> <li>■ Numerous green spaces surrounding the city centre.</li> <li>■ Close proximity to existing recreation facilities including Morley Recreation Centre and Bayswater Waves.</li> </ul>
<b>Attractions</b>	<ul style="list-style-type: none"> <li>■ Good shopping centre that attracts plenty of people</li> <li>■ A balance of other commercial uses- a wide range of service businesses.</li> <li>■ Well established surrounding suburbs with good housing stock appeal to families.</li> </ul>
<b>Implementation</b>	<ul style="list-style-type: none"> <li>■ Community interest in a sustainable city.</li> <li>■ Well serviced by bus routes and centrally located bus station</li> <li>■ Good schools both primary and secondary.</li> <li>■ Living stream initiatives in other areas of Bayswater can be applied in City Centre drainage reserves.</li> <li>■ Approved proposal for Coventry Markets redevelopment.</li> <li>■ Directions 2031 Strategic City Centre status.</li> </ul>

## Challenges

<b>Access</b>	<ul style="list-style-type: none"> <li>■ Shopping centre as large internalised environment with poor connections to surrounding streets</li> <li>■ No train</li> </ul>
<b>Amenity</b>	<ul style="list-style-type: none"> <li>■ Poor pedestrian amenity in streets-narrow footpaths, poor road crossings and links into buildings, unsightly overhead powerlines, no continuity of street trees, street furniture</li> <li>■ Land is currently used, but for low intensity uses, spread out across the city and supported by expansive at-grade parking</li> </ul>
<b>Attractions</b>	<ul style="list-style-type: none"> <li>■ Many commercial premises run down and underdeveloped</li> <li>■ No one lives in the city and the surrounding houses don't offer much diversity</li> <li>■ No short term accommodation-hotels, serviced apartments</li> <li>■ Lacks activity outside business hours-no night or weekend life and relatively few civic and cultural attractions such as museums, galleries etc</li> </ul>
<b>Implementation</b>	<ul style="list-style-type: none"> <li>■ No government owned land parcels available for redevelopment</li> <li>■ Fragmented land ownership and strata titling makes coordinated redevelopment difficult without a development authority or City Centre management group.</li> <li>■ Little available funding for aging infrastructure</li> <li>■ Little private investment in last few years despite TPS23 provisions</li> <li>■ Dealing with increased road congestion as population intensity increases over time, increased road congestion may reduce bus efficiency</li> <li>■ Propensity for higher value uses to be discouraged by existing low quality development</li> </ul>





MORLEY CITY CENTRE





## Directions 2031

Morley City Centre is defined as a strategic metropolitan city centre.

Morley is well located for business and living being:

- 7 km north of the Perth CBD;
- 2 km from the Tonkin Highway giving excellent regional road access;
- 7 km from Perth Airport giving access to the resource economy of the north west and national and international business; and
- 2 km from Ashfield Industrial Precinct.

Morley is different from the other 2 strategic centres in the northern part of the central sub region–Stirling and Midland.

Both these centres have a train station –Morley has a bus station.

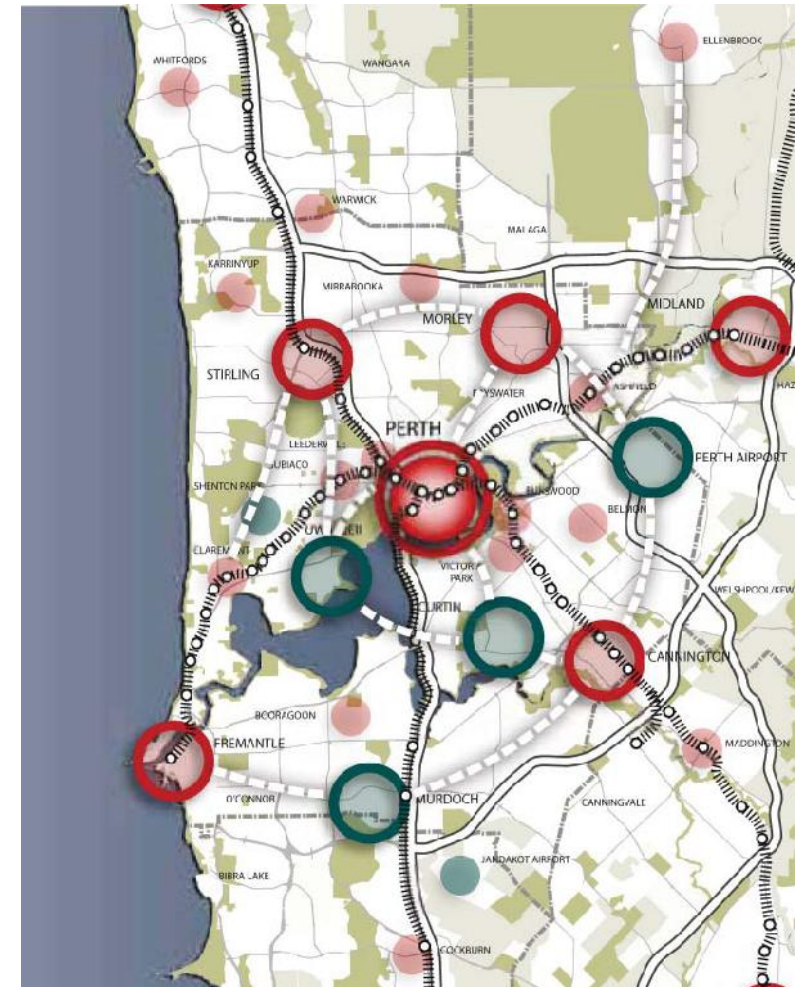
Both these centres have underdeveloped government owned land and have been given government support through redevelopment agencies– the Midland Redevelopment Authority established in 1999 and the Stirling Alliance formed in 2008.

Morley currently has 46% employment in the retail and consumer sector, 17% in manufacturing, fabrication and service industries but very low employment in the health welfare and community services sector and the office business sector.

It is expected to grow in diversity and intensity of activity and employment to retain its status as a strategic metropolitan city centre.

Morley is also expected to contribute to housing for an increased population in the central sub region of metropolitan Perth. This will require achievement of residential density targets set by State Planning Policy 4.2 – Activity Centres for Perth and Peel.

The centre is anticipated to serve the population and have an influence within a 10km radius.



# Imagine Morley in 2031

Morley City Centre lacks a sense of place. It is not differentiated from other places or memorable for visitors. A search for character and direction for Morley in the future focuses on a set of themes:

- **civic**
- **live**
- *green*
- **link**

Each of the four themes represents a high level strategic vision for Morley City Centre. The themes are not intended to serve as finalised Masterplan options, but rather to act as a means of stimulating community and stakeholder engagement in the development of a coordinated direction for Morley's future.

The themes acknowledge Morley's significance as a Strategic Metropolitan City Centre, as outlined in the Western Australian Planning Commission's draft Strategic Planning Document, Directions 2031, a spatial framework for Perth and Peel. The projections for intensity and diversity of activity indicate population numbers and floor space profiles for each theme, and are based on targets set out by Directions 2031.

## Common Threads

The four themes explore differences. However, there are a number of underlying common threads, or objectives that include:

- Provide a clear long term vision of Morley City as a diverse and intense multi-activity centre
- Present a vision to stimulate ongoing dialogue with stakeholders and citizens
- Commit to reducing the ecological footprint of the City Centre
- Focus on developing more intense, diverse living opportunities
- Prioritise the development of 'streets for people' over 'roads for cars'
- Improve the quality of the pedestrian environment and increase the provision of high quality open space
- Enhance public transport service and introduce parking strategies which seek to minimise car dependency
- Honour the City of Bayswater's "Garden City" branding concept
- Acknowledge Centro Galleria as a key stakeholder and economic driver in the City Centre
- Encourage development of diverse business activity to balance current retail dominance



## 4 Morley Themes

### CIVIC

Civic Morley will contribute a layer of compact public life to Morley. Central to this theme is the view that people are citizens, not merely consumers. Civic Morley aims to centralise existing fragmented civic uses, consolidating them into a core area.

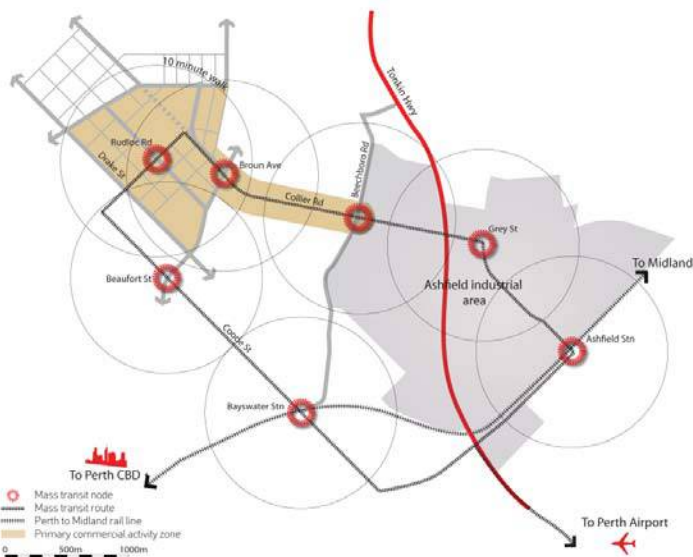
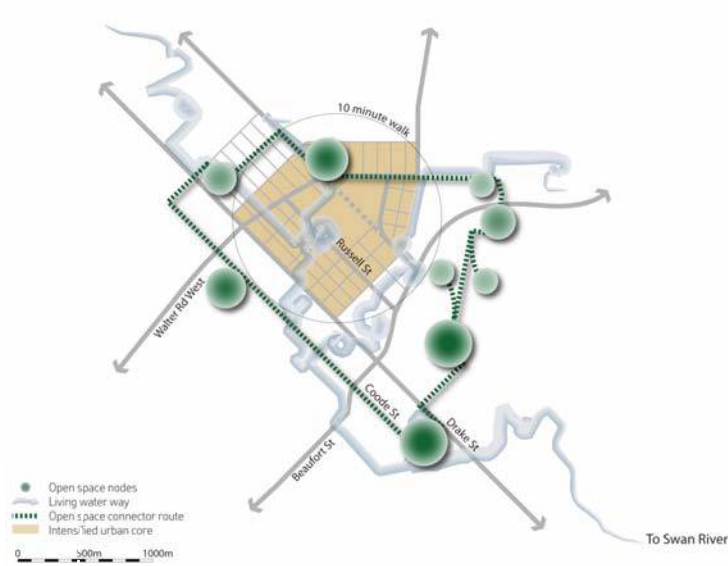


### LIVE

Live Morley seeks to re-orientate the city centre towards a residential and lifestyle theme. With a focus on increased dwelling choice, Live Morley aims to provide for high levels of amenity for people wishing to live at higher residential intensities.

## GREEN

The Green Morley theme expresses the relationship between the human and natural environments through the creation of eco-friendly places in which natural systems become an integral part of the urban fabric.



## LINK

Link Morley is characterised by diverse economic activity within a connected city framework focusing on mass transit. Link Morley promotes the development of knowledge intensive services as well as strategic and export orientated business activity generating an economically robust centre of activity.

## Civic Morley

### Key Aspects

- + Intensified core of civic activity – 400 m.
- + Focus on the public realm, creation of places for people.
- + Civic axis linking public and civic places.

### Community Benefits

- + Increased civic amenity within a compact walkable centre.
- + Enhanced public realm, creation of places for people.
- + Improved pedestrian environment with reduced car dependency.
- + Upgraded regional public transportation connections.
- + Aggregated parking stations replacing large areas of bituminised parking.

### Built Form Character

- + Mixed-use podium buildings 5 to 8 storeys with active street frontages.
- + Residential apartments, maximum 16 storeys, set back from streets above 2-3 storey podiums.
- + Multi-storey parking decks with active sleeving at ground level.

### Priority Actions

1. Engage with Centro regarding potential to expand Galleria and open up to the city streets.
2. Engage with Department of Water regarding Bayswater Brook improvements and review of the Morley Shopping Centre Redevelopment Agreement Act 1992 (with Centro).
3. Engage with other key landowners in the Bishop Street precinct regarding improvement plans that may include land acquisition/consolidation.
4. Engage with PTA regarding relocation and enhancement of bus station.
5. Prepare public realm improvement programme including civic axis implementation – eg. staging, design, land tenure.
6. Prepare parking and access strategy – discuss road network with Main Roads Western Australia (MRWA) and develop a parking policy that considers the maximum parking provision and aggregated parking opportunities.





Multi-storey residential  
apartments orientated for  
solar access

Link Pat O'Hara Reserve to  
new civic uses along civic  
axis with expressed water

Enhance Progress Street  
link to Coventry Markets

Ground water to create  
a connected series of formalised  
public water features

Intense commercial  
development focused along  
civic axis

Major civic building  
on civic axis

Consolidate compensation  
basins into city park

Relocate bus station

Retain and landscape at  
grade parking in well defined  
smaller areas

Introduce new major retailer  
and specialty shopping mall.

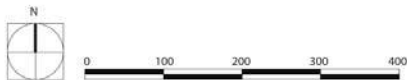
Centro Galleria to respond to street  
network including Collier Road

Reconfigure and increase parking to  
Centro Galleria including multi  
deck carpark.

Relocate compensation  
basin to west of Russell Street  
and create formal pedestrian  
connection between Centro Galleria  
and Russell Street

Tree planting to major roads  
including Collier Rd, Russell St,  
Walter Rd West and Rudloc Rd

Shared public/ private car  
parking decks at four peripheral  
locations



Civic Morley

## Live Morley

### Key Aspects

- + High intensity residential core
- + A wide diversity of housing types
- + Mixed use activity and transport corridors focused on housing.
- + Russell Street as well landscaped residential boulevard.
- + Improved public transport connections to regional employment centres
- + Surrounding suburban context undisturbed.

### Community Benefits

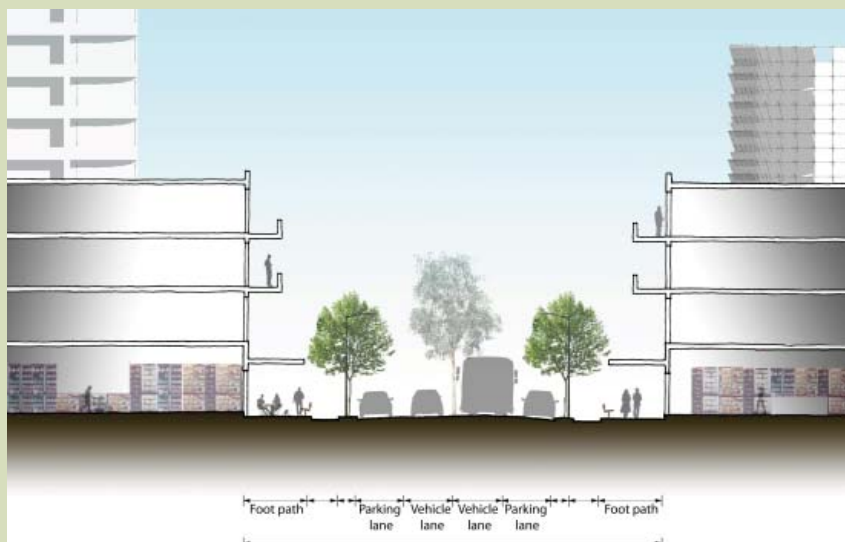
- + Increased housing diversity
- + Protection of existing suburban areas from increased densification.
- + Improved public transport
- + Connections to regional employment centres.
- + Increased provision of high quality open space, including town squares and parks for residents.
- + Pedestrian friendly environment.

### Built Form Character

- + Perimeter block development along activity/ transport corridors 3-8 storeys.
- + Residential apartments maximum 16 storeys, integrated into perimeter blocks with active street frontages.
- + New development to respect existing building setbacks.
- + Big box retail to be sleeved with active building frontages at ground floor.

### Priority Actions

1. Prepare housing strategy considering intensity, scale, mix and diversity
2. Design and implement Russell Boulevard streetscape as catalyst for residential redevelopment
3. Engage with Centro regarding shopping centre expansion toward Russell Street – as an “18 hours a day, 7 days a week” (18/7) retail precinct.
4. Engage with Department of Water regarding Bayswater Brook improvements and review of the Morley Shopping Centre Redevelopment agreement Act 1992 (with Centro)





Civic square, improved pedestrian entry to Centro Galleria

Reconfigure Walter Road intersection

Parking station sleeved with retail and commercial uses

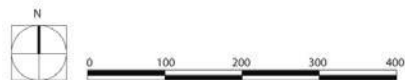
Market square linking to Progress Street

Relocate bus station to Bishop St Russell St intersection

Main street retail with cafes and dining with link into new Centro Galleria mall and major retailer

Residential and office precinct focused on formal water elements and town park

Retain and landscape at grade parking



Single person apartment living

Residential intensity along activity/ transit corridors

New mall link on Collier Road alignment

Realigned road with town square, retail and major health facility

Parking station sleeved with retail/ commercial uses

Residential apartments along Russell Boulevard with podium parking and active ground floor uses

Node with local convenience retail and bus stop

Community pathway to civic facilities through John Forrest Senior High School

## Live Morley



## Green Morley

### Key Aspects

- + Connecting open spaces and living stream elements throughout and beyond the City Centre.
- + Expressed living stream concept for Bayswater Brook
- + Focus on reducing ecological footprint of city centre
- + Concentration on central open space with intensified urban edge
- + Sustainable approach to energy, transport, waste and water issues.
- + Adaptive reuse of existing building stock.
- + Cycling and walking as priority over cars.
- + Green living and green business.

### Community Benefits

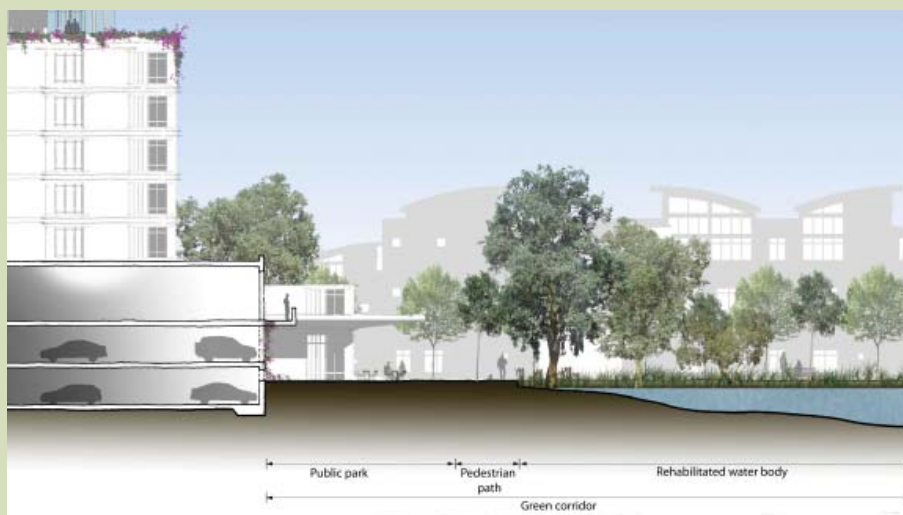
- + Large areas of high quality connected open space.
- + Reduced ecological footprint.
- + Improved community education in relation to sustainable living practices.
- + Improved public transport connections.
- + Demonstration city for future living and business to build Morley's competitive location advantage.

### Built Form Character

- + Compact urban development with small building footprints.
- + Well orientated residential apartments , maximum 16 storeys with active podiums.
- + Big box retailers to be sleeved with active external building frontage.
- + Internal landscaped mall to Collier Road alignment.

### Priority Actions

1. Prepare 'green' development strategy for City Centre including design guidelines, green funding/trading options, incentive schemes, sustainable transport options and potential pilot schemes which would support provision of energy efficient solutions and renewable use technology.
2. Host series of green community and business educational events.
3. Initiate a comprehensive water strategy for the City Centre that promotes use of rain, ground and surface water in a sustainable way and to best advantage for the city into the future.
4. Prepare and implement street tree planting program for key streets.







Green Morley



## Link Morley

### Key Aspects

- + Diversification of economic activity.
- + Intensification of commercial activity along transit corridors, in particular Collier Road.
- + Focus on public transport providing inter-connectivity between transportation nodes.
- + Capitalise on knowledge-intensive employment opportunities presented by Perth Airport and Ashfield industrial area.
- + Evolution of retail into 3 precincts comparison (north of Collier), convenience (south of Collier) and outlet/ homemaker (south of Russell).

### Community Benefits

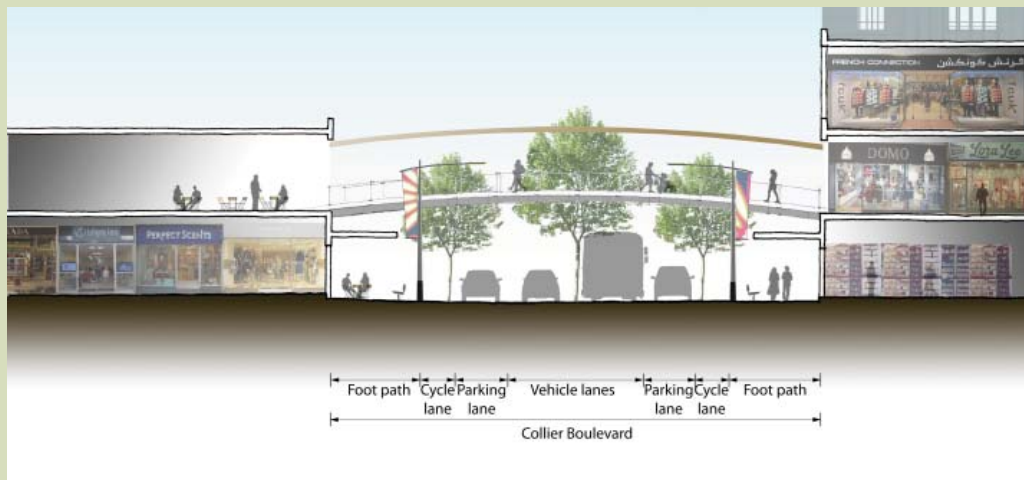
- + Increased local employment opportunities.
- + Improved public transport connections with Perth CBD and Perth Airport.
- + Capitalisation on economic opportunities presented by Morley's regional context.

### Built Form Character

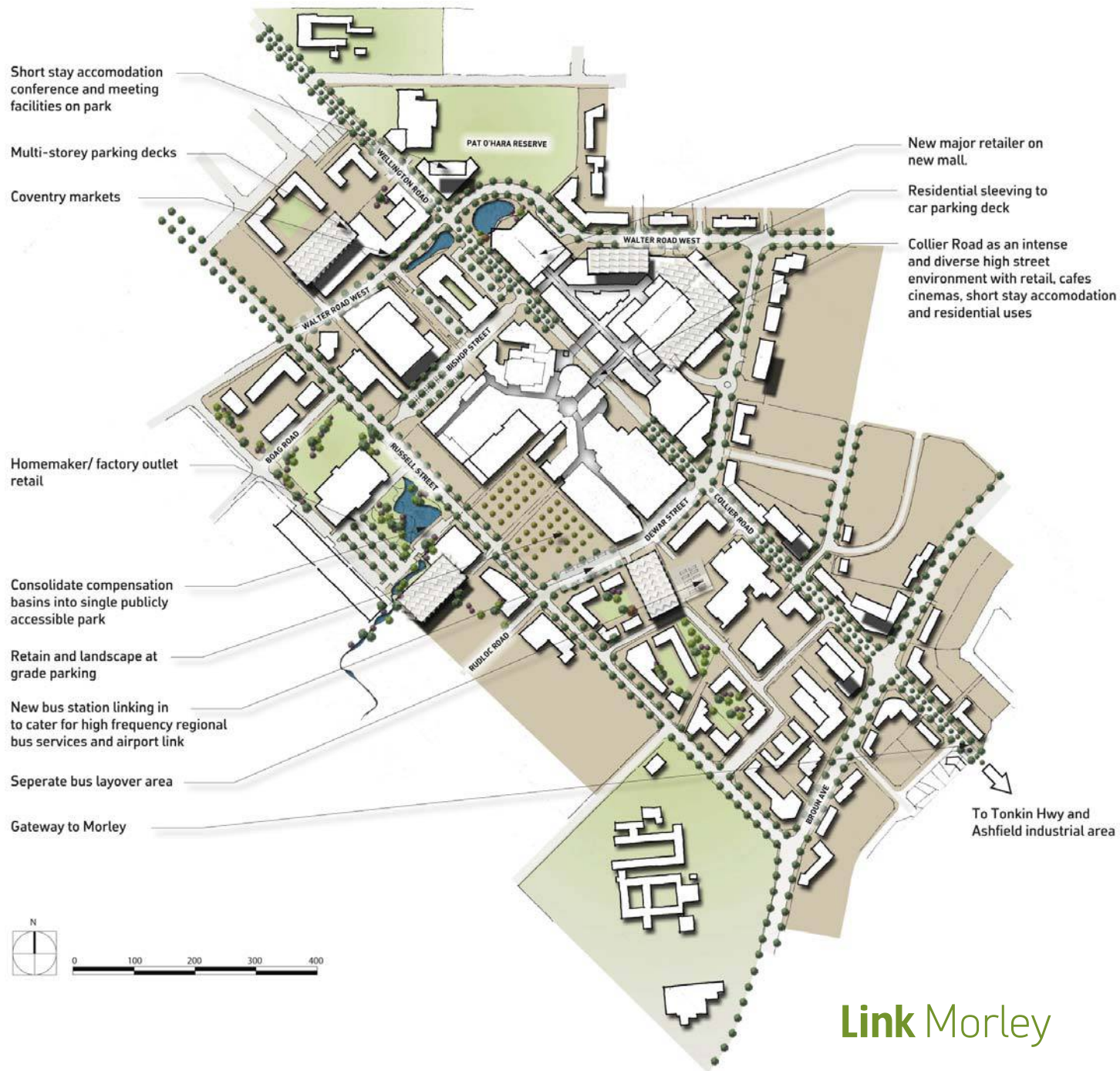
- + Compact urban development focused along Collier Road.
- + Big box retailers to be sleeved with active building frontage at ground level.
- + Commercial / office buildings along Collier Road maximum 10 storeys.

### Priority Actions

1. Prepare a business and industrial investment and development strategy for the wider area.
2. Discussions with PTA for relocation and enhancement of bus station and lay-by area.
3. Discussions with Centro and MRWA to review re-opening of Collier Road, potential built form variations and opportunities and implications for Morley Shopping Centre Redevelopment Agreement Act 1992 .
4. Prepare and implement street tree planting program for key streets throughout broader area.
5. Engage with landowners around Pat O'Hara Reserve to investigate potential for improvements.
6. Engage with Department of Education and Training regarding community use and access to school site.







## Link Morley





## Comparing the Themes

The 4 themes are compared on the basis of **Accessibility, Diversity, Intensity and Employment**.

Existing floor space statistics are based on preliminary data from Department of Planning PLUC statistics (2007-08).

Future growth projections modelled on Morley's 'Strategic City Centre' status under WAPC Directions 2031, given a projected population of 2.2 million people within the Perth and Peel regions by 2031 and a target residential density of between 25 – 40 dwellings per gross hectare for strategic metropolitan activity centres.

THEME	CIVIC	LIVE	GREEN	LINK
<b>Key Aspects</b>	Compact Core Focus on Bishop Street Precinct Perimeter Parking Stations	Intense residential core on Russell Mixed use activity corridors	Reduced ecological footprint Expressed and integrated 'Living Stream' concept	Regional connections on Collier Road with Tonkin Highway access
<b>Garden City Theme</b>	City Squares Formal planting and water elements Civic	City park network linked along well landscaped streets Russell Boulevard	Large city park and connected 'Living Stream' landscape Community Gardens	Collier Road as boulevard entry from Tonkin Highway Link existing parks
<b>Movement</b>	Enhanced Bus Service Increased pedestrian amenity Aggregated parking including on street parking		Pedestrian and cycle network Future light rail Alternative everyday hybrid / electrical cars	TOD Future light rail Access to Bassendean and Bayswater train stations Access to airport (express link)

THEME	CIVIC	LIVE	GREEN	LINK
<b>Retail</b> (Existing 95,000 - Galleria, Showrooms, other)	152,000 Opportunity for growth of shopping centre to integrate with city streets	Opportunity for growth to provide for new residents.	152,000	162,000 Increased opportunity through activity corridor, commercial and residential and TOD
<b>Office / Business</b> (Existing 60,000)	121,000 Increased knowledge based employment Office buildings in core 5-8 storeys	121,000 Includes street level business with apartments above	121,000 Office park environments Low energy footprint buildings	121,000 Enhanced TOD opportunity
<b>Manufacturing Distribution and Service</b> (Existing 65,000)	51,000 Reduced focus on space consumptive commercial activity Existing 65,000 sqm	36,000	66,000 Opportunity for clean tech business	97,000 Larger area allowing for full diversity uses including industrial
<b>Health, Community, Education</b> (Existing 18,000)	46,000 Increase to balance commercial and provide amenity for residential	37,000 Increase	37,000 Increase	37,000
<b>Culture, Entertainment, Recreation</b> (Existing 19,000)	49,000	39,000	39,000	78,000
<b>Accommodation, Hotel, Serviced Apartments</b> (Existing 0)	0	36,000	36,000 Opportunities through demonstration of 'Green' living / business - conferences, visitors	71,000 Opportunities through regional links and link to airport conference visitors

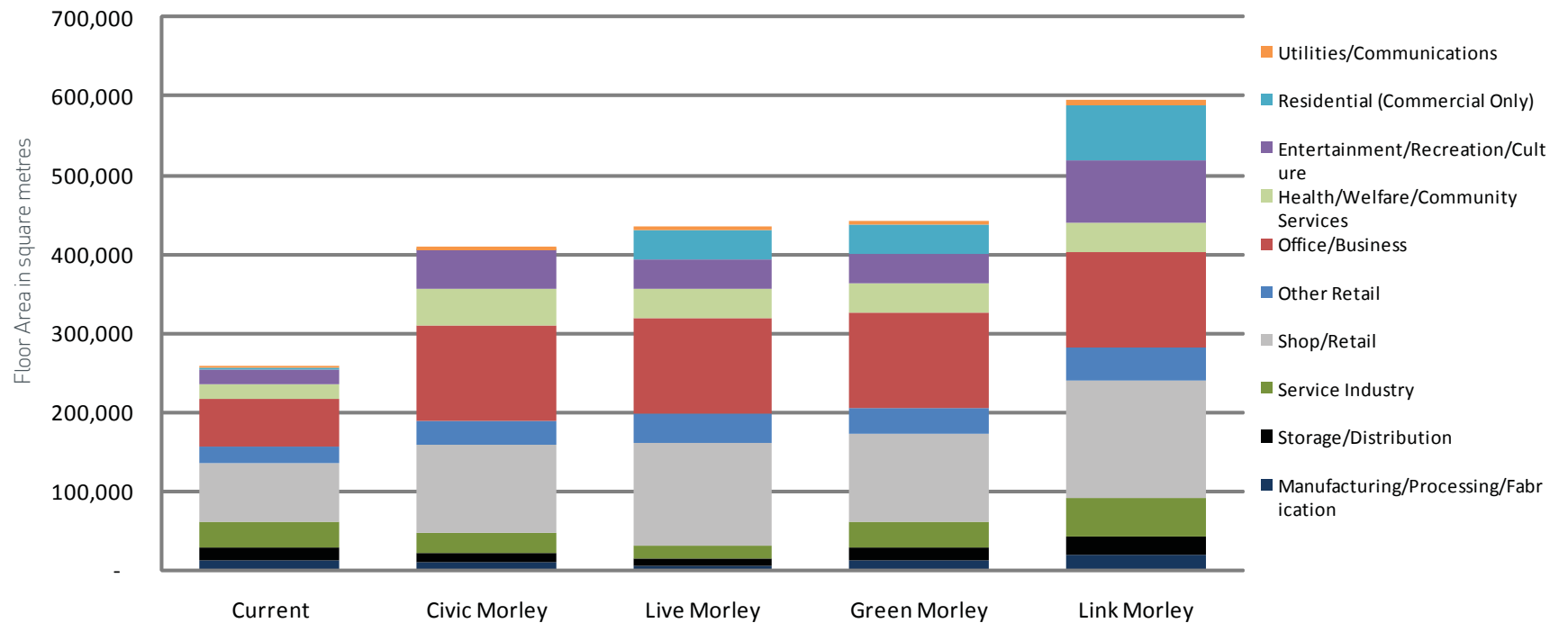
### Morley Maturing as a City

Total Floor Space (Existing 248,100)	396,100m <sup>2</sup>	415,000m <sup>2</sup>	428,000m <sup>2</sup>	576,000m <sup>2</sup>
<b>Employment</b> (Occupancy Average 1 employee / 40 sqm)	9,900 employed	10,500 employed	10,700 employed	14,400 employed
<b>Residential Dwelling Diversity and Intensity</b>	Existing 600 dwellings (R5 gross Density) Target R40 Gross 6,500	Propose 2 x target 13,000 16 storey apartments along Russell 5-8 Streets	Target R40 gross 6,500 3-5 storey residential	Target /R40 gross over larger area assume 2 x target 13,000 Intensity in Collier link
<b>Residents</b> (occupancy 1.5 persons / dwelling)	10,000 people living in Morley	19,500 people	10,000 people	19,500 people living in Morley

## Comparing the Themes

This table indicates the proposed increases in floorspace in square metres for the four themes across a diverse range of uses.

Source: *Pracsys*

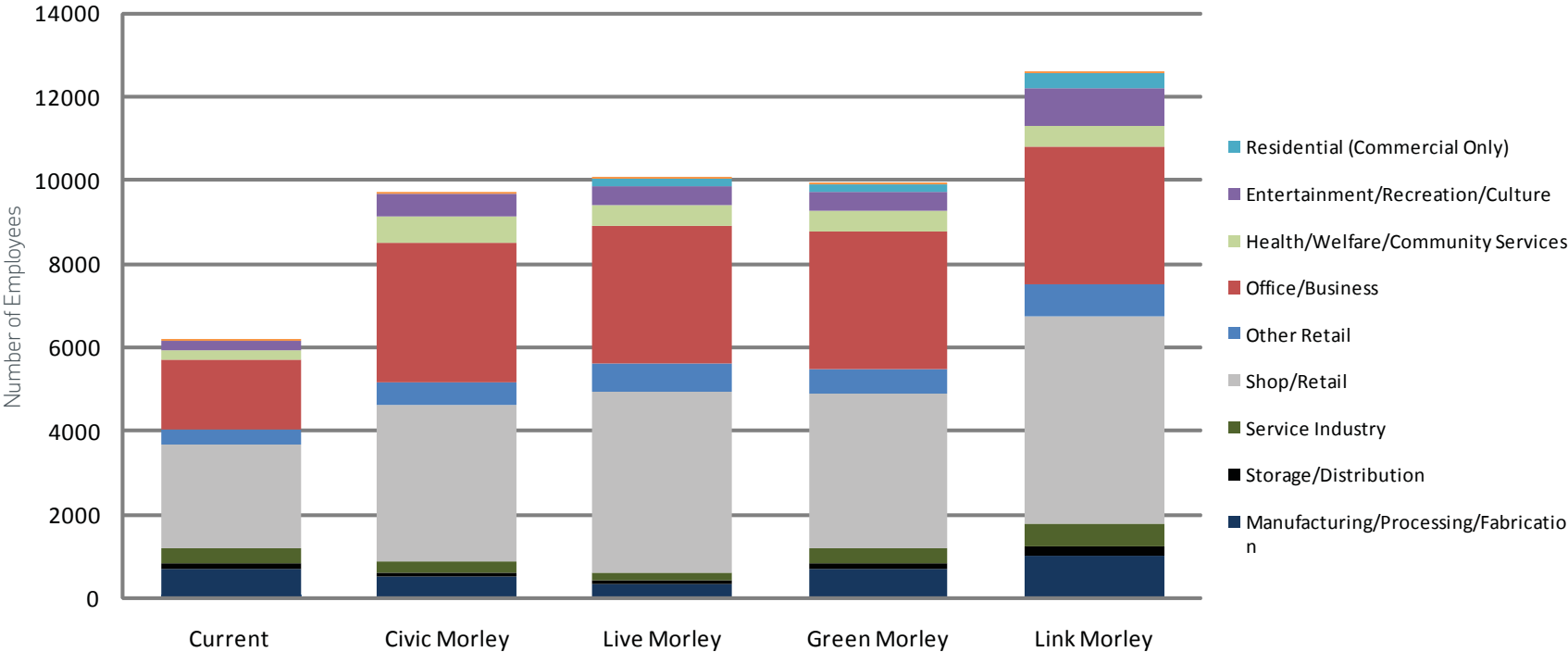


Morley Strategic City Centre Current and Future Floorspace Profiles

# Comparing the Themes

This table indicates proposed employment levels (no. of people) for each theme across a diverse range of uses.

Source: Pracsys

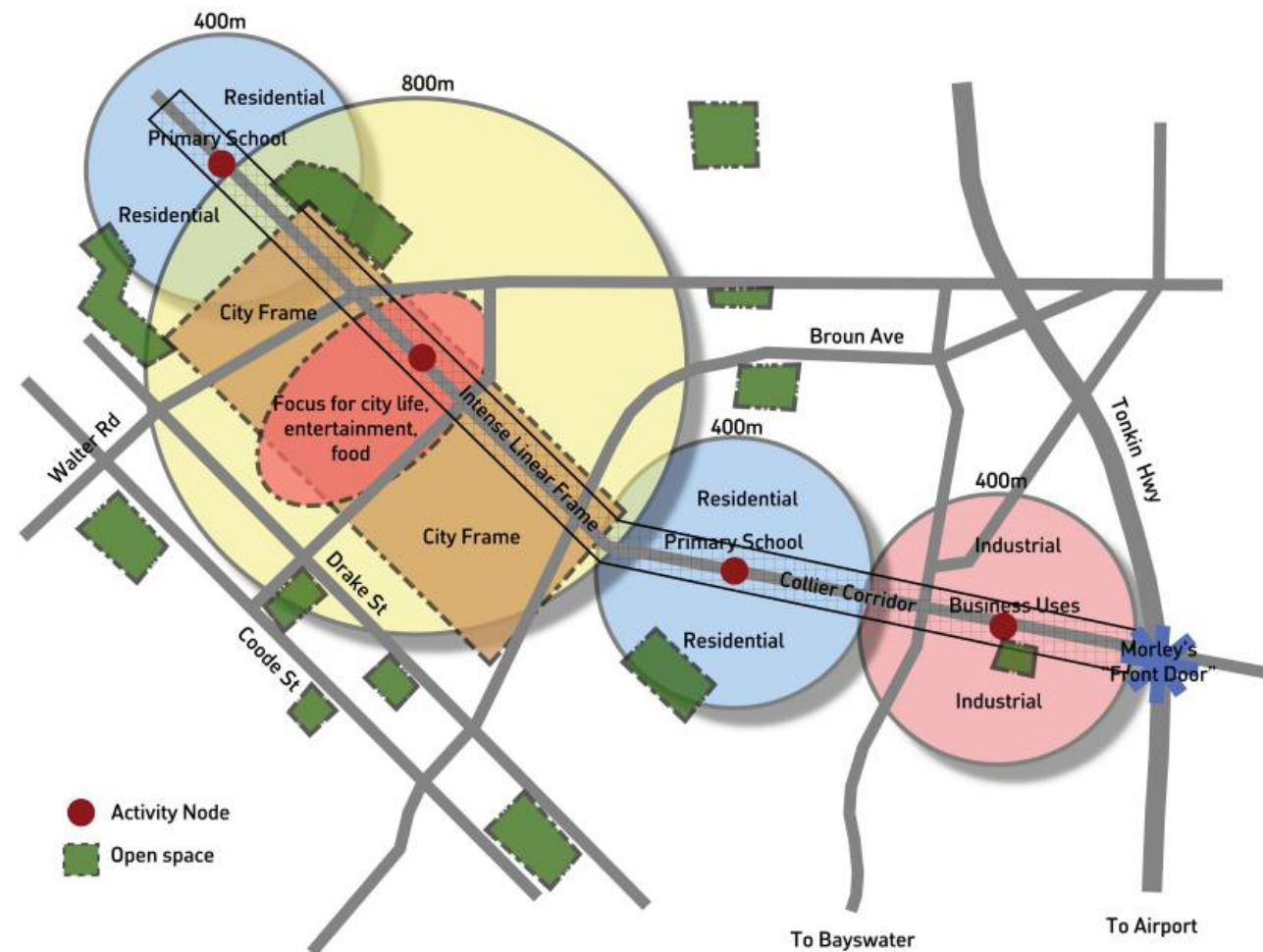


Morley Strategic City Centre Current and Future Employment Profiles

## Comparing the Themes

The link theme for Morley City Centre offers an increased opportunity for a range of diverse uses and employment through building on the relationships and connections within the activity corridor.

This diagram indicates opportunities for intensification of activity within the walkable catchments around a series of nodes along what has been termed the 'Collier Corridor' that extends from Tonkin Highway through the Morley City Centre. To achieve this full potential, new links through the existing retail centre would be beneficial.





# Discussing the Themes

## Local Business and Community

A business owners workshop and community open day both held in May 2010 as well as a public advertising period for the Morley City Centre Masterplan, which closed on June 4th 2010, provided the community with an opportunity to comment on the 4 themes proposed for the future of Morley City Centre.

There was general support for revitalisation of Morley City Centre from both business owners and the residential community. The objectives of increased accessibility, intensity, diversity and employment were understood by the majority of people and the community welcomed engagement in the process which they saw as a long term strategy. There were some comments regarding the technical language used and some concerns arising from the media articles regarding high density residential development.

There are some aspects of revitalisation that should occur now and a concern that implementation of some of the ideas is going to be difficult to achieve with the current fragmented land ownership in the City Centre. State government support was seen as essential for implementation.

There appears a strong interest in 'green' concepts for Morley both in landscape and streetscape and also in broader, more holistic sustainability aspects of a future city.

**The concepts proposed in both Green Morley and Link Morley, were generally well received. These 2 concepts scored the best in the rating of themes and form the basis of the preferred Masterplan.**

## Other Key Stakeholders

In addition to the consultation sessions, a number of key stakeholders have been engaged individually during preparation of the four themes. These stakeholders include:

### *Centro Properties Group*

Owners of Morley Galleria shopping centre regarding opportunities for redevelopment and integration of the shopping centre into the City Centre.

### *Public Transport Authority*

Regarding the Morley Bus Station and the draft PTA Transport Masterplan for the Perth Metropolitan area.

The PTA provided a detailed response to the themes and outlined their 20 year public transport master plan (letter 4th June 2010) that identifies Morley as a key node in the network. Relocation of the bus station was questioned as the current infrastructure functions well. Pedestrian safety and connection to surrounding uses for bus patrons are both important to Transperth. The station could become an interchange from bus to future light rail or Local Area Transit (LAT). Short term PTA projects will likely include provision of rapid bus transit from Ellenbrook via Bassendean Train Station to Morley and provision of a second rapid transit service connecting Morley to Perth via Beaufort Street. This will require the extension of bus lanes through to Morley Bus Station and bus priority at intersections. Improvements to local services are also proposed. The function of the bus station will need to be clarified for the community, for example, is 'park and ride' provision appropriate in a city centre?.

The PTA masterplan appears to be consistent with the intention of the Morley Masterplan.

### *Department of Planning*

Regarding WAPC planning policy, including Directions 2031 and the draft State Planning Policy 4.2 Activity Centres for Perth and Peel.

### *Water Corporation*

Issues raised by the Water Corporation include the upgrade of water and waste infrastructure and protection of stormwater drainage.

### *Department of Water*

Regarding strategies for the future of Bayswater Brook. The Department of Water supports a District Water Management Plan that includes a living stream concept but has issues with formal water features and permanent water bodies.

### *Department of Education and Training*

Regarding capacity of local schools and public use of school ovals.

## Key Issues

Key issues that merged from the consultation include:

### **Morley as a Strategic City Centre**

There was general approval of the concept that Morley will grow into a City Centre with a larger range of activities and high quality development consistent with the new WAPC Activity Centres Policy.

### **Garden City concept**

Grey Morley to Green Morley was well supported with more open spaces, landscape including street trees and solar powered street lighting. Pat O'Hara Reserve linked into both the centre and the living streams concept. There are things that should happen urgently such as street tree planting, undergrounding of power and solar lighting. While community members were very supportive of green initiatives, business owners expressed some reservation regarding the cost.

### **Diversity of uses**

It was seen as important to increase the diversity of uses including, for example, education, health and community facilities and short stay accommodation.

### **Residential intensity**

There was support for increased residential development in the City Centre as indicated in Live Morley once the concept of graded intensity was explained. Little opposition was voiced to apartments of significant height (12 to 16 storey was discussed) in the centre of the city precinct except the need to address safety and some concern for the viability of projects. The concept of leaving surrounding suburbs undisturbed was well received.

### **Connectivity**

It was recognised that improved links to the airport and other places would benefit Morley. Concern was raised by some residents that increased permeability at the periphery of the centre would cause traffic issues for them reducing their amenity.

### **Public transport**

The absence of a train was recognised as a limiting factor that needed to be overcome by light rail or similar LAT in the long term. A community bus could be beneficial in the shorter term.

### **Reinstating Collier Road**

There was little support for increased permeability through the shopping centre particularly as a vehicle road. This will limit the potential to fully realise the Collier Corridor concept in the link theme.

### **Parking**

Parking at the periphery to make Morley City Centre more pedestrian friendly and reduce land area devoted to cars is supported, as is the concept of parking stations. Business is concerned that there will be available parking in close proximity for customers.

### **Intersection of Walter Road and Wellington Street**

The realignment of Walter Road and/or improvements to the intersection with Wellington Street is considered worth exploring as a short term action that could bring significant symbolic change (vehicles to people, grey to green) and add to the improvements that will occur with the redevelopment of the Coventry Market site. This sub precinct will become a catalyst for change (the Les Hansman Centre should be included).

### **Aging and unsuitable infrastructure**

Aging and unsuitable infrastructure was seen as a hurdle to overcome for revitalisation in Morley City Centre.

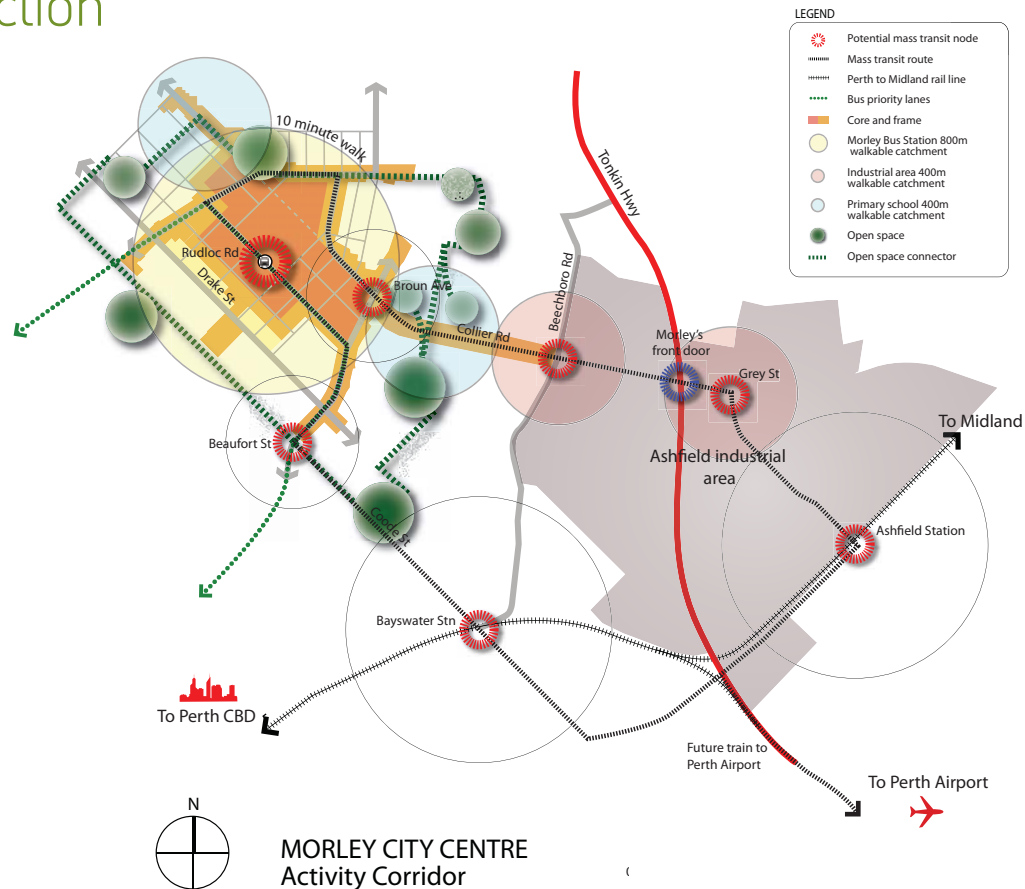
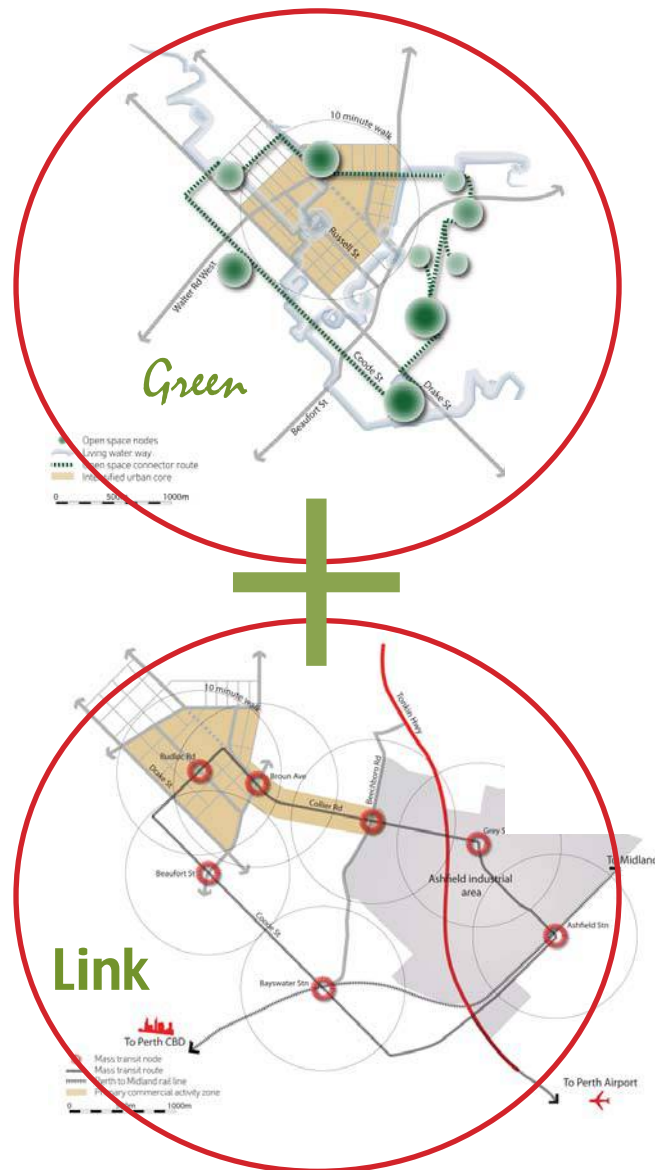
### **Centro Galleria**

The owners have issues regarding the proposal to reintroduce Old Collier Road through the centre and the inclusion of residential development on their property that may limit retail expansion. Centro will continue to engage with the City of Bayswater and supports the increased retail and non retail activity indicated in the Link theme.

### **Coventry Markets**

There was interest in the timing and development proposals for the Coventry site. A development approval has now been granted for redevelopment as markets.

# Preferred Master Plan - A Direction



Combining the green and link themes provides a direction for the revitalisation of Morley that is sustainable in all aspects - Environmental, Economic and Social. Morley will become an attractive place to live, work and play in and will be part of a wider activity corridor bringing stability and increased opportunity for improved public transport, employment and investment.

## Intent and Implementation

Implementation is at the heart of the Masterplan process – without anything on the ground the plan will have no life. It will sit on a shelf and gather dust.

There is a strong desire from the Council and community to see action in the near future. However, there are barriers to overcome including fragmented ownership, lack of incentives for private redevelopment and lack of funding for adequate and sustainable infrastructure.

The next phase of the revitalisation of Morley is very important. Patience, careful consideration, nurturing of good stakeholder partnerships and community involvement will be necessary.

New buildings take 2 to 3 years to plan, design and construct. These buildings will last 20 to 50 years and will determine the character and prosperity of Morley City Centre for many years to come. They should be planned and design well. The City of Bayswater will need to work collaboratively with private investors and provide incentives for high quality development that contributes to the future sense of place in Morley.

### 6 Master Plan Aspects

The 6 aspects of the Masterplan are consistent with current planning philosophy and strategies including the WAPC Activity Centres Policy and Directions 2031. The Morley City Centre Masterplan explores aspects of Morley as a place that includes:

- **Governance, planning and policy**
- **Accessibility**
- **Liveability**
- **Prosperity**
- **Environmental quality and**
- **Built character and place making**

A statement of intent and implementation is proposed for each of these aspects. This promotes a strategic framework for the Morley City Centre



# Governance, Planning and Policy

*Directions 2031 identifies key themes and a series of principles for each of these themes that help inform the development of plans and policies that will underpin its implementation.*

## Intent

To implement the Masterplan to its full potential a governance model will need to be adopted that provides for a new body or steering committee to co ordinate the wide range of actions needed such as policy change, funding and marketing. This body will act as 'vision keepers' for the Morley City Centre.

They will also:

- Co ordinate branding and marketing of the city centre;
- Seek removal of implementation barriers, analyse risk, set timeframes;
- Identify sustainable funding options and explore innovative models such as public-private partnerships;
- Nurture partnerships across government, community and private enterprise;
- Provide for transparency, performance measure and review;
- Ensure community engagement and continued participation; and
- Safeguard design quality.

The City is considering extinguishing Scheme No. 23 which applies to the city centre area. It is outdated and not based on the Model Scheme Text. The city centre will then be incorporated into Scheme No. 24, which is based on current planning objectives and the Model Scheme Text.

## Implementation

- Adopt the final **Morley City Centre Masterplan** as an interim guide for future development in the city centre.
- Adopt an appropriate **governance model** for the city centre that clearly establishes who, how and when decisions are made and monitored. Establish a 'vision keeping' entity to oversee and market the development of the precinct in accordance with the vision and aims outlined in the Masterplan.
- Explore amendments to City of Bayswater Town Planning Scheme No. 24, including changes to provisions of the current 'Morley City Centre' zone, preparation of structure plan for the City Centre, amended local planning policies and introduction of special control areas as required.
- Prepare and lodge an **Activity Centre Structure Plan** for Morley as a Strategic Metropolitan Centre in accordance with the requirements of Directions 2031 and WAPC State Planning Policy 4.2 – Activity Centres for Perth and Peel.
- Explore **developer contribution mechanisms** for timely provision of infrastructure throughout the City.
- Explore **development incentive mechanisms** such as improvement zones and increased development opportunity for lot amalgamation.
- Require **development proposals** to indicate how they fit within the context of neighbouring lots, the street block and the surrounding precinct. Proposals should not preclude future optimised development opportunities and should be consistent with the strategic role of Morley under Directions 2031.

## Accessibility

### *Directions 2031 theme*

*An accessible city- People should be able to easily meet their education, employment, recreation, service and consumer needs within a reasonable distance of their home.*

#### Intent

Morley City Centre will be an accessible place that is well connected to the surrounding activity network and is serviced both regionally and locally by safe, efficient and affordable public transport. Walking, cycling and reduced car dependency for workers and residents will be encouraged through planning policy and a high quality public realm.

Morley will have:

- A state of the art, regional, high frequency, express bus service as part of the Public Transport Authority 20 year Masterplan and provision for light rail to Morley in the longer term.
- Improved local bus services including connection to the activity network including the Bassendean and Bayswater train stations, Ellenbrook, the Ashfield industrial area and Perth Airport.
- Improved pedestrian environment at Morley Bus Station to encourage patronage at Morley Bus Station.
- Safe and pleasant arrival and movement through the City Centre for walking and cycling.
- Reduced parking footprint and convenient access to decked parking stations at periphery for private vehicles.
- On street parking and other measures to calm traffic, reduce vehicle speed and improve the pedestrian environment.
- Convenient access to local businesses for light commercial vehicles and managed access for larger freight and service vehicles.














#### Implementation

- Continue discussions with the PTA regarding a **public transport strategy** for the Morley City Centre. Include:
  - *opportunities for future light rail and transport links to the activity corridor;*
  - *improved local bus service, improvements to Morley Bus Station including better integration into the streetscape; and*

- *bus lanes into Morley Bus Station (initially along Beaufort Street) and intersection priority consistent with current PTA metropolitan wide bus master planning.*
- Seek state government support to prepare a **transport and parking strategy** (and policies) including:
  - *Improved walking environment including priority routes, Safe streets and wider footpaths, pedestrian phase adequate for all users on all traffic lights and connections to the local open space network.*
  - *Traffic calming measures and reduced speed limits throughout centre to 40kmh.*
  - *Improved cycling environment including connections to the regional shared path network, cycle storage, parking and end-of-trip facilities at employment and shopping destinations and the Morley Bus Station.*
  - *Provision of taxis and provision of electric car charging stations.*
  - *Parking management strategies including timed and paid parking and maximum provisions.*
  - *Commercial, freight and service vehicles access and routes away from priority pedestrian areas and public spaces.*
  - *Feasibility of decked parking stations to support core activities including locations, cost and funding mechanisms.*
- Explore redesign of **Walter Road-Wellington Street intersection**. This could bring significant symbolic change and add to improvements that will occur with redevelopment of Coventry Markets.
- Explore design of **Russell Street as an attractive city boulevard** including central bus lanes and improved pedestrian amenity. Explore potential for widening road reserve to accommodate a well designed public realm and rapid transit corridor with setbacks for future buildings set accordingly.
- Engage with Centro Properties regarding **improved connections between Centro Galleria and adjoining streets** and pedestrian links through the centre both north-south and east-west. Consider a future Collier Road connection and interface with the bus station.

# Movement Network Plan

## LEGEND

-  Boulevard & Rapid Transit Corridor
-  Regional Road
-  Local Distributor Road
-  Street
-  Green Link, Landscaped pedestrian paths
-  Secondary Movement Networks
-  Bus Priority Lane
-  New Road connection
-  Bus Access Roads
-  10 minute walkable catchment
-  Parking Deck
-  Bus Interchange
-  Bus Priority Intersection



The **Movement Network Plan** for Morley City Centre indicates the proposed street network. It proposes some improved linkages to make the city centre more permeable and accessible particularly for pedestrians and cyclists. Russell Street will become a transport corridor and landscaped boulevard. Bus lanes along Broun Avenue, Collier Road and Walter Road are proposed to improve bus access to the centre.



0 200m 400m

## Liveability

### *Directions 2031 themes*

*A liveable city-Living in or visiting our city should be safe, comfortable and enjoyable experience.*

*An equitable city- All Western Australians should enjoy the benefits of growth and changes in the city.*

### Intent

Morley City Centre will be a vibrant urban place that is safe, healthy and enjoyable for living and working and that has:

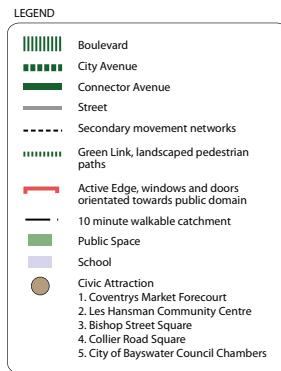
- Diversity of housing choice – range of price, size and design
- Improved access to education, health, recreation, community services and cultural activities
- Substantial community involvement
- Well defined place identity
- Respect and inclusion of children and elders
- Improved access to civic and public space – streets, squares and parks as community ‘third place’
- Limited impact on surrounding suburban areas-undisturbed suburbs. With a graded intensity and height of development toward the city core
- Good residential amenity within a viable and lively urban environment

### Implementation

- Prepare a **local housing strategy** that encourages a range of dwelling sizes and types including adaptable and affordable housing and inclusion of single bed units. Apply appropriate multi unit residential codes (R AC 0) along with built form guidelines.
- Formulate a **street life policy** promoting safety and amenity on a more intimate human scale. The policy should promote ‘third place’ destinations such as small squares within 400 metres of homes.
- Foster a sense of activity and ‘play’ in the area, through street activity, cultural events, public art, story telling, participation and ownership, storytelling and encouraging vibrancy and activity on Sundays (not just about shopping)
- Undertake a **community needs assessment** based on population targets for Morley City Centre and its function within the activity centre hierarchy. Assess future demand and make recommendations for new and/or upgraded community facilities such as recreational facilities, parks, libraries, health and child care and other community services.
- Engage with the Department of Education and Training to determine future primary and secondary school provision for the target residential population in Morley
- Explore greater **community use of educational facilities** including open space. For example through Council managing and maintaining school ovals and any underused areas of school grounds, providing the school with exclusive use on school days while allowing for wider community use at other times. Uses such as community gardens (eg.city farm) could be explored as well as passive recreational use.
- Set **‘Healthy city’ targets** for Morley- include walkable streets and links to open space network for passive recreation, active recreation facilities.
- Prepare a **communication strategy** with an inclusion of people who live and work in the city centre. The strategy will promote the economic, social and environmental well being of Morley and contribute to the achievement of a sustainable place. Encourage youth, elders and those with diverse ability to participate in community life and decision making. Work with community development groups to promote events and community building.



# Public Spaces Character Plan



The **Public Spaces Character Plan** for Morley City Centre indicates the intention to improve the character of streets and open spaces within the centre to enable the city to become a good place to live and work. A range of parks and squares will provide focal points for the city and open space needed for apartment dwellers in an intense urban environment.

It is proposed to create a new park integrated with the stormwater basins on Russell Street as well as integrate the Pat O Hara Reserve into the city centre. It is also proposed to provide green links or walks between the green spaces in the city and beyond.

The plan indicates that it would be appropriate to have a new square or plaza in the Bishop Street-Progress Street area and also integrated with future retail development on the Collier Road alignment. The location and design of these new squares will be determined through future detailed planning. They would likely have a shared pedestrian surface that could be managed to allow the square to be used for events and special occasions while still providing short term car parking for the majority of the time close to shops and other services



## 04 Six Aspects of the Masterplan



Russell Street as a landscaped boulevard with bus priority.

# Prosperity

## Directions 2031 theme

*A prosperous city- Our success as a global city will depend on building on our current prosperity.*

### Intent

Morley City Centre will be a place that fosters local and regional employment and business opportunities that contribute to both the commercial and community prosperity of Morley and the surrounding activity network. Through the Masterplan, the City of Bayswater will:

- Encourage and foster self sufficiency, intensity and diversity of economic activity.
- Encourage a range of employment opportunities both population driven and knowledge based
- Provide and maintain infrastructure to facilitate increased intensity and diversity of economic activity.
- Encourage and facilitate business investment and innovation.
- Identify and encourage uses such as short stay accommodation, conference facilities and other support for business to operate in Morley

### Implementation

- Liaise with existing and potential business through a **City Centre business association**. This group will:
  - Communicate the economic opportunities which arise under the Masterplan.
  - Advice and assistance at all levels to aid economic development in the City Centre (Provide a one-stop shop for anyone seeking to invest in the City Centre).
  - Lobby government on behalf of Council and business to encourage growth and revitalisation in Morley.
  - Provide a forum for landscapes to explore site amalgamation.

- Prepare a **business development strategy** for the City Centre and surrounding area in collaboration with the business owners of Morley. This will include a 'green' approach to business development (e.g. cleantech precinct concept) and provision of support activities such as short stay accommodation and conference facilities, as well as links to Perth Airport, Bayswater Train Station, Perth CBD, Ashfield Industrial Precinct and Ellenbrook.
- Improve the **identity and address** of Morley at the Tonkin Highway-Collier Road intersection and also along Collier Road.
- Prepare **policies for co-existence of activity and uses**. Establish a viable mix of residential and commercial (job creating) uses. Include light industrial activity co-existence with new residential development, taking into account; noise, traffic access, and light spill. Also include innovative guidelines for home based business and for showrooms to evolve to 'showcases' or smaller premises with storage elsewhere.
- Capitalise on opportunities arising from PTA's proposed rapid bus service from Ellenbrook through Bassendean Train Station which will terminate at Morley Bus Station and, in future, continue via Edith Cowan University through to Glendalough and Stirling.

The **Intensity and Diversity tables** indicate the floor space of the various uses and also the anticipated growth in both employment and residential population. The table indicates order of magnitude relative growth of the various uses. These figures are preliminary guides that will need to be validated through the preparation of an activity centre structure plan and detailed economic modelling. They give a preliminary basis for planning for future services and infrastructure and an understanding of the scale of the built form.



## Morley City Centre – Intensity and Diversity of Activity

Floorspace (non residential)

ACTIVITY/ USE	2010 EXISTING SQM	STAGING	TARGET	COMMENTS
Retail	75,000 Inc Galleria, Coventry Markets	Staged development to include department store, galleria expansion & street retail.	110 - 120,000	Initial expansion driven by latent demand. Convenience retail/ services for the increased residential population and public transport improvements will drive future expansion.
Other retail	20,000		30 - 40,000	
Office/ Business	60,000	Ground floor of mixed use residential buildings office only development and offices as part of other facilities	120 - 125,000	Increased opportunity through change in nature of business and public transport improvements. Links to Perth CBD Perth airport & nearby industrial area.
Manufacturing Distribution Service	65,000	Reduced focus on space consumptive uses showroom - showcase storage 'clean tech' opportunities, 'quality' of activity increases.	65,000	Reduced within city centre boundary. Opportunity for floorspace to transfer to industrial areas and Collier corridor.
Health, Welfare & Community Services.	18,000	Community needs assesment Health needs assesment Education needs assesment	35 - 40,000	Increased provision for increased residential population
Culture Entertainment Recreation. Exc outdoor /open space	19,000	Cinemas other commercial entertainment - youth & elders focus	40 - 50,000	Increased opportunity through increased residential and transit improvements
Accommodation Hotel / Serviced Appartments	0		36,000	Opportunities through demonstration of 'Green' living business conferences, visitors and through regional links and improved transit.
Total Floorspace	257,000		460,000 - 480,000	Breakdown of target floorspace is indicative only. This will require more detailed analysis in the centre planning process to validate.



# Morley City Centre - Intensity and Diversity of Activity

## Employment

EMPLOYMENT	2010 EXISTING	STAGING	TARGET	COMMENTS
Population Driven Employment	6031		10,800	Breakdown of target employment is indicative only. This will require more detailed planning in the centre planning process to validate.
Strategic Employment	394		1,200	Public transport links to CBD, Perth Airport and nearby industrial uses will attract more specialised and strategic employment opportunities.
Total	6425 workers		12, 000 workers	Floorspace per worker is reduced generally as quality of activity increases.

## Residential

RESIDENTIAL	2010 EXISTING	STAGING	TARGET R40 GROSS	COMMENTS
Dwellings	665 (check new boundary & revise) (2006)		R40 over 212 ha 8500	Activity Centre Policy targets R30 minimum to R45 desirable. Investment in public transport infrastructure and public realm will facilitate residential development and drive demand for consumer services.
Residents	1600 (2006)		12,750 (1.5 persons / dwelling)	A wider range of dwellings with predominantly smaller, single bedroom dwellings added to City Centre - (reduces residents per dwelling)
Floorspace 100sqm / dwelling	135,000 sqm		1,275, 000 sqm	

## Environmental Quality

*Directions 2031 themes-*

*A green city-We should grow within constraints placed upon us by the environment we live in*

*A responsible city- We have a responsibility to manage urban growth and make the most efficient use of available land and infrastructure.*

### Intent

Morley City Centre will be a distinctive place that expresses a sustainable relationship between human and natural environments through the creation of eco-friendly places where the natural systems are integral parts of the urban fabric. The intent is to:

- 'Put a value on landscape' in line with the Australian Institute of Landscape Architects principles to 'protect, enhance and regenerate'. Improve landscape performance and environmental quality within the urban eco system.
- Enhance the 'Garden City' brand in Morley through visual greening and sustainable landscape practices.
- Reduce the ecological footprint and heat island effect of development in Morley City Centre.
- Protect and manage natural systems as an integral and valued part of the urban fabric.
- Demonstrate an innovative, sustainable and clean approach to energy, waste and water use as a competitive advantage for Morley City Centre.



### Implementation

- Prepare a '**green**' **development strategy** for the City Centre including design guidelines, green funding/trading options, incentive schemes, education, sustainable transport options and potential pilot schemes which would support provision of energy efficient solutions and renewable use technology.

### Groundwater

- Prepare a sustainable **District Water Management Plan** (in consultation with the Department of Water and Water Corporation) to expand the 'living stream' Bayswater Brook programme in Morley City Centre with the objectives of creating a significant asset for the City, improving water quality and visual amenity and limiting development impacts. Seek funding for implementation and land acquisition required. Review Morley Shopping Centre Redevelopment Agreement Act 1992.

### Public realm landscape and open space

- Adopt **landscape principles** including environmental protection, regeneration and enhancement, designing for the future with a reduced carbon footprint and responsive design.
- Implement a **staged programme of key open space projects** with priority on Pat O'Hara Reserve.
- Prepare **waterwise landscape guidelines** for private development and promote pocket parks and community gardens as well as small squares and podium gardens as open space in private development.

## Streetscape

- Prepare and implement a **Streetscape Enhancement Plan** for City Centre with priority for major streets including paving, street trees, landscape, signage and lighting.
- Prepare and implement **street tree planting programme** that includes suitable species that have room to grow, differentiation of key streets, city streets and streets beyond City Centre along activity corridors. Prioritise Russell St, Collier Rd, Wellington Street and Walter Rd West.
- Seek **funding for underground power** lines and services throughout the city centre.

## Energy

- Prepare a **sustainable energy policy** that includes:
  - Establish a renewable energy use and generation target and establish a renewable energy future fund
  - Review built form and green energy opportunities including photovoltaic cells for power generation on car park roofs.
  - Investigate potential for public realm energy by solar power

## Water use and reuse

- Prepare a **sustainable water use policy** to limit water use and encourage use of recycled water include targets for retention and reuse of grey water, stormwater and rainwater on redevelopment sites.

## Waste

Prepare a **sustainable waste management policy** that addresses:

- Reduced waste targets per dwelling and commercial unit
- Recycled and reclaimed materials content in new infrastructure
- Recycling and reuse stations inc for hazardous and food waste
- Reduced construction waste

## Education

- Host a series of green community and business educational events.
- Engage with Department of Education and Training regarding education programmes for sustainable living and for community use of school site (e.g. city farm or other joint initiatives).

## Green buildings

- Adopt green building principles in a highly visible demonstration project in the City Centre (e.g. Les Hansman Community Centre revitalisation).
- Prepare and adopt a '**Morley green building policy**' that requires greenstar or similar rating for commercial and multi unit dwellings, Nabers or similar rating for residential and encourages:
  - Climate responsive design including good solar access
  - Smaller building footprints
  - Optimised well landscaped open space
  - Green or vegetated roofs
  - Sustainable approach to energy, water and waste, materials
  - Adaptable buildings that can be reused and recycled
  - Reduced light pollution
  - Upgrade of existing buildings





## Built Character and Placemaking

*Directions 2031*

*We all have expectations about the place we live in....our expectations include ....a place that gives people a sense of identity, pride and belonging.*

### Intent

Morley will be a place with a distinct identity and a sense of place that is unique and beautiful. The City of Bayswater will set the scene for this through commitment to an enhanced public realm and guidance for private development quality.

A 'Place making' approach is central to Morley City Centre becoming an attractive and functional place to live and work. Excellence and innovation should be sought in built form, streetscape and public realm design and also in landscape, environmental and sustainability outcomes for Morley City Centre.

Building and place design in Morley will:

- respond to and enhance local character and context;
- be interesting, welcoming, attractive; and
- be innovative, adaptive, responsive, and demonstrate best practice.

### Implementation

- Prepare **design guidelines** that include the design interface between public realm and private development and encourage design excellence and innovation.
- Implement a **high quality demonstration project** to set a high benchmark standard. This might be a council led project, a partnership or a private development where the developer is encouraged (through incentives) to work with Council to achieve an excellent outcome.
- Establish a **design review panel** for assessing Development Application's (DA's) that includes architects, urban designers, landscape architects and transport planners.
- Formulate a **public art policy** that ensures public art is appropriate and responsive to the city vision and contributes to the sense of place in an integrated manner. -Hold a public art competition for sculpture in new civic space.
- Prepare **detailed precinct designs** for the area around Coventry Markets that includes:
  - Reconfiguration of Wellington St/Walter Road West intersection.
  - Opportunity for reconfiguration of private lots fronting Pat O'Hara Reserve to appropriately integrate the Reserve and the Morley Recreation Centre into the City Centre.
  - A new civic square and landmark arrival point for Morley.
  - Revitalisation of the Les Hansman Community Centre and potentially adjoining sites as a demonstration project.
  - Enhanced Progress St link including wider, more direct pedestrian pathways and improved alignment and design of parking areas.
  - Pedestrian access to upper deck of Galleria and cinemas.
  - Improved integration of Wellington Street into the City Centre.
- Prepare **detailed precinct designs** with Centro, PTA, Department of Water, Water Corporation and other key landowners regarding shopping centre expansion toward Russell St as a 18/7 retail and food precinct integrating bus station, rapid transit access, improved Bayswater Brook stormwater configuration and high intensity redevelopment.

Wellington Road looking east towards Centro Galleria



**The Built Form and Activity Plan and Built Form Section** for Morley City Centre indicates the intent for built form intensity. The plan shows a new boundary based primarily on an 800 metre or ten minute walkable catchment from the Morley Bus Station and on providing streets with compatible development on both sides at the periphery.

The high intensity urban core will be characterised by buildings of 4 to 5 storeys along the streets with podiums for car parking behind and some taller apartment buildings up to 12 to 16 storeys set back from the street. Where these buildings front active streets they will have retail or commercial ground floors with generous floor to floor heights (5.0 metres) and awnings over footpaths for pedestrian shelter. Where these buildings are predominantly residential they may be setback to provide a landscaped edge of private gardens and wider tree lined footpaths. The parking podiums behind

will also provide landscaped roof gardens for residents and larger developments will have small park areas within the perimeter buildings.

The medium density urban frame will have 3 storey buildings along street fronts, with 5 storey elements set back from the street. The urban frame character is continued some way along the activity corridors radiating from the City Centre.

The innovative housing frame will have 2 to 3 storey residential buildings that are of a finer grain such as mews and terrace development that provide a transition to residential areas along Drake Street. There will be opportunity for home based business and other innovative dwellings.

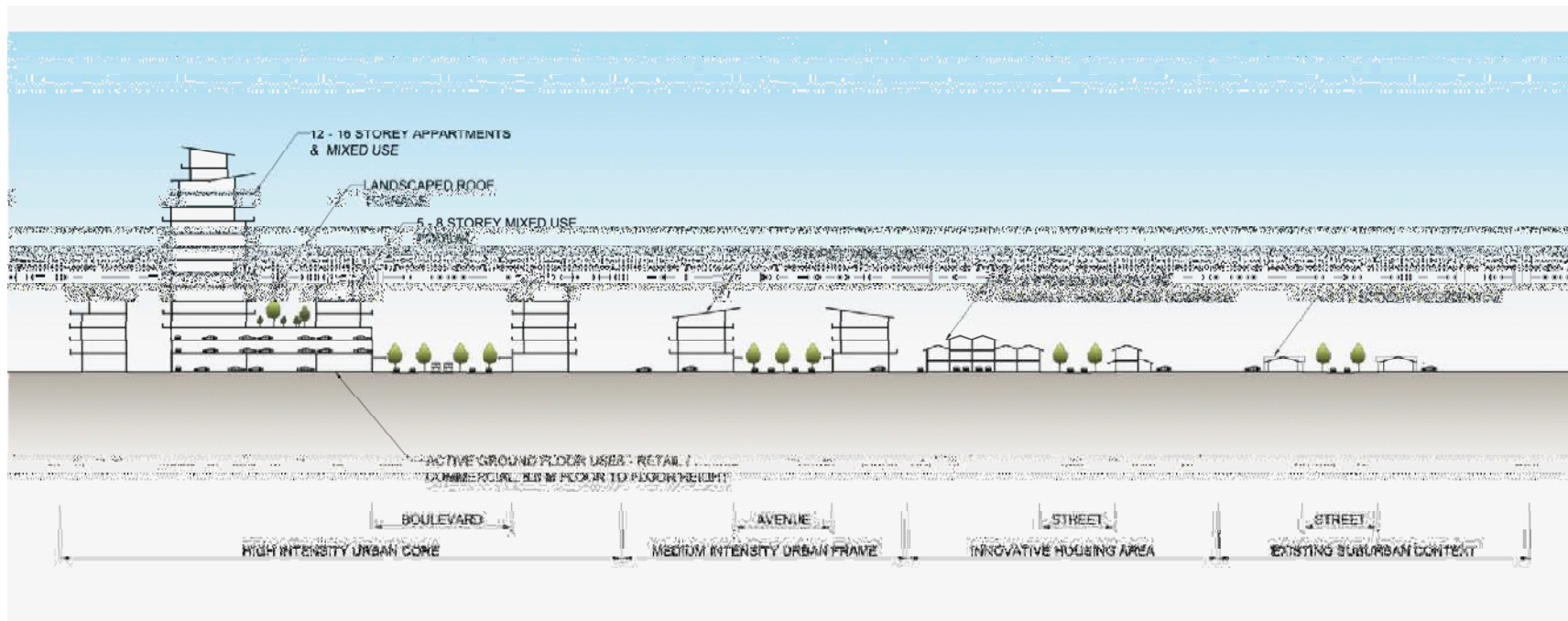
The balance of the City Centre area will be residential of 2 to 3 storeys that compliments the existing suburban character and context.

## Built Form and Activity Plan





# Built Form Section



## Imagine Morley in 2031

Imagine Morley in 2031—Accessible, lively and prosperous, with modern buildings in attractive, tree lined streets, Morley will have a vibrant business and community life.

Over the next 20 years, Morley City Centre will grow into a lively and bustling place for business and shopping serving the north eastern metropolitan region of Perth. Investment will grow steadily, stimulated by Morley's high level strategic role in the metropolitan region. This will bring intensity and diversity of both employment and housing with it.

A high frequency regional bus service will bring business owners and employees to work from surrounding suburbs as well as bring residents in from the local suburbs. Morley will also be connected to the Perth CBD and other key places by a light rail system connecting the city for business.

The city centre will be home to about 10,000 people and another 10,000 people will be employed in businesses and shops. In the evenings, the streets will be busy with people dining alfresco, catching up with friends for a coffee or a movie or arriving by bus and doing last minute shopping for dinner before walking home to their apartment. It will be safe and pleasant to walk in the streets window shopping or taking a stroll through the parks to stay healthy.

The City Centre will be a part of a wider network of prosperous commercial activity including the Ashfield Industrial Area and Collier Road will be the regional 'front door' to Morley.

### Living in Morley City

There will be a full range of homes available from traditional family homes in surrounding suburban areas within walking distance of the centre to apartments and townhouses in the city centre itself. Single people and older people looking for small, well designed accommodation will find single bedroom apartments, terraces, studios and modern mews developments.

People looking for living and working arrangements will find mixed use and home based business premises allowing them more flexibility in their working life and reducing their need to travel to work.

Apartments will be designed for ageing in place with universally accessible rooms and flexible living areas. Single bed apartments will be available with connecting doors to allow purchase for a family who can then rent out part of their home as their space requirements change.

Homes will be designed to be climate responsive with natural ventilation and solar access and buildings will be constructed using sustainable principles.

People will be encouraged to walk everywhere. Through good design, using the stairs to access upper floor apartments will be encouraged. Homes will have one car park bay and will have allocated cycle storage. There will be good connections to the regional cycle network making cycling a real option for local trips.

Entrances to apartment buildings will provide for incidental meeting of neighbours and balconies will overlook the streets, courtyards and podium gardens making Morley a friendly and safe place to live.

### Working in Morley City

Morley City Centre will become a bustling city centre with new businesses and offices in 3 to 5 storey buildings. The city centre will provide all the amenities for viable business and to attract employees.

Employees will be encouraged to use buses to get to work through a scheme similar to travelsmart. Alternatively they will arrive by bicycle, use the lockable storage provided and shower before starting work.

Private car parking provision will be restricted. Visitors will be able to park for short times on the street or in city parking stations to allow business to operate smoothly, but employees and visitors will be discouraged from parking all day and long term parking will be charged.

Service and freight vehicles will be able to access businesses on defined routes that limit impact on residential amenity.

Buildings will be designed using sustainable principles and 'green' ways of doing business will be encouraged.





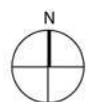
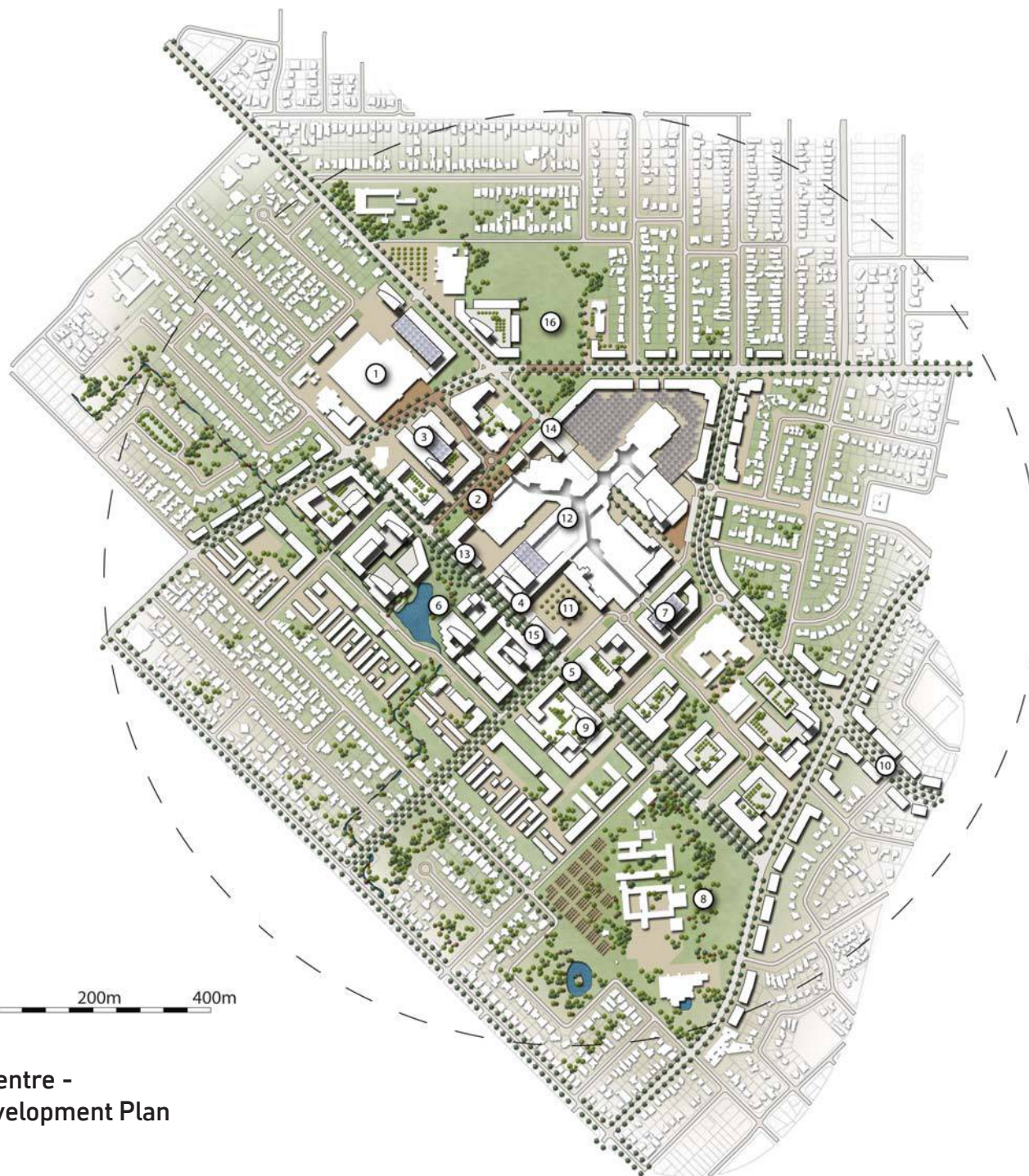
Rudloc Street looking North



## The Indicative Development Plan

The Indicative Development Plan for Morley City Centre indicates one scenario for revitalisation of the city centre. Key elements of the plan include:

1. Coventry Markets as revitalisation catalyst for Walter Road West and Progress Street including reconfiguration of Walter Road-Wellington Street intersection
2. Civic square on Progress or Bishop Street (shared space for daily parking and community events)
3. Les Hansman Community Centre demonstration project, improve frontage to Walter Road, deck car parking, apartments, retail and improved community facilities.
4. Morley Bus Station, improved appearance, signage, bus service and high quality pedestrian environment to attract patronage including direct attractive links to Centro Galleria shopping centre.
5. Russell Street landscaped boulevard with central bus lanes (future light rail), enhanced streetscape and 3 to 5 storey buildings.
6. New central park west of Russell Street around 'living stream' drainage reserve as a centrepiece for the city, a focal point for demonstration of Water Sensitive Urban Design and an attractive setting for new development in the city centre.
7. Shared commercial and visitor parking decks located to provide convenient access to retail and business and reduced vehicle movements in core area. Parking stations sleeved with active retail and commercial uses and roofed with PV array panels.
8. Community pathway and community use of school ovals as part of the open space network for the city centre.
9. 12 - 16 storey apartments with good range of sizes, podium parking and 3 - 5 storey street edges with active ground floors
10. Collier Road, major entrance to city centre from Tonkin Highway and connecting through to Ashfield industrial precinct and Perth Airport.
11. At grade parking to service convenience retail such as supermarkets.
12. Improved pedestrian connections between Cinemas and Morley Bus Station in the evening.
13. Active street frontages to the edges of the centre where there is 'footfall' to support activity and with attractive facades elsewhere.
14. Improved pedestrian links between malls and other attractions such as Morley Bus Station and Coventry Markets and along Collier Road alignment.
15. Russell Street 18/7 precinct provides retail, cafes, restaurants and services for new residents includes bus station and connections to new city park.
16. Pat O'Hara Reserve, important city park integrated into city centre with vistas into the park from Walter Road, new mixed use development, short stay accommodation, and residential apartments.



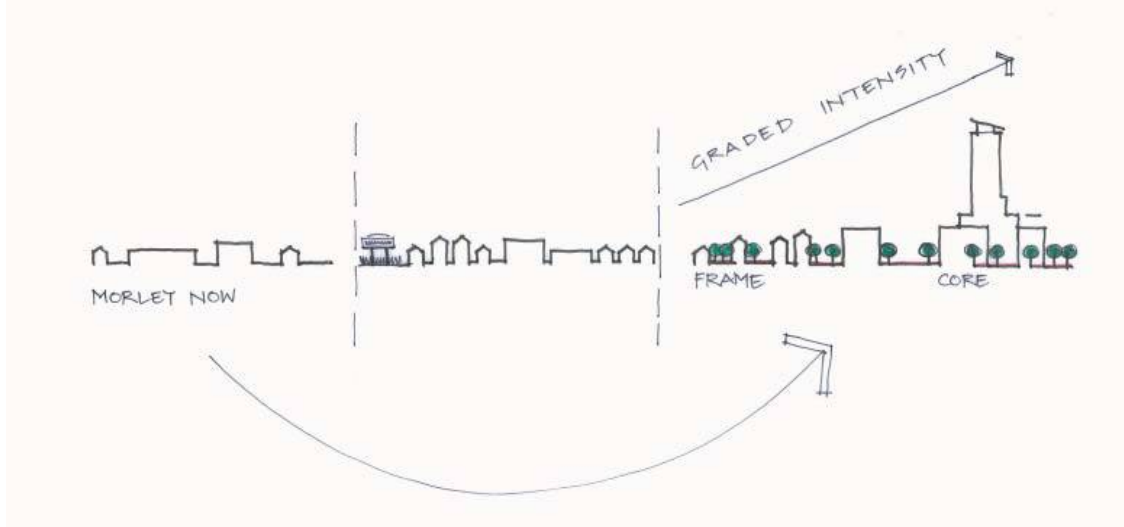
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Morley City Centre -  
Indicative Development Plan

## 6 Urban Design Principles

Morley city centre masterplan adopts 6 critical urban design principles. There are many more principles that could be adopted, elaborated on and listed but a good response to all these 6 principles and the criteria set for the different character areas will lead to a more attractive, active and cohesive built environment in the city centre.

A simple planning framework with limited prescriptive controls leaves room for design excellence and innovation. However, this simple framework requires more detailed assessment of the functionality, impact and design quality of individual development proposals.



### BUILDING DIVERSITY- create a new visual image for Morley

Morley city centre is characterised by a wide range of commercial buildings from single storey warehouses and showrooms to the large 2 to 3 storey element of the Galleria Shopping Centre.

The central area does not have a distinct built or landscape character. The surrounding suburban residential areas have some consistency of age and style and are generally characterised by good quality brick and tile, family housing stock with established gardens in attractive street settings.

With no heritage or character constraints there is opportunity for bold and innovative building and landscape design in the central area to create a new visual image for Morley.



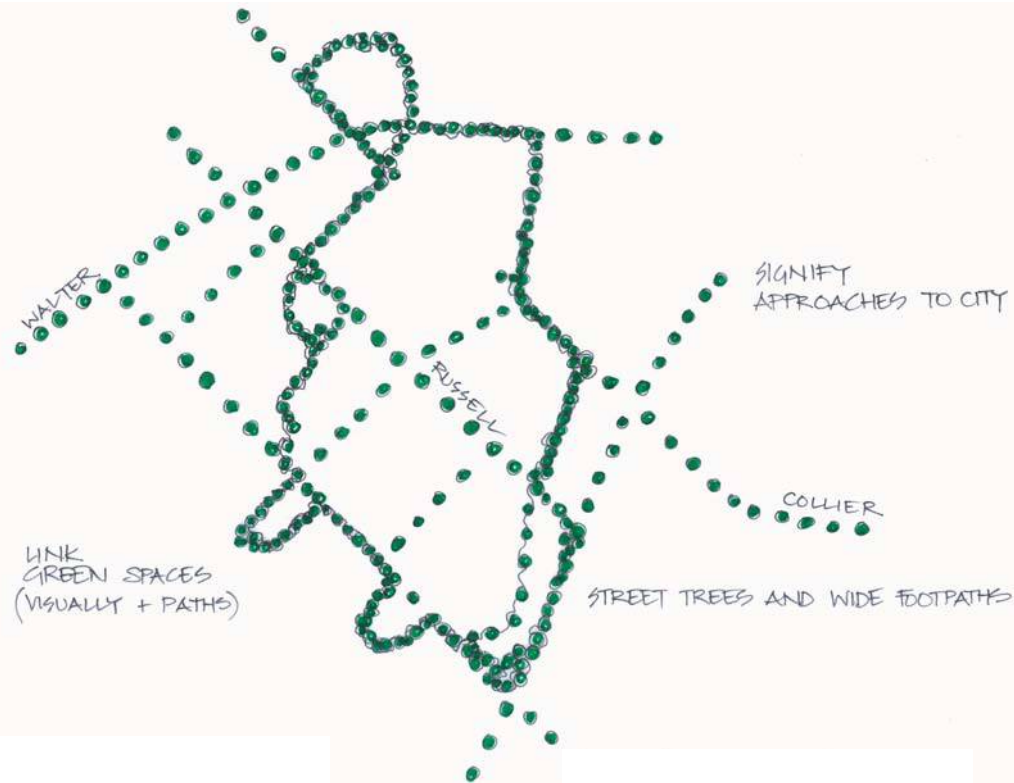


## A GREY PLACE- add a green layer

Morley City Centre is dominated by car parking, vehicle surfaces and low scale buildings. There is opportunity to add new open spaces created through redevelopment and to reinvent and integrate both the central drainage reserve and the Pat O'Hara Reserve to provide good quality city parks and a new, more attractive setting for future residential and commercial development.

New open spaces, parks and squares linked by well landscaped streets will add a green layer to Morley City Centre.

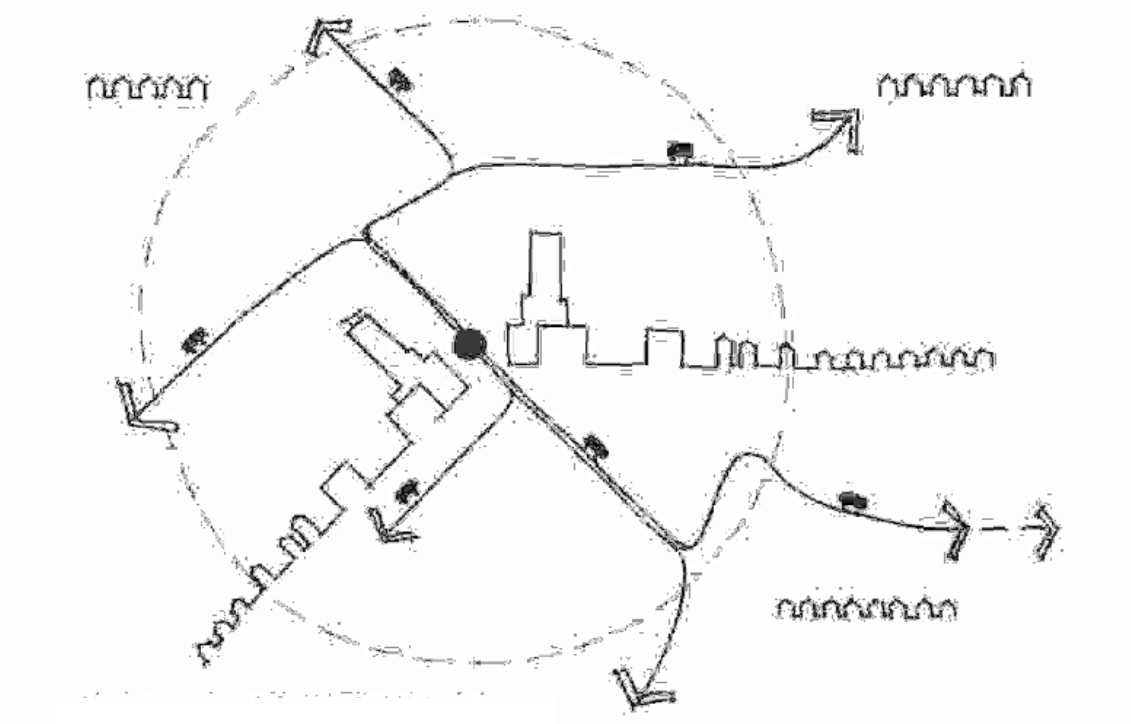
Focus on creation of a high quality walking network will bring a finer grain and human scale to the Morley City Centre.



## BUSES AS PUBLIC TRANSPORT-create a local and regional access advantage

Morley City Centre is served by buses and this service is going to improve through the PTA Masterplan intentions. While other strategic city centres are served by trains, Morley has the advantage that bus routes are flexible and regional and high frequency services can interface well with local bus transport bringing residents into the city directly from home. Workers will not need to park and ride, as they do on the train line, to access Morley for employment.

A state of the art regional and local bus service will provide access from a range of suburbs for workers and residents in Morley City Centre.



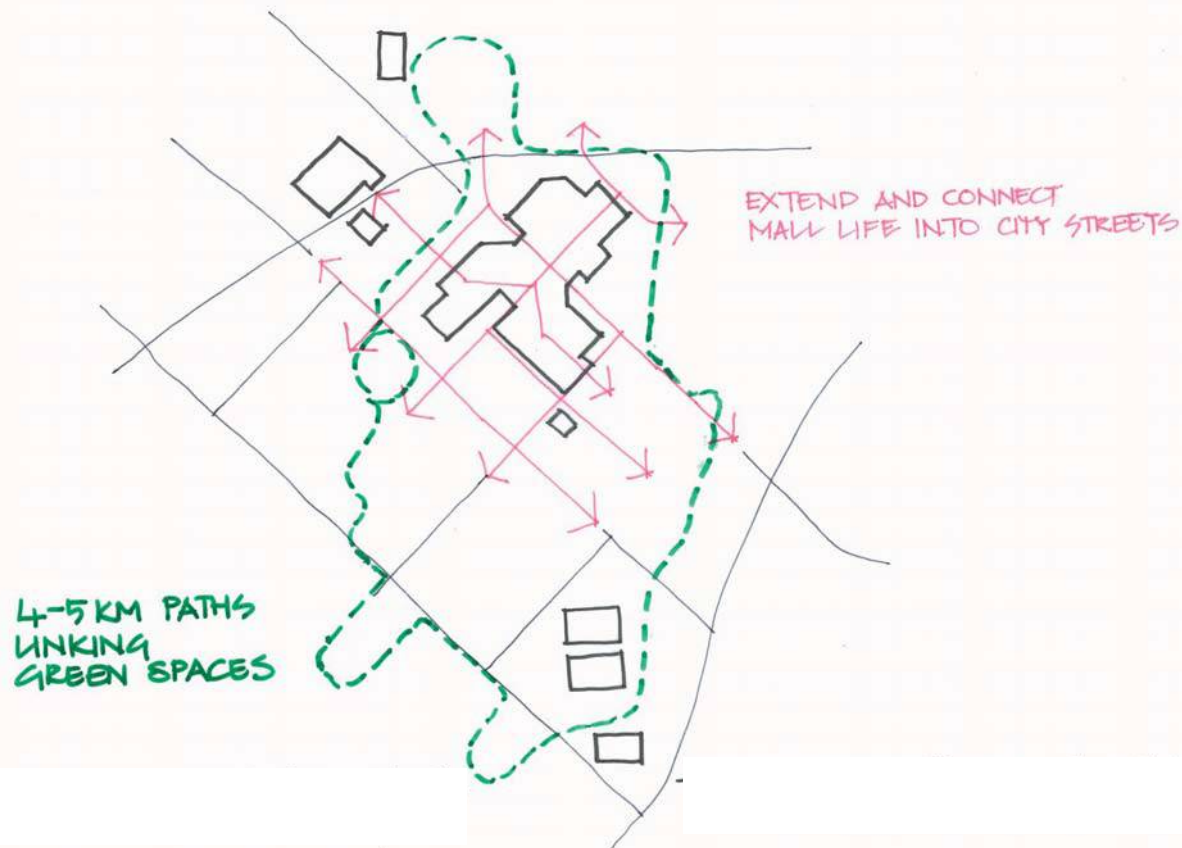
## A GOOD STREET NETWORK – create a walking network

Morley City Centre has a regular grid based street network that provides good legibility and permeability for vehicles in most areas. There are some disconnected roads and large street blocks in the centre where there is opportunity during redevelopment to improve access through new linkages.

On the periphery, vehicle reconnection could adversely impact on traffic in established residential areas, but improved pedestrian and cycle links would encourage residents to walk into the centre.

Collier Road has been closed and realigned to allow expansion of the Galleria mall based centre. This prevents vehicle movement and limits pedestrian movement across the City Centre particularly during the hours the shopping mall is closed. Pedestrian connection on the Collier alignment could be enhanced in redevelopment of the shopping centre.

Focus on creation of a high quality walking network will bring a finer grain and human scale to the Morley City Centre.

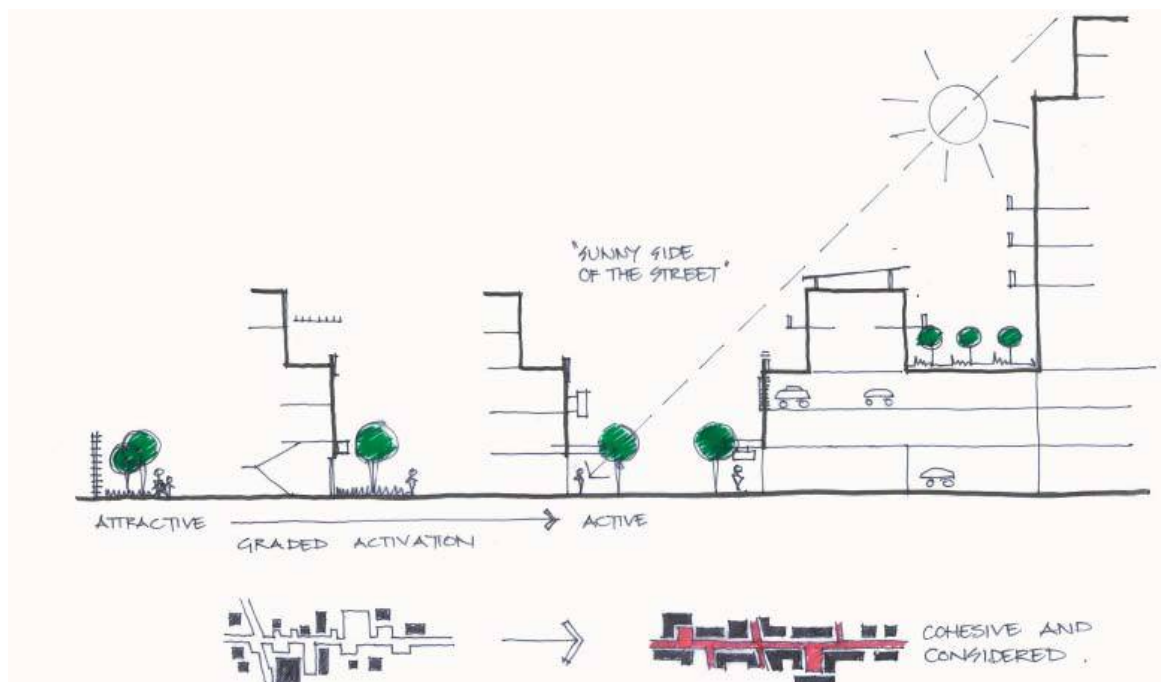




## POORLY INTEGRATED STREETSCAPES – integrate and repair the streets

The streets in Morley City Centre are poorly integrated visually and have a wide variety of setbacks and building treatments. They generally lack defining character or pedestrian amenity. Through streetscape enhancement and private redevelopment with some consistency of height and setback, the interface between the public street and the private frontage can be repaired. The visual character of the centre and the sense of arrival in Morley will also be improved.

Repairing the streets through careful design of the public and private interface will integrate and redefine the character of Morley City Centre.

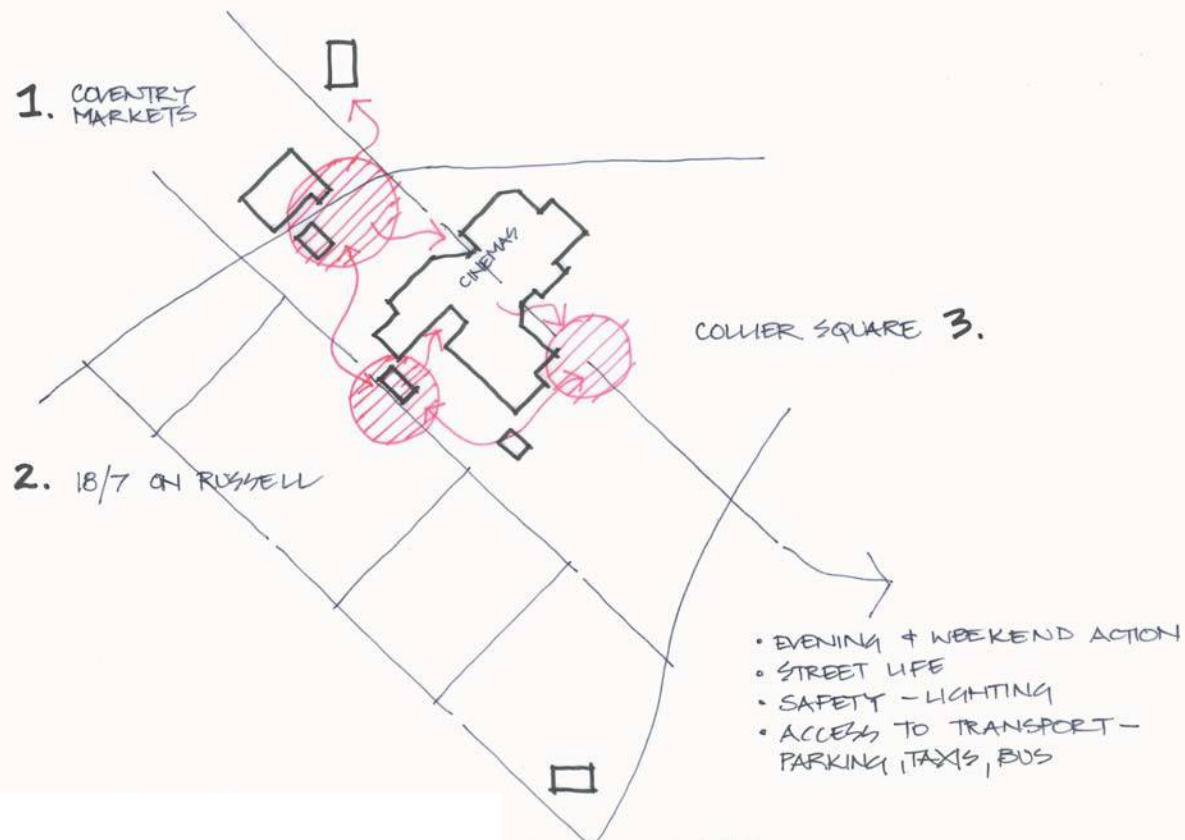


## MORLEY IS A 9 TO 5 CITY - create an evening life for Morley City Centre

Very little happens in Morley City Centre after business hours. Morley needs an evening and weekend life to attract people to live in the city.

There is an opportunity to concentrate evening activity in 3 locations or 'hot spots'. Firstly, around the new Coventry Markets and the Les Hansman Centre, secondly, an 18/7 precinct on Russell Street near the Bus Station and in the future a new node on Collier Road to bring some activity to this side of the city core. Special attention should be given, in these 3 locations, to encouraging a range of activities including cafes and restaurants, creating links between the 'hot spots', transport car and cycle (parking, taxis and bus) and into the shopping malls. Attention should also be given to streetscape aspects such as lighting and signage and CPTED Safety Principles.

Focus on these 3 evening 'hot spots' will enable Morley to have a vibrant evening and weekend life for the local community and visitors.



## Urban Design Criteria

Principle	Public Realm	All Private Development	Core	Frame	Innovative Housing	Residential
<b>A new image for Morley</b>	<p>New streetscape character that extends along activity corridors to provide a sense of arrival.</p> <p>Public art and landscape to enhance sense of place.</p>	<p>Well designed buildings with contemporary character and good climatic efficiency.</p> <p>Buildings orientated to offer passive surveillance to public realm where practicable.</p>	<p>5 storey buildings with 3 storey at streetfront and 12 to 16 storey elements that sit on parking podiums.</p> <p>Consider civic amenity, overall city structure &amp; view corridors eg landmark locations.</p> <p>Taller buildings separated so as not to impinge on views or daylight penetration.</p>	<p>3 to 5 storey buildings with 3 storey at streetfront and parking podiums.</p>	<p>2 to 3 storey buildings with innovative housing options such as warehouse, studio, terrace and mews.</p>	<p>Uphold existing residential character and limit subdivision of larger existing suburban blocks.</p>
<b>A walking network</b>	<p>Streets for walking with wide, continuous footpaths on both sides of all streets, shared surfaces.</p> <p>A network of paths linking green spaces.</p> <p>Good road crossings for pedestrians.</p>	<p>Walkways through large developments to provide a permeable fine grain. Good address for arrival on foot for all homes and businesses.</p>	<p>Improved permeability for pedestrians through large sites including Centro Galleria and Coventry Markets.</p>	<p>Improved permeability for pedestrians through large sites.</p>	<p>Laneways and shared surfaces provide a fine grain.</p>	
<b>An evening life</b>	<p>Lighting and safety (CPTED) for a safe walking environment at night.</p> <p>Focus areas with increased amenity.</p> <p>Taxi, drop off parking.</p> <p>Cycle parking.</p>	<p>Good evening amenity on streets.</p>	<p>Well lit buildings especially entrances and display shop fronts to create evening vibrancy.</p>	<p>Safe walking and cycling environment at night.</p>	<p>Safe walking and cycling environment at night.</p>	<p>Safe walking and cycling environment at night.</p>



# Urban Design Criteria

Principle	Public Realm	All Private Development	Core	Frame	Innovative Housing	Residential
<b>Buses- A local and regional access advantage</b>	<p>Good surrounds and entrance to Bus Station.</p> <p>Bus stops with shelter and seating.</p> <p>Bus priority on nominated streets.</p> <p>Provision for future light rail to interchange with buses.</p> <p>Provision for cycles to access bus.</p>	<p>Promote bus travel, walk and cycle.</p> <p>Limit parking to max 1 car bay per home and limit commercial parking.</p> <p>Provide for cycles.</p>	<p>Consider bus stops when locating entrances.</p>	<p>Consider bus stops when locating entrances.</p>		
<b>A green layer</b>	<p>Sustainable infrastructure and urban green landscape.</p> <p>Plant street trees and landscape streets.</p> <p>Enhance city parks- Pat O'Hara and Bayswater Brook central park.</p>	<p>ESD water and energy efficiency and good climate response.</p> <p>Use of planting as a building element to provide passive cooling benefits.</p> <p>Podium gardens, terraces and wide balconies.</p> <p>Buildings can be set back from the street to provide landscape.</p> <p>Local and environmentally responsible building materials.</p> <p>Orientate buildings to maximise natural ventilation and passive solar gain.</p>	<p>Podium garden, courtyards, wide balconies, covered pergola spaces.</p> <p>Urban green landscape.</p>	<p>Podium garden, courtyards, wide balconies, covered pergola spaces.</p> <p>Urban green landscape.</p>	<p>Podium garden, courtyards, wide balconies, covered pergola spaces.</p> <p>Urban green landscape.</p>	<p>Limit urban infill that reduces private open space and backyards.</p> <p>Encourage home food cultivation.</p> <p>Retain existing trees.</p>

## Urban Design Principles Criteria

Principle	Public Realm	All Private Development	Core	Frame	Innovative Housing	Residential
Repaired streets	<p>Street furniture.</p> <p>Dedicated cycle lanes and footpaths.</p> <p>Consistent palette of paving materials.</p> <p>Underground power.</p>	<p>Solar access to streets – limit overshadowing of footpath on south side of street.</p> <p>Limit crossovers.</p> <p>Allow flexibility in setbacks to accommodate balconies, eaves and awnings.</p> <p>Well designed signage.</p> <p>Graded intensity and diversity of built form.</p>	<p>5.0 metre ground floor to floor height to promote for adaptability.</p> <p>Active frontages predominate.</p> <p>Good entrances and well resolved public private interface.</p> <p>Awnings over footpaths provide weather protection.</p> <p>Passive surveillance.</p> <p>CPTED principles.</p> <p>Consider neighbouring development.</p>	<p>Balance of active and attractive frontages.</p> <p>Good entrances and well resolved public private interface.</p> <p>Passive surveillance.</p> <p>CPTED principles.</p> <p>Consider neighbouring development.</p>	<p>Balance of attractive and active frontages.</p> <p>Good entrances and well resolved public private interface.</p> <p>Passive surveillance.</p> <p>CPTED principles.</p> <p>Consider neighbouring development.</p>	<p>Front gardens with no fences.</p> <p>Good entrances and public private interface.</p> <p>Passive surveillance.</p> <p>CPTED principles.</p>



Collier Road looking toward Centro Galleria



## Delivering Design Quality

Morley has few precedents of good buildings and landscape to build on and no historic character as a baseline. This is exciting as it gives freedom for innovative, leading edge design and sustainability solutions.

### How can we ensure this potential is realised?

Prescriptive and detailed design controls and guidelines do not always lead to innovative and sustainable design. Ugly and inappropriate buildings that do not respect their neighbours can still result. Poor design outcomes, particularly in the early phases of revitalisation will limit the city's potential.

There are a number of mechanisms that can be adopted for delivering good design quality, and these are:

- A **design advisory panel** is often appointed to assist council officers and others in assessing design and sustainability.
- **Design guidelines** may be required to clarify what is expected. These would likely be council policy performance criteria and not mandatory controls. Design codes and standards are more prescriptive and can sometimes restrict design outcomes. They are valuable when there is an established aesthetic or historic precedent and it is important to have continuity. They are also valuable in setting parking and other functional requirements.
- **Demonstration projects** and **design competitions** are very useful in setting a standard in the early stages of the revitalisation.
- **Design briefs** can be set for specific precincts and projects and design competitions are beneficial where the entrants are free to explore a range of ideas and innovation is valued.
- **Design statements** should be submitted with Development Applications addressing the masterplan principles and indicating how the project fits with both the existing and the future.
- The steering committee or revitalisation team will be the '**vision keepers**' who will monitor proposals against principles- the team will need the range of expertise to assess design quality and sustainability.

## 6 Key Projects

6 key projects that will stimulate interest and make a significant difference to the city centre include:

1. **Les Hansman Community Centre** becomes a destination and community landmark, a demonstration green building and community focus for residents. Potentially a deck carpark sleeved with active uses, improved Walter Road frontage and streetscape, apartments in a landmark tall building and an 18/7 community place.
2. **Pat O Hara Reserve** becomes a city park, a community focus, bringing the recreation centre into the picture, Short stay accommodation, apartments overlooking the park, good pedestrian links across Walter Road and workers lunching in the park.
3. **Centro Galleria** gets better edges, particularly between Morley Bus Station and the shopping centre and between the cinemas and street, including active frontage on Bishop Street, a small square, cycle racks, seating and lighting around entries
4. **Morley Bus Station** gets better edges and facilities, a 'travel smart' policy for employees, secure cycle storage, an improved local bus service, attractive and integrated entry onto Russell Street, 'come and catch the bus' signage
5. **John Forrest High School** integrates into city life, involve students, use the oval for community recreation, provide a community learning place and a community pathway from Council to City. A community garden could be included either here or at one of the primary schools.
6. Drainage reserves in the city centre become the focus of the **Bayswater Brook 'living stream'** project through a comprehensive sustainable approach to stormwater across the city to reduce run off and express groundwater condition and treatment in an accessible landscape setting.



6 Key Projects

## 6 Key Actions

Six key actions that should happen in the short term include:

1. Adopt an appropriate **governance model** to implement the Morley City Centre Masterplan. Consider options ranging from:
  - A statutory agency (such as a redevelopment authority) set up with state government and including key stakeholders and agencies
  - A local collaborative partnership such as City of Bayswater with key stakeholders and landowners
  - An internal team in council dedicated to implementation of the master plan
2. Prepare an **Activity Centre Structure Plan** under the new WAPC activity centre policy in collaboration with Centro Properties and other key landowners in the city centre.
3. Establish an ongoing **communications strategy** to foster ownership of the Masterplan in the local business and residential community and stimulate investment interest. Use the Masterplan as a framework for continuing discussion and liaison with:
  - State government agencies
  - Centro Properties and other key stakeholders
  - Local community
  - Local business
4. Prepare a comprehensive **transport and access strategy** that includes collaboration with PTA and prioritises bus, walking and cycling and shared parking in the city
5. Prepare an **infrastructure development strategy**. The strategy will include sustainable 'value add' options with comparative analysis of benefits, costs, funding, policy and implementation barriers. It will also include a District Water Management plan in collaboration with the Department of Water and the Water Corporation that takes a sustainable approach to drainage in the city and adopts the 'living stream' concept
6. Prepare, seek funding for and implement a **streetscape enhancement plan** for 'walking streets' to 'set the scene'

## Delivery Model

### Delivery Model

The delivery of the Morley City Centre Masterplan will require an appropriate delivery team or steering committee. Options for this team or committee range from:

- A statutory agency (e.g. redevelopment authority) set up by state government;
- A local collaborative partnership with key stakeholders and landowners; or
- An internal team in Council dedicated to implementation of the Masterplan.

The delivery team would be a multi disciplinary group including design, transport and sustainability professionals and include an experienced project co-ordinator.

The team will:

- Engage on a regular basis with:
  - State government agencies responsible for infrastructure
  - Centro Properties, Wesfarmers/Bunnings and other major landowners
  - Local community
  - Local business and
  - Potential property investors
- Safeguard design quality through various mechanisms such as a design review panel and design and sustainability policies and guidelines.
- Prepare an Infrastructure Development Strategy that includes sustainable 'value add' options with comparative analysis of benefits, costs, and policy and implementation barriers.

### Capacity building

The delivery team will nurture close relationships with key partners. There will be a degree of 'give and take' in these important relationships which could be initiated through community and business engagement groups and forums.

These forums will bring investors together with landowners to discuss possibilities of land amalgamation, joint ventures and optimising development through co-ordinated planning and projects.

Demonstration projects and design competitions could also contribute to capacity building in Morley City Centre.

### Communication

The delivery team will continue to communicate with the community bringing updates on projects and initiatives as they happen. A newsletter or website would be an effective mechanism for communication and marketing of opportunities.

### Funding

Implementation of the Morley City Centre Masterplan will be a long term commitment that will require on-going funding for a wide range of activities and initiatives. The first step will be to fund the delivery team.

The delivery team can then establish the capital funding required through a detailed and costed implementation programme. They will explore all funding opportunities and combine them into a 'single pot'. 'Single pot' funding will allow priorities across different areas to be assessed and weighed up against each other so that money can be spent in a co-ordinated and effective way.

Funding often includes 'seed' funding for demonstration or catalyst projects to stimulate investment. This could be for example a public art project or a development such as the Les Hansman Centre revitalisation.

The delivery team will also investigate potential tax incentives for business relocation to Morley and for affordable and rental housing such as the National Rental Affordability Scheme (NRAS) tax incentives available for rental housing.

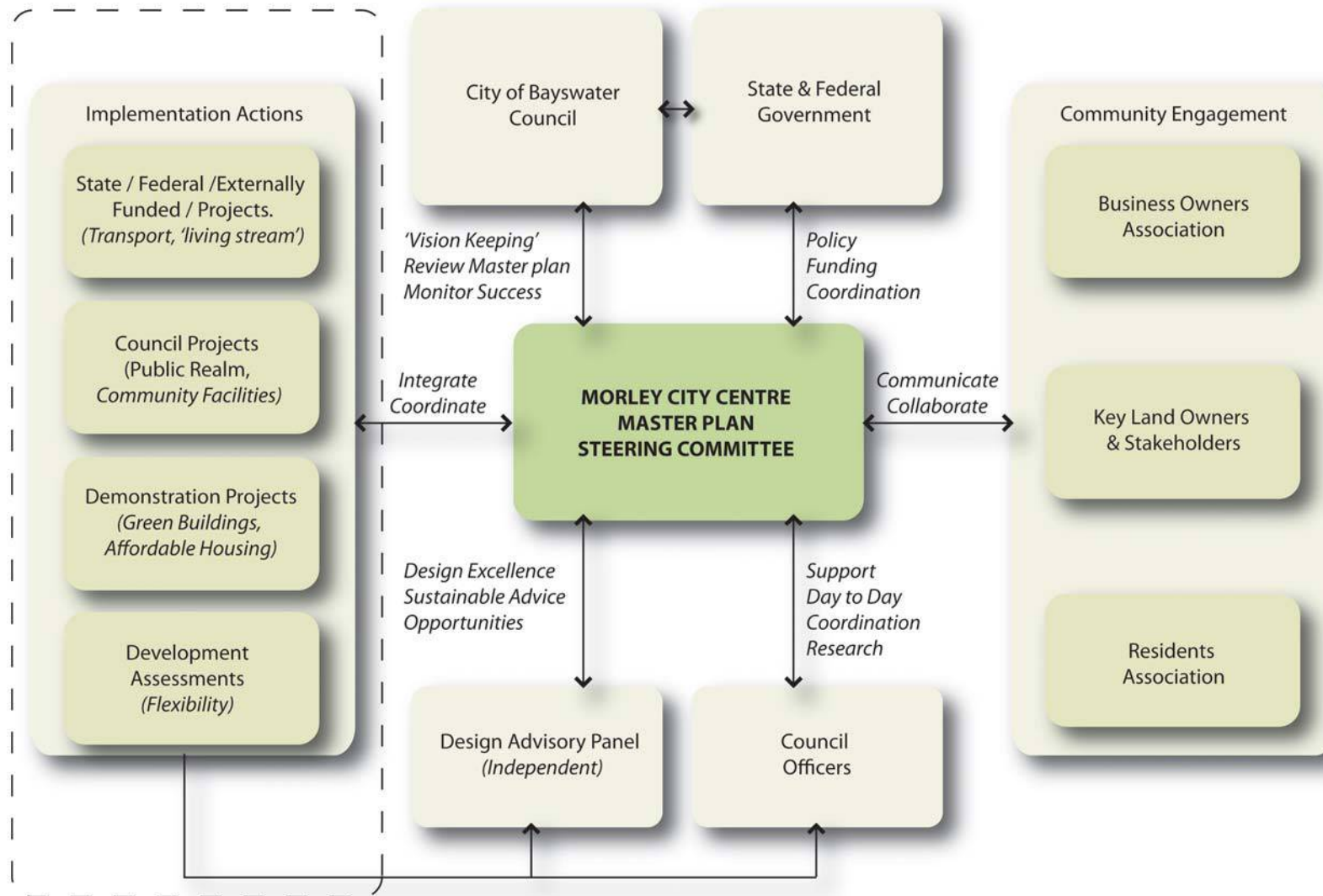
### Timing

The delivery team will establish a critical path for implementation. They will define what actions will stimulate others and what factors critically affect delivery timing. The following implementation timeline will require continual review.

The diagram indicates potential activities and relationships for this team.



## A Delivery Model



## Implementation Timeline

The following table outlines actions, indicative timeframes and responsibilities for the implementation of the Morley City Centre Masterplan.

<b>SHORT TERM ACTIONS (0 - 5 YEARS)</b>	1. Determine appropriate Governance Model (who, when, how decisions are made and monitored) Could involve outside stakeholders or agencies	City of Bayswater
	2. Engage with State Government Agencies on the Masterplan	City of Bayswater All Agencies
	3. Engage with business stakeholders and the local community on the Masterplan (ongoing consultation)	City of Bayswater
	4. Prepare Transport, Accessibility and Car Parking Strategy	City of Bayswater Main Roads WA Public Transport Authority Department of Transport Transperth
	5. Prepare a District Water Management Plan	City of Bayswater Department of Water Water Corporation
	6. Prepare Streetscape Enhancement Plan	City of Bayswater
	7. Begin discussions with Galleria Shopping Centre on providing improved pedestrian connections across the site and between the shopping centre, bus station and surrounding streets	City of Bayswater Owners of Galleria Shopping Centre site (Centro)
	8. Prepare Infrastructure Development Report	City of Bayswater Department of Planning Department of Transport Public Transport Authority Main Roads WA Department of Water Water Corporation Western Power
	9. Advocate that the Morley City Centre be given a high priority in the Urban Infrastructure Development Program	City of Bayswater Department of Planning
	10. Advocate for State Government assistance to provide underground power lines throughout the City Centre	City of Bayswater Western Power

**SHORT TERM  
ACTIONS  
(0 - 5 YEARS)**

11. Prepare Developer Contributions Framework	City of Bayswater
12. Prepare and adopt a Local Housing Strategy	City of Bayswater Department of Planning
13. Prepare and adopt a Local Commercial Strategy	City of Bayswater Department of Planning
14. Investigate Walter Road / Wellington Road intersection upgrades and/or realignment	City of Bayswater Main Roads WA
15. Implement streetscape upgrades and beautification to Russell Street as a matter of priority	City of Bayswater Business Stakeholders
16. Improve pedestrian access to Russell Street Bus Station, remove fences to improve amenity	Public Transport Authority City of Bayswater
17. Prepare New Planning Framework Review Town Planning Scheme No. 23 (TPS 23) or incorporate TPS 23 with TPS 24	City of Bayswater Department of Planning
18. Prepare Activity Centre Structure Plan (in accordance with Draft WAPC Activity Centres Policy)	City of Bayswater Department of Planning Business Stakeholders Local Community
19. Prepare City Centre Design Guidelines	City of Bayswater
20. Implement Rapid Transit Services to central Perth and Ellenbrook	Public Transport Authority Department of Transport
21. Review and upgrade local feeder bus services	Public Transport Authority Department of Transport Transperth
22. Upgrade and extend pedestrian footpaths throughout the City Centre in accordance with the Streetscape Plan	City of Bayswater



<b>SHORT TERM ACTIONS (0 - 5 YEARS)</b>	23. Plant street trees and landscaping throughout the City Centre in accordance with the Streetscape Plan	City of Bayswater
	24. Begin discussions with Galleria Shopping Centre, Department of Water and Water Corporation on consolidating the two Russell Street drain basins	City of Bayswater Owners of Galleria Shopping Centre site (Centro) Department of Water Water Corporation
	25. Investigate turning the Russell Street drainage basin (next to Bunnings) into a landscaped public park that also performs a drainage function Investigate potential for drainage reserves to become green pedestrian links	City of Bayswater Department of Water Water Corporation Business Stakeholders Local Community
	26. Encourage local businesses to form a Morley Business Council	City of Bayswater Business Stakeholders
	27. Prepare updated Parking Policy for the City Centre	City of Bayswater Department of Transport
	28. Prepare a Sustainable Development Policy for the City Centre	City of Bayswater
	29. Prepare a Public Open Space Strategy	City of Bayswater
	30. Investigate options for the redevelopment of the Les Hansman Community Centre and adjoining road reserve (car park)	City of Bayswater
	31. Investigate potential for light rail to Morley City Centre	Public Transport Authority Department of Transport
	32. Investigate potential for bus lanes on Russell Street, Broun Avenue and Beaufort Street	City of Bayswater Main Roads WA Public Transport Authority Department of Transport
	33. Investigate potential for bus priority intersections: a. Russell Street and Broun Avenue b. Russell Street and Walter Road c. Collier Road and Broun Avenue	City of Bayswater Main Roads WA Public Transport Authority Department of Transport

<b>MEDIUM TERM ACTIONS (5 - 10 YEARS)</b>	34. Prepare a Masterplan for the use and development of the Morley Sport and Recreation Centre and Pat O'Hara Reserve	City of Bayswater
	35. Promote active street frontages and al fresco dining in appropriate areas	City of Bayswater Business stakeholders
	36. Implement bus lanes on Russell Street, Broun Avenue and Beaufort Street	City of Bayswater Main Roads WA Public Transport Authority Department of Transport
	37. Implement bus priority intersections: a. Russell Street and Broun Avenue b. Russell Street and Walter Road c. Collier Road and Broun Avenue	City of Bayswater Main Roads WA Public Transport Authority Department of Transport
	38. Investigate new road and/or pedestrian connections: a. Rudloc Road with Collier Road b. Catherine Street c. Boag Place with Bookham Street d. John Smith Street with Collier Road	City of Bayswater Business Stakeholders Local Community
	40. Investigate potential for consolidated multi-storey car parks	City of Bayswater Business Stakeholders
	42. Investigate potential for drainage reserves to become green pedestrian links	Local Community
	43. Implement Rapid Transit Services to Edith Cowan University and Alexander Drive	Public Transport Authority Department of Transport
	44. Investigate John Forrest Senior High School over potential community use or access to high school ovals with JFSH and Department of Education and Training.	City of Bayswater John Forrest Senior High School Department of Education
<b>LONG TERM ACTIONS (10 + YEARS)</b>	45. Complete Collier Road overpass over Tonkin Highway	Main Roads WA
	46. Implement light rail to Morley City Centre	Public Transport Authority Department of Transport

## Measuring Success

Aspects of the city that would be appropriate to measure include:

- Safety –lighting, pedestrian crossings, footpaths, accidents and incidents
- City life– Sunday action, evening action, diversity of activity
- Public transport –alternative transport –patronage, reduced car use, walkable streets, cycle use
- Environment- landscape and trees, green buildings energy and water
- Jobs- employees, strategic jobs, employment density
- Homes–number of residents, number of dwellings

Once the existing situation is measured a target can be set on a timeline.

These key success measures will help gauge the intensity, diversity, employment and accessibility outcomes for Morley City Centre as a strategic metropolitan city centre under Directions 2031.

Measures will have clear metrics defined with a starting position established by an audit of the existing situation and a target or goal. It is beneficial for the measures to be related to specific outcomes or locations.

Census data ( 2006 census as base) recorded every 5 years, can be used for some measures and state government surveys (e.g. Planning and Land Use Categories (PLUC) survey) and Council databases can provide others.

The following table indicates key measures to gauge the success of the Morley City Centre Masterplan. The table is a starting point for preparation of a more detailed framework for measuring success.

Governance, planning and policy		Completed ✓ or ✗
1.	A clear Governance Model is established (Who, when, how decisions are made and monitored)	
2.	Clear expectations and regulations are established: <ul style="list-style-type: none"> <li>■ Transport, Accessibility and Car Parking Strategy</li> <li>■ New town planning provisions/framework</li> <li>■ District Water Management Plan</li> <li>■ Local Commercial Strategy and Economic Development Plan</li> <li>■ Local Housing Strategy</li> <li>■ Developer Incentives and Contributions Framework</li> <li>■ Streetscape Enhancement Plan</li> <li>■ Sustainable Infrastructure Development Plan</li> <li>■ Activity Centre Structure Plan endorsed by WAPC</li> <li>■ New parking policy</li> <li>■ New sustainability policy</li> <li>■ Built form and landscape design guidelines</li> </ul>	
3.	A communications strategy is in place including: <ul style="list-style-type: none"> <li>■ Engagement of existing and potential business operators and developers to raise awareness and stimulate investment</li> <li>■ Engagement and participation of existing and future residents of the City Centre as a entity or neighbourhood to nurture a sense of community belonging</li> <li>■ Branding and marketing of the City Centre</li> </ul>	



Accessibility	Completed ✓ or ✗
4. Landscaped footpaths with shade trees are provided along both sides of the main city centre streets: <ul style="list-style-type: none"> <li>■ Russell Street</li> <li>■ Progress Street</li> <li>■ Bishop Street</li> <li>■ Rudloc Road</li> <li>■ Walter Road</li> <li>■ Collier Road</li> <li>■ Other streets</li> </ul>	.
5. Safe pedestrian walkways (landscaped and well lit) are provided between streets and the Galleria Shopping Centre with priority to access between the bus station and the cinema and restaurants after hours	
6. There is a maximum 40 kilometre per hour speed limit in City Centre	
7. The Wellington Road and Walter Road intersection has been upgraded to provide an impressive entrance to the city centre which is pedestrian friendly	
8. Community and recreation: Cycle use is increasing especially for employees in the City Centre and cycle lanes, paths and bicycle racks are provided in the City Centre.	
9. Patronage at Morley Bus Station is increasing with 20% of commuters using public transport to get to work (9% of commuters use public transport to get to work at the 2006 Census)	

Accessibility	Completed ✓ or ✗
10. Rapid Transit Services are available to central Perth and Ellenbrook and bus lanes and intersection priority are established on Broun Avenue, Russell Street and Walter Road	
11. Former drainage reserves have been transformed into landscaped pedestrian pathways as part of a green wall refuge.	
12. Motorcycle and scooter parking bays and electric car charging stations are provided throughout the City Centre	
<b>MEASURING SUCCESS- TARGETS</b>	
Measure <ul style="list-style-type: none"> <li>• Patrons at Morley Bus Station and purpose of use (work,shop,live,recreate) through exit survey</li> <li>• Cars and bicycles parked in Morley on normal business day –on and off street</li> <li>• Pedestrians walking on Russell Street, Progress Street and Walter Road</li> </ul>	

## Measuring Success

Liveability	Completed ✓ or ✗
13. Residential population reaches 6,000 people (Approximately 1,615 people in the City Centre area at the 2006 Census)	
14. Number of dwellings reaches 3,000 (Approximately 665 dwellings in the City Centre area at the 2006 Census)	
15. There are a wide range of housing choices available in the City Centre with a priority for small and single person households	
16. A new public park (that has some drainage function) has been developed on Russell Street (next to Bunnings)	
17. There are a range of shops, services and entertainment options open after hours and on weekends	
18. There are a range of community, health and education services available to the new residential population	
<b>MEASURING SUCCESS- TARGETS</b>	
Measure	
<ul style="list-style-type: none"> <li>Residents and dwellings in Morley City Centre</li> <li>Diversity of activity including community and commercial</li> <li>Healthy city targets including walkable streets</li> </ul>	

Prosperity	Completed ✓ or ✗
19. Morley City Centre is contributing to the self sufficiency (jobs available vs resident employees) of the central and north east metropolitan regions.	
20. Morley City Centre is contributing to the self containment (people living working in the same area) of the central and north east metropolitan regions	
21. Office accommodation is increasing in the City Centre area promoting greater employment diversity	
22. New businesses are attracted to invest in the City Centre	
23. Property prices are sustainably increasing	
24. On street car parking has been provided to service local shops and services	
<b>MEASURING SUCCESS- TARGETS</b>	
Measure	
<ul style="list-style-type: none"> <li>Employees working in the city centre</li> <li>Range of job types</li> <li>Employment density ie workers per floor space sqm</li> </ul>	

Environmental Quality	Completed ✓ or ✗
25. A green development strategy is in place in Morley and Morley is recognised as a green 'garden city' through streetscapes, key open space projects such as Pat O'Hara Reserve and green development policies	
26. Public realm lighting is provided by solar or renewable energy	
27. Waste within the City Centre is reduced and recycled where possible	
28. New development adopts 'green building policies such as' green' energy generation, passive solar principles, waterwise landscape and green roofs on podiums and multi-storey buildings	
<b>MEASURING SUCCESS- TARGETS</b>	
Measure <ul style="list-style-type: none"> <li>• Number of street trees</li> <li>• Water use in public and private realm</li> <li>• Energy use in public and private realm</li> </ul>	

Built Character and Place Making	Completed ✓ or ✗
29. New development is built to a high quality in accordance with design guidelines	
30. Landmark buildings (5+ storeys) have been built in the City Centre	
31. There are buildings with 3 to 4 storey facades ( with other storeys set back from the street front), active ground level frontages and awnings over footpaths (e.g. retail, café, restaurant) along these major streets: <ul style="list-style-type: none"> <li>■ Russell Street</li> <li>■ Progress Street</li> <li>■ Bishop Street</li> <li>■ Rudloc Road</li> <li>■ Walter Road</li> <li>■ Collier Road</li> <li>■ Other streets</li> </ul>	
32. There is an enhanced sense of arrival into Morley from: <ul style="list-style-type: none"> <li>■ Tonkin Highway</li> <li>■ Beaufort Street and Broun Avenue</li> <li>■ Walter Road</li> <li>■ Wellington Street</li> </ul> through improved streetscapes and built form.	





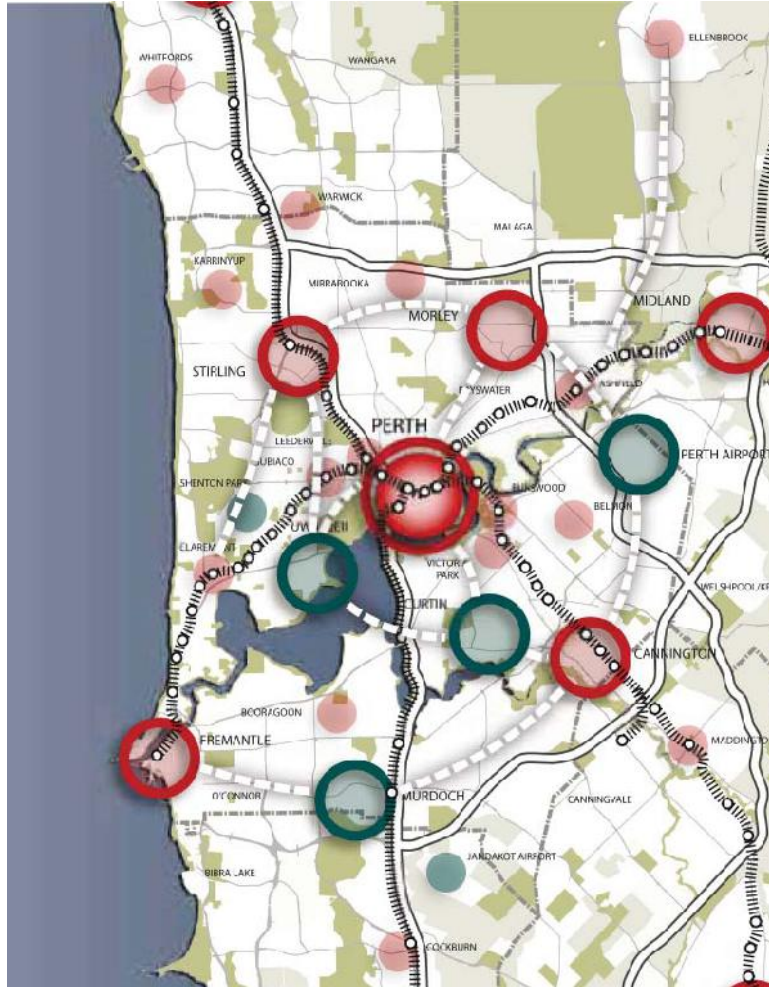
Apartment living on Rudloc Road looking North.







## Metropolitan Strategic Planning Context



### WAPC Directions 2031.

By 2031 Perth's population is expected to exceed 2.2 million people.

Directions 2031 identifies the Morley City Centre as a 'Strategic City Centre'. Under revisions currently being drafted it is proposed that Morley's status be upgraded to that of a Primary Centre, this will likely result in upwardly revised population targets.

### WAPC Draft State Planning Policy 4.2 – Activity Centres for Perth and Peel.

Defines Strategic Metropolitan City Centres as "the main activity centres outside the Perth central area and primary centres that are strategically located to capitalise on existing and future economic and population growth and regional movement networks. As a consequence, they provide significant employment opportunities."

### General characteristics of a Strategic Metropolitan City Centre.

- Important focus for passenger rail and bus network;
- Location for major offices and state government agencies, sporting arenas, museums, concert halls, theatres, cultural institutions, hotels, regional sport, recreation, entertainment and community facilities;
- Services a 10km population catchment;
- Housing target – minimum 25 dwellings per gross hectare, 40 dwellings per gross hectare is desirable.

The study area is identified as 'Morley City Centre' reserved with parts 'Public Purposes – High School' & 'Other Regional Roads' under the MRS.

The study area is "Morley City Centre", which allows for a wide variety of uses (office, residential, commercial).

Operates under Town Planning Scheme No. 23 and provides a statement of intent for each of 12 precincts.

The precincts each have different uses and development requirements which are outlined in the policy: Precinct 1: Lovegrove, Precinct 2: Coventrys, Precinct 3: Wellington, Precinct 4: Charnwood, Precinct 5: Johnsmith, Precinct 6: Marchant, Precinct 7: John Forrest, Precinct 8: Catherine, Precinct 9: Central, Precinct 10: Walter, Precinct 11: Drake and Precinct 12: City Centre.

The City has advised that this policy has not been effective to date with little differentiation between each precinct. The Master Plan will supersede the Local Planning Policy and outline a clear vision for the study area and its surrounds.

Land to the north east falls within the jurisdiction of the City of Stirling and is generally zoned 'R25' or 'R30'.

Land to north, east and west is generally zoned 'R20', 'R25' and 'R30' under the local town planning scheme.

The City currently does not have a Commercial Strategy, Industrial Strategy or Local Planning Strategy. A Local Housing Strategy is currently being prepared.



## Historical Context

The area was originally inhabited by the Aboriginal Yellagonaga people for over 40,000 years, and used as an important camp site and hunting ground.

Following construction of a track from North Perth (current Walter Road) in 1887, the Morley Park area was occupied by agricultural uses including several piggeries, dairies and Chinese market gardens.

Agricultural uses persisted until the late 1940's when a post-war development boom saw the emergence of a major shopping and commercial area. The opening of the Wirrina drive-in-cinema in 1958 signalled a rapid phasing out of agricultural activity.

In 1961, Boans opened Western Australia's first single unit shopping centre in Morley. It was the largest suburban shopping centre of its time in Perth.

Between 1947 and 1954 the population of Bayswater more than doubled to 14,555. Areas like Hampton Park (now part of Morley) absorbed much of this population increase.

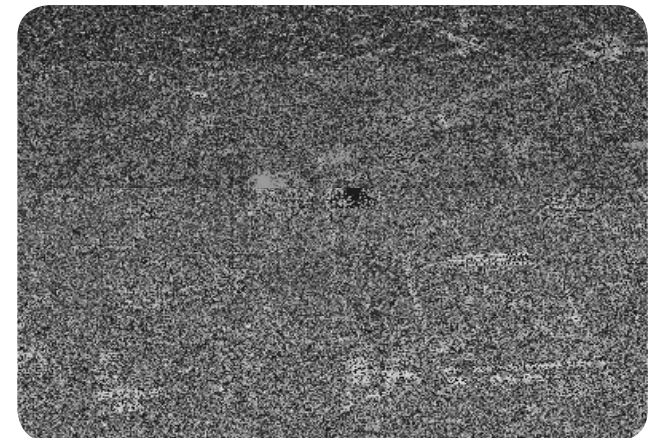
The Morley City Centre poorly reflects its history. Opportunities exist to improve connections with the history of the site, and strengthen the local sense of place.



*The Mangini's piggery, corner of Walter Road and Russell Street  
Source: May.C., 1997, Changes They've Seen, City of Bayswater, Perth*



*The shopper's dream: Boans completed  
Source: May.C., 1997, Changes They've Seen, City of Bayswater, Perth*



*Morley Commercial Centre 1974  
Source: 2009, State Library of Western Australia*







## Movement and Access

### Regional Road Access

MCC's close proximity to the major arterial roads of Morley Drive, Tonkin Highway and Guildford Road make access both to and from the centre relatively easy. While this has positive implications in terms of attracting people to the centre it also has the potential to draw people away from the centre.

### Public Transport

An extensive bus network serves the MCC area. An interchange station on Russell Street serves 24 separate routes, making the centre a significant regional hub for bus transport.

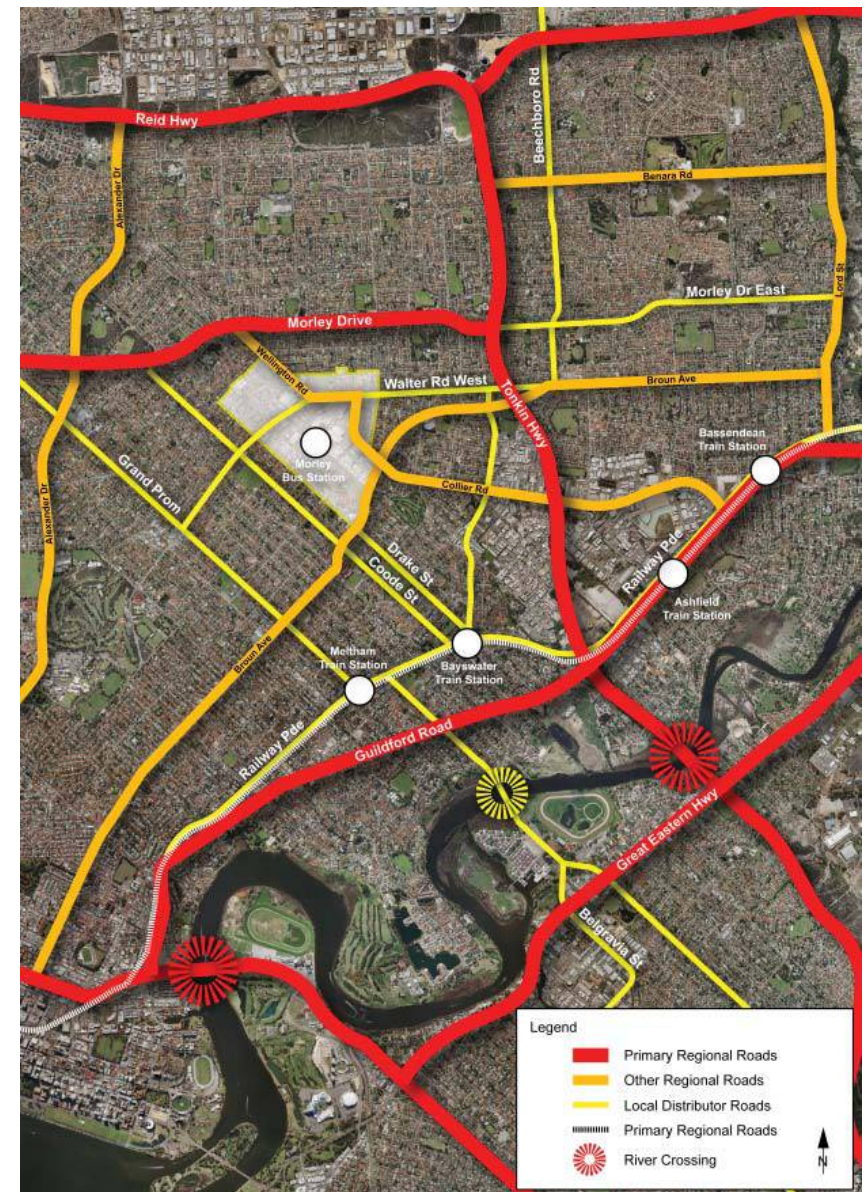
Regular bus services operate between Bayswater train station and the MCC.

Average travel time to the CBD from the MCC, by bus, is approximately 15 minutes.

While the bus interchange has the potential to draw significant numbers of people into the centre it also has the ability to move people away

The two main train stations connecting Morley with the Perth to Midland line are Bassendean and Bayswater stations. While the proximity to these stations is beyond convenient walking distance regular bus services run between Bayswater Station and Morley bus station.

The Public Transport Authority provided the following response to the Masterplan themes.





# Social Context

## Demographic Areas and Population Growth

For the purposes of this social context analysis a Morley City Centre 'Frame' has been created which encompasses the suburbs of: Bayswater, Bedford, Dianella, Embleton & Morley (shaded pink). These are the suburbs in close proximity to the centre, though not necessarily within the local government boundary. In later graphs and analysis the wider comparison areas used are the City of Bayswater and the Perth metropolitan area.

In this analysis we have also referred to the Department of Planning's sub-regional areas within Perth, as defined in their Directions 2031 strategy and shown on the map adjacent. These broader areas group local governments together regionally and Activity Centres generally operate within and serve one such region. In the case of Morley City Centre it is located at the edge of the Central sub-region and as such also serves and relates to the North-East sub-region.

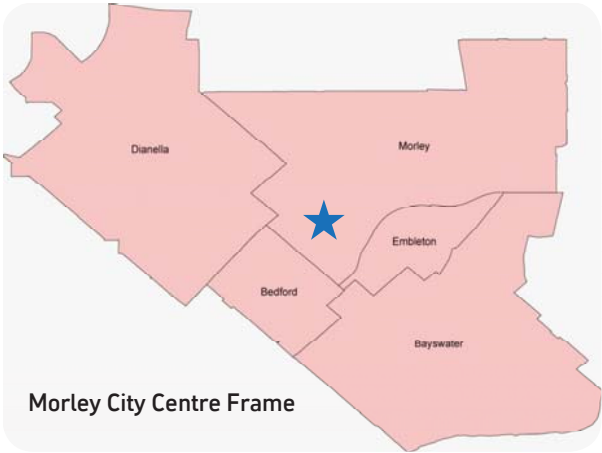
In terms of population change the City of Bayswater's growth is 0.5% p.a., which is slower than neighbouring LGAs and the Perth metropolitan average of almost 3%.

Analysis of average household sizes reveals slightly smaller than average households in the Morley City Centre surrounds:

Area	Average persons / household
Bayswater LGA	2.3
Morley CC Frame	2.4
Perth metropolitan area	2.5

## Families and Ageing

The area has an ageing / mostly mature population. This is reflected in the rise in the median age from 33 yrs in 1991 to 38 yrs in 2006 in the City of Bayswater. In contrast, the Perth metropolitan area's median age is 36 yrs (and was 32 years in 1991 so ageing has also occurred but to a lesser degree).



Directions 2031  
Metropolitan Sub-Regions

### Housing Types and Car Usage

Dwellings are mostly separate houses, especially in the Morley Frame.

The City of Bayswater has analysed housing trends in their Housing Strategy and determined that although dwellings are getting larger, households are getting smaller. This means that there is under-utilised & mismatched housing to the population mainly due to lack of housing variety and options, particularly for those who don't want to leave the area as they age and their type and size of household alters.

Review of the cars per household in the Morley City Centre frame indicates people have fewer vehicles than the metropolitan average.

### Mode of Transport to Work

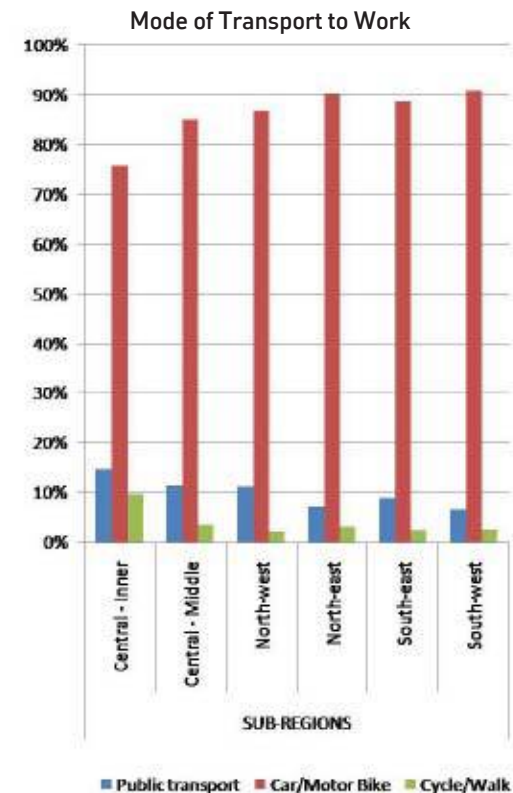
Regions shown in the graph are as per the Directions 2031 map, with added detail of the Central Area being divided into the Inner and Middle sectors. The City of Bayswater is located in the Middle sub-region. Residents in this region mostly travel by car to work but slightly less so than other regions.

Middle sub-region people are the second highest users of public transport after the Central - Inner sub-region.

The City of Bayswater is a good performer within the Middle region with 13% using Public Transport (only Bassendean performs better at 14%) and 4% Cycling/walking compared with 15% public transport and 10% Cycle/walk in Central-Inner sub-region (which is the best of all regions).

### Modal Split Comparison

When the sub-regions are divided into the Local government areas, mode of transport to work analysis reveals that: Morley performs better than Stirling and Midland on use of public transport and cycling/walking. Though the best performer is Central - Inner region where 10% of people cycle/Walk to work and 15% use public transport to travel to work.



### Incomes and Housing Commitments

The tenure profile for the City of Bayswater shows full ownership is common (probably Bayswater's older retirees). Also renting is more common in the MCC frame and Bayswater LGA than across the Perth metropolitan area – where purchasing a home is the more dominant segment.

Individual income levels are relevant due to the high proportion of lone person households in the City of Bayswater.

It is notable that both individual and household incomes are below Perth averages in MCC frame and Bayswater LGA.

However, mortgage stress is not particularly above average with 29% of household incomes spent on mortgage repayments vs 28% for Perth metro (as a benchmark, 30% plus of income spent on housing is considered to be 'stressful' for a household).

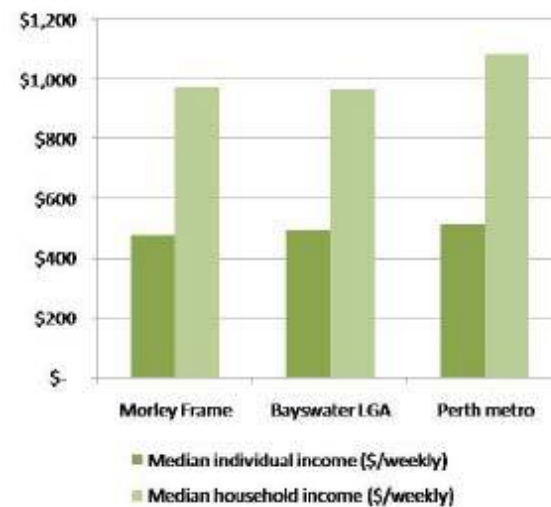
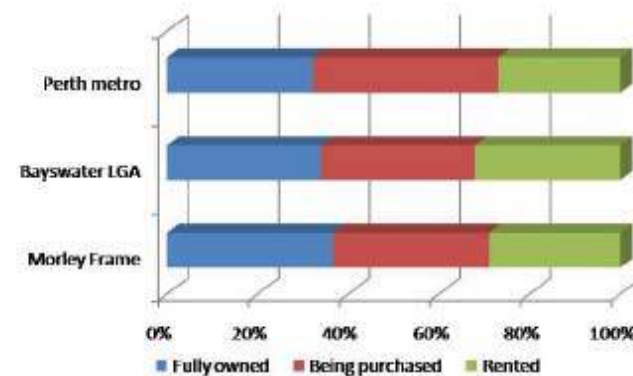
### Implications of the Demographic Profile

The profile points towards likely demand for medium to high density housing close to Morley City Centre to cater for young people and retirees. Both these groups have small household sizes, want easy care, secure spaces, with reduced garden areas and want to be within walking distance of public transport and facilities/amenities.

There will still be a call for larger traditional homes and lots for families and couples in family formation stage.

High school students and staff should be considered as a user group of retail/entertainment/services and public transport. In addition there may be some post secondary school students also seeking employment opportunities in Morley City Centre.

### Housing Tenure & Incomes – Individuals & Households





## Economic Context

### Perth Employment Context

High quality employment is centralised, predominantly in the Perth CBD and those centres where physical infrastructure is located for example close to Perth Airport

There is low employment self-sufficiency in the outer sub-regions. This results in Knowledge workers needing to commute to the Central Sub-Region to access employment. The map adjacent illustrates the inflows and outflows of employees to the Central Sub-Region. It is clear that the movements result in a very centralised workforce and the associated strain on transport networks and on individuals and families life / work balance are negative side effects. The current flows indicate low levels of employment self-containment (living and working in the same area) in the outer sub-regions.

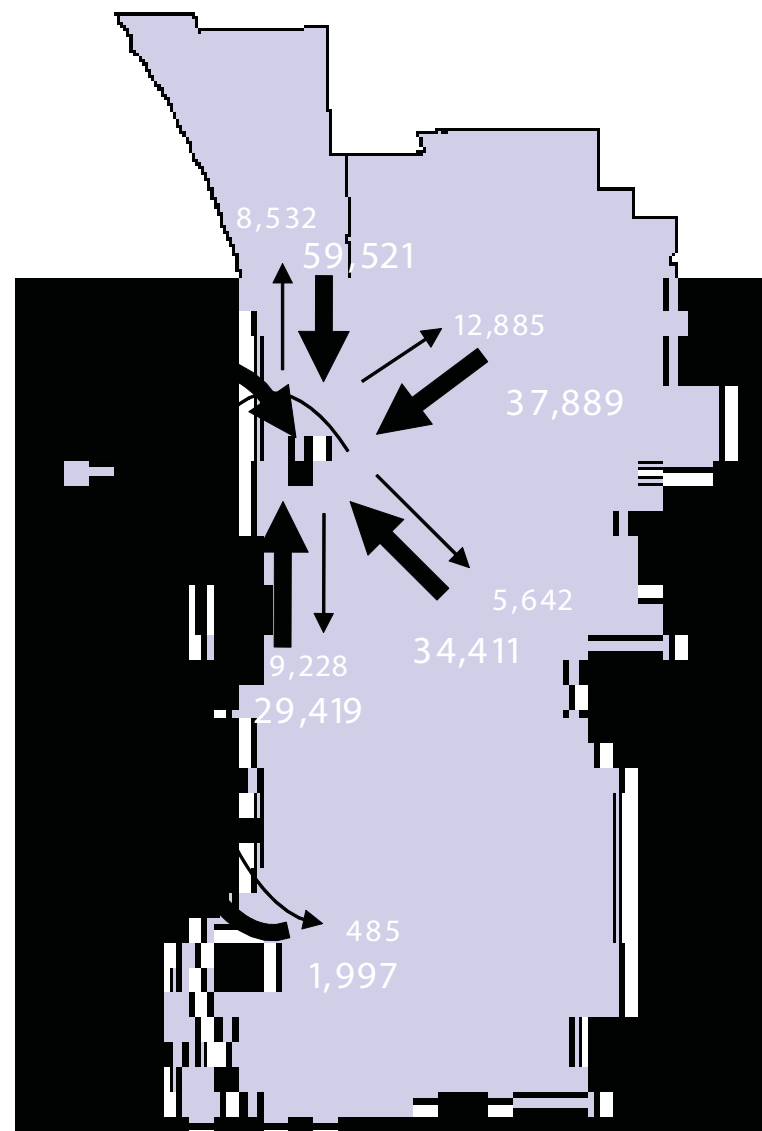
### Implications of Directions 2031

Approximately 181,000 jobs will need to be generated in the Perth metropolitan area by 2031. Of these, around 137,000 jobs will need to be developed in Activity Centres.

Morley and other Strategic Centres will be required to generate a greater proportion of employment than they currently provide with a greater emphasis on high quality employment more diversity in their employment profile.

Currently Strategic City Centres account for only 7% of all centre based employment in the Central Sub-Region. If this were to increase to 11% , the average Strategic City Centre will need to generate 6,470 new jobs by 2031.

Employment Flows between the Central and other Sub-Regions



### Role of Morley

Morley will be an increasingly important employment node not only for the Central Sub-region, but the North West and North East Sub-Regions.

Morley's role and strength will be enhanced by recognising the importance of relationships with surrounding Activity Centres including Ashfield and Malaga industrial areas.

### Employment Diversity

Currently Morley's employment profile is dominated by retail and consumer services (transactional based) activity. At present, retail accounts for 46% of total employment in Morley City Centre, as outlined in the table comparing it with three other Strategic Centres: Stirling, Cannington and Fremantle.

In comparison to the other Strategic City Centres in the central sub-region, Morley lacks employment in both the Health/Welfare/ Community Services and Office/Business sectors. Unlike the other centres, 17% of employment at Morley is in Manufacturing/ Processing/Fabrication and Service Industries.

### Comparisons of Strategic City Centre's Employment by Industry Sector

	Morley	Stirling	Cannington	Fremantle
<b>Primary/Rural</b>	0%	0%	0%	0%
<b>Manufacturing/Processing/Fabrication</b>	11%	3%	0%	2%
<b>Storage/Distribution</b>	2%	5%	1%	1%
<b>Service Industry</b>	6%	2%	1%	0%
<b>Shop/Retail</b>	40%	30%	57%	36%
<b>Other Retail</b>	6%	3%	7%	1%
<b>Office/Business</b>	27%	38%	21%	39%
<b>Health/Welfare/Community Services</b>	4%	14%	11%	8%
<b>Entertainment/Recreation/Culture</b>	4%	4%	2%	9%
<b>Residential</b>	0%	0%	0%	1%
<b>Utilities/Communications</b>	1%	1%	1%	1%
<b>Total</b>	100%	100%	100%	100%

Source: Department of Planning PLUS 2008

Comparison of Strategic City Centre's Employment by Industry Sector

### Employment Quality

The pie graphs adjacent compare the employment profiles of the Strategic City Centres. What is notable is the relative immaturity of the Morley City Centre. That is, it is dominated by consumer and producer services (CS/PS) which account for 85% of all employment at Morley.

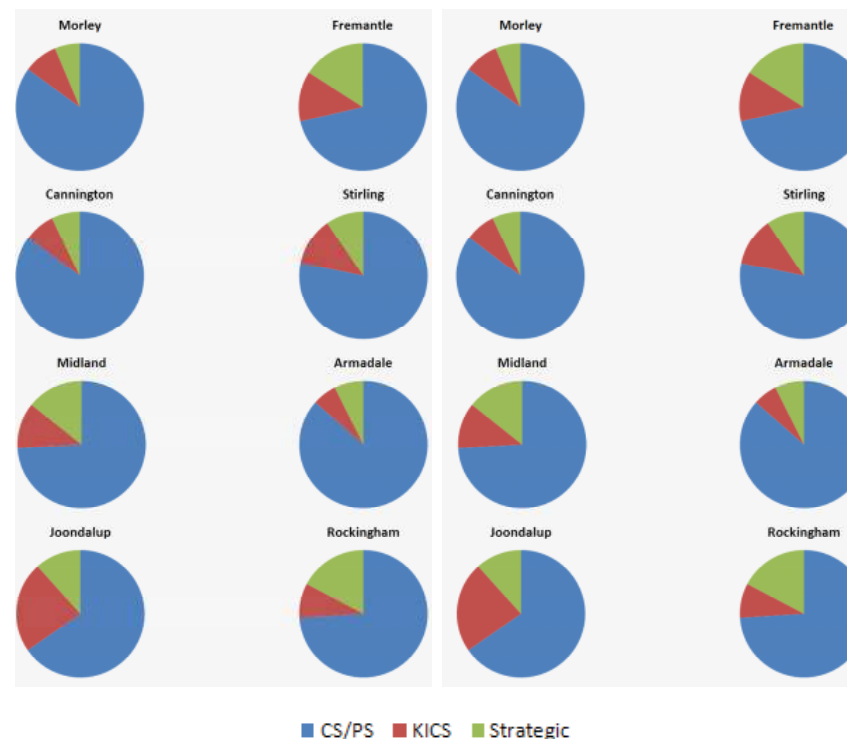
Consequently, surrounding residents are forced to commute to the Perth CBD and other Strategic Centres to access high quality employment (Knowledge Intensive Consumer Services – KICS – and Strategic jobs). Improving employment quality is essential if the goals of Directions 2031 are going to be achieved.

### Employment Density

The lack of diversity in Morley's employment profile is also accompanied by a relatively low employment density. Currently the employment density of Morley is 42 jobs per gross hectare (just over half that of Fremantle).

Increased employment density will have a positive impact on a number of factors such as centre user mix (residents, workers, visitors), available expenditure, centre design and accessibility.

### Employment Profiles of Strategic City Centres – Types of Jobs they offer

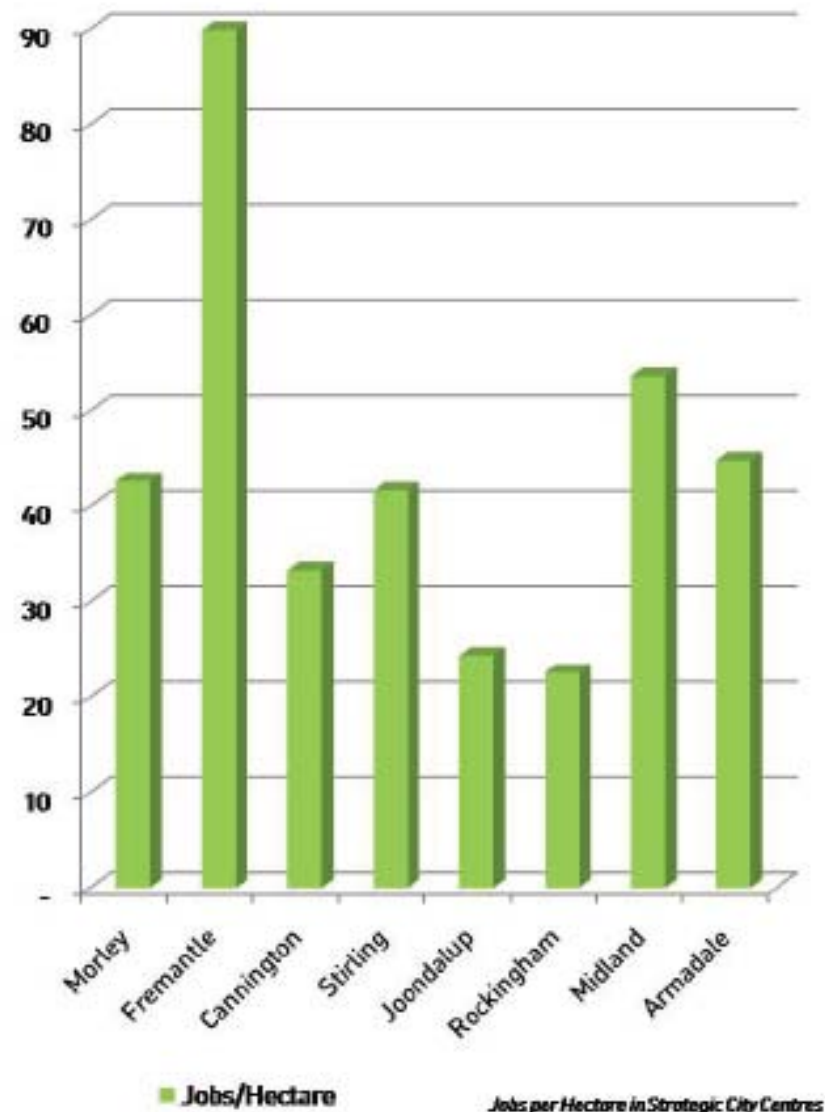




### Possible Employment Targets for Morley

1. Generate 5,800 new jobs in the centre.
2. This would require approximately 150,000sqm of floor space based on 25 sqm per person.
3. Of the new jobs generated, more than half will be high quality KICS and Strategic positions.
4. Double the current employment density so that it exceeds 80 jobs per gross hectare.

Employment Density by Strategic City Centre



## Environmental Context

### Soils

Soils in the study area are Bassendean sands, some areas will be significantly modified by earlier farming practices and development. There are no fertile soil profiles that require protection.

### Hydrology

The water table is high in the MCC, drainage infrastructure was required prior to development. Stormwater and upper aquifer flow into the Swan River. The catchment for this drainage area has some significant pollution issues in old industrial areas, and nutrient pollution from agricultural and amenity horticulture uses.

Ground water has an iron staining risk, and a typically 500 to 1000mg/l total dissolved solids.

### Acid Sulphate Soils

The MCC is mapped as having low to medium and medium to high acid sulphate risks.

Any building development will require geotechnical analysis for any deep excavation.

Any additional dewatering will increase the risk of ASS becoming a significant problem (if present).

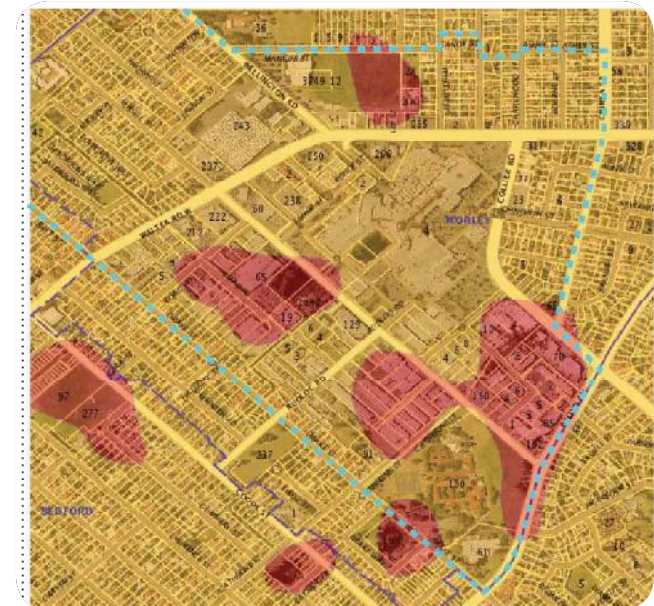
Dewatering ASS (if present) will potentially cause a significant pollution problem down stream, this could cause the release of heavy metals in polluted soils into the Swan River.

The drainage, ASS and pollution issues for the catchment surrounding MCC require water sensitive design practices that optimise:-

Nutrient reduction in storm and ground water

Ground water recharge/ maintenance to avoid ASS issues.

Any future development should preserve water flows to prevent down stream flooding and reduce nutrient loads.



# Consultation

HAMES SHARLEY

## City of Bayswater Masterplanning for Morley City Centre Community Open Day

Saturday 22nd May 2010  
Morley Recreation Centre  
10am-3pm

Registered attendees: 49 (actual number of attendees = approximately 110)

The Community Open Day for Morley City Centre Masterplan was attended mainly by couples, families, a large number of retirees, many residents living close to the City Centre and several of the business stakeholders who attended the stakeholder consultation workshop.

The registered number of attendees was 49, but those who registered on the attendance sheet usually did so on behalf of a couple or a family, so the actual number of attendees was approximately 110.

The venue was set up with display boards featuring Aerial maps, current zonings and visual presentations of four themes developed by Hames Sharley, in collaboration with the City of Bayswater, for the future revitalisation of Morley City Centre.

Each of the themes – Civic Morley, Green Morley, Live Morley and Link Morley – was also laid out on trestle tables with brochures, Q and A sheets and feedback forms.

Hames Sharley and City planners were on hand throughout the Open Day to answer questions and encourage feedback.

Community members attending the Open Day showed genuine interest in learning more about the themes and readily discussed ideas and interests with Hames Sharley and City staff.

Some of the business stakeholders who attended the stakeholder consultation workshop came to the Community Open Day with business colleagues and/or family members who had been unable to attend the workshop. They sought clarification on current zonings and questioned how any revitalisation of the city centre would be funded.

Several community members expressed concern about media reports of high rise development in the City Centre and sought further information on the proposed site for any high rise residential development. Very few continued to show dissatisfaction after their questions were answered.

Over all, there appeared to be fairly widespread approval for revitalisation of Morley City Centre and the general recognition that this would be a long-term plan which was not intended for immediate fruition.

HAMES SHARLEY

Attendees were encouraged to either fill in the feedback forms while at the Open Day, or to take them away to fill in and return to the Council.

The only major issue which was not related to Masterplanning for Morley City Centre related to the Coventry Markets site. There were a number of questions regarding the future of the Coventry Markets which were dealt with by City staff.

Registered attendees:

FirstName	Surname
H E	Taylor
Allied Tran P/L	
Matt	Turner
S.	Adshead
E & M	Klenner
Thomas	Roo
John & M	Salas
Mark	Rossiter
Anton	Perse
Bill & Beth	Solich
J	Hepburn
D	Pollock
Jim	Halvey
Gavin	Bainbridge
Frank	Linthorne
Emma	McIntyre
Carey	Lawrence
Edmund	Baginski
Lyn	Madaschi
L & C	Courtney
A & AC	Clark
Phil	Slater
***	***
Susan	Marafioti
Shirley	Tr*eny
Jan	Cleaver
Dino	Rossi
T.	Zoic
James	Cameron
Raffaele	Raso
Greg & Dianne	Stewart
Mark	Fernandes
John	Winters



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Joe	Versace	2 Hewton St	Morley WA 6062
Ash	Freeman	2/276 Drake St	Morley WA 6062
Jay	Freeman	2/276 Drake St	Morley WA 6062
Rick	Vogel	36 Jakobsons Way	Morley WA 6062
R & S	Liebregts	31 Kanimbla Way	Morley WA 6062
N	Liebregts	8/12 DesChamp Rd	Morley WA 6062
L	Shave	5/27 McGregors St	Morley WA 6062
Maureen	Green	18 Belfast St	Morley WA 6062
Don & Pat	Girardi	36 John Smith St	Morley WA 6062
Paul	Zappia	48 Avocado Dr	Dianella WA 6062
Anthony	Zappia	48 Avocado Dr	Dianella WA 6062
<b>Armando</b>	<b>Gent</b>		
Glenn	Hutcheson	18 Jakobsons Way	Morley WA 6062
Rohan	Sim	129 Joel Terrace	Mt Lawley WA 6050
Daniel	Begos	40 Cheviot St	Dianella WA 6062
Christine	Parnell	4 Thornton St	Morley WA 6062

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### City of Bayswater Masterplanning for Morley City Centre Stakeholder Consultation

Wednesday 19<sup>th</sup> May 2010  
Morley Recreation Centre

#### Registered attendees: 46

The stakeholder consultation session for Morley City Centre Masterplan was attended by a broad cross-section of representatives from the Morley business sector, including property owners and small to large business operators (e.g. car dealerships, fast food outlets, boutiques, Centro Galleria management representatives and the finance sector).

The venue was divided into eight tables comprising up to six people per table. Business colleagues who attended together were encouraged to sit individually at different tables so as to gauge the broadest views possible.

The stakeholders were presented with the outline of four themes developed by Hames Sharley, in collaboration with the City of Bayswater, for the future revitalisation of Morley City Centre.

The four themes – Civic Morley, Green Morley, Live Morley and Link Morley – were evenly divided among the eight tables:

Tables 1 and 5 – Link Morley  
Tables 2 and 6 – Live Morley  
Tables 3 and 7 – Civic Morley  
Tables 4 and 8 – Green Morley

The consultation was divided into two sessions. In the first session, each table was asked to consider its allocated theme and to provide feedback on three positive aspects and three negative aspects of it.

In the second session, stakeholders were asked to consider Morley City Centre as it currently stands and to consider what might be important to retain, what should go and where there might be areas for improvement.

Both sessions highlighted fragmented land ownership as an impediment to revitalisation. Transit connections, traffic flow, high density development and a lack of financial incentive for business to invest in the area were also raised as primary concerns during the evening.

There was no clear preference for any of the four themes. Each was listed as having distinct advantages and disadvantages. Of the four, Civic Morley was possibly considered to be the weakest theme. Link Morley was considered to be potentially difficult to achieve in that it would require strong State Government support to develop good transit/transport connections and also lacked 'focus' on Morley City Centre. Live Morley generated keen interest and debate around the proposal for high-rise development in the city centre,

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but was possibly considered to be the strongest theme. Green Morley was considered to be unsustainable on its own and for successful development, would need to be integrated with aspects from the other themes.

Session two added significant value to the feedback provided in Session one. Stakeholders re-emphasised the need for better transport options and also raised as factors; aging and unsuitable infrastructure, lack of parking, the need for more education and community facilities, and the desire by some industries to remain in the city centre.

Over all, while not necessarily supporting high rise, there appeared to be general support for increased residential development in the city centre, a desire for better retail trading hours (24x7 in line with inner city residential development) and a desire for 'greening' to improve visual and pedestrian amenity.

#### Session 1 – Feedback on the four themes

##### Link Morley (Table 1)

###### Pros:

Mix of uses (retail and residential)  
Light rail, CAT bus links to industrial/CBD/Airport  
Added life on weekends and nights

###### Cons:

Parking issues  
Potential to lose service industries that make Morley unique  
No road through Centro, Pedestrian Street only

##### Link Morley (Table 5)

###### Pros:

Link concept good, but needs to be all: (?)  
Bedford Street – priority of upgrades  
Residential needs to be high quality  
Russell Road high-rise  
Good for business - needs connections and transport  
Needs provision for light rail over 25 years  
Rail – Bayswater/Tonkin or up Bedford St  
Circle route

###### Cons

Not most critical aspect (for City Centre revitalisation)  
Develop to support core  
Will need density and activity and amenities  
Doesn't have outlook, needs to look good  
Need to ensure the Government has Morley on the radar for PTA

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### Live Morley (Table 2)

#### Pros:

Improve the appeal of the area  
Economic – retail  
Moving industrial out

#### Cons:

Transport (needs rail structure) – Bus service not good enough for high density population  
Sixteen story building not feasible, - high density of population, no parking for residents  
Visual pollution – More crime,  
No attractions to entice new residents

### Live Morley (Table 6)

#### Pros:

Needs an upgrade in general  
Easier to move around, more people movement on foot and less vehicles through the city centre  
Localised public transport system

#### Cons:

Can't do things that are commercially unviable  
Possible lack of incentives (Financial)  
Lack of education (tertiary) facilities and supporting community facilities  
No vibe

#### Other Ideas:

More affordable housing mix, but balance of public housing and aged housing

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### Civic Morley (Table 3)

#### Pros:

Strong community focus  
Convenience for community  
Movement at basin, better usage  
Strong cultural environment (theatres and performing arts)

#### Cons:

Requires increased mixed usage (entertainment, residential, commercial)  
Larger area required to achieve objectives  
Limited transport options

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Theme requires more clarity (not as strong as the other concepts)  
Lacks some excitement

### Civic Morley (Table 7)

#### Pros:

Consolidates city centre  
Mix of land uses creating vibrancy and life  
Improved access

#### Cons:

Parking issues from increased intensity  
Fragmented land ownership  
No improvement to link to city centre

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### Green Morley (Table 4)

#### Pros:

Allowing link to Ashfield and Green business via Collier Rd  
Encourage higher density housing  
Allowing people to be in touch with nature  
Encourage Morley to be a good transport city  
Developing a more user friendly link (more efficient and carbon friendly)

#### Cons:

Relocating current residents and businesses in a timely manner  
Not sustainable on its own, needs to be incorporated with other links for sure  
Ability for Green to live with Industrial  
Compatibility with current industries

### Green Morley (Table 8)

#### Pros:

Making use of the watercourse, use existing topography  
Tree lined streets  
Multi storey residential

#### Cons:

Integral infrastructure needs to be in place i.e. Russell Rid with High Rise  
Realistic plan, i.e. start smaller using existing opportunities  
Collier Road will never go through Myers  
Increased crime with more Parkland

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### Session Two: Morley City Centre – What's Important now / Barriers / Areas for Improvement

#### (Table 1)

##### **Important to MCC**

Encourage a diverse mix of uses, shopping and business  
Access – cars/parking, improved public transport  
Pedestrian safety – footpaths, ramps and disability access

##### **Barriers to Development**

Strata Titles etc  
Relocation of compensating basin (cost)

##### **Areas for Improvement**

More entertainment and cultural uses

#### (Table 2)

##### **Important to MCC**

Transport (rail and bus)  
Security patrols, police and lighting  
Parking  
Diverse shopping and availability of all needs

##### **Barriers to Development**

Many owners and what is council's plan to address this? Are there plans for compulsory acquisition?  
Too long time to develop  
Money; lack of revenue during development

##### **Areas for Improvement**

What are realistic incentives?  
Theme for Morley – cultural i.e. Theatre  
Transport  
Turn JFSHS into a university and a high school

#### (Table 3)

##### **Important to MCC**

Strategy on residential (accessibility, lifestyle)  
Transport  
Services  
Resolving sewage issues/infrastructure  
Live/Work/Play

##### **Barriers to Development**

Commercial viability  
Existing infrastructure  
Fragmentation of ownership

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##### **Areas for Improvement**

Additional education centre, (Tafe etc)  
Transport  
Integration

#### (Table 4)

##### **Important to MCC**

Balance of commercial, industrial and residential  
Service industries  
Public Transport  
Ease of access to freeways and highways and link roads  
24/7 usage of facilities

##### **Barriers to Development**

Retail Trading Laws  
Development improvement within surrounding areas  
Speed of decision making by council on development

##### **Areas for Improvement**

Identify the focus of what you want to come out of this development  
Revamp  
Redeveloping Tonkin Highway development area

#### (Table 5)

##### **Important to MCC**

Anchor tenants – shopping centre  
Status as a node and is recognised as that by locals and government  
Very close to the city

##### **Barriers to Development**

Fragmented owners  
Some types of industrial businesses don't want to relocate because they rely on visitors to the core (shopping centre)  
Improvement to the zonings so that properties are worth more  
Land values are not high enough for owners to move

##### **Areas for Improvement**

Development incentives – Tax breaks?  
Upgrade zoning/Public Domain

#### (Table 6)

##### **Important to MCC**

More affordable housing, but balanced, public and aged etc  
Implementation will be challenging  
Multi holdings could stymie future development opportunities

##### **Barriers to Development**

Security and safety issue with more people and density need to consider in urban design

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Need means and methods to achieve big vision. Relaxation of Government red tape.  
Plan needs to be protected by legislation to offset complaints by landowners, need one interpretation of codes.

### Areas for Improvement

Employment is the main driver for residential increase  
This is stage one to 2031; what about stage two to 2050? Expanded concept  
Light rail to city and airport

### (Table 7)

#### Important to MCC

Diversity of services  
Recreation facilities/community  
Major national tenants

### Barriers to Development

Nature of existing businesses  
No existing residential in centre  
Fragmented land ownership  
Existing scheme requirements  
Existing transport (Public Transport – lack of), high volume of traffic on roads  
Difficult for pedestrians, everything controlled by car

### Areas for Improvement

Increased diversity of land uses – Increased vibrancy  
Transport system, light rail  
Increased pedestrian areas  
Decentralised Government office accommodation  
Activation of land uses at street level  
More small retail

### (Table 8)

#### Important to MCC

Generate residential living in the centre  
Start with the Greening now  
Traffic flow and management  
Increase zoning for residential only

### Barriers to Development

Industrial use is a barrier to residential  
Fragmented ownership  
Common vision with residents

### Areas for Improvement

Russell Street needs to be wider  
Traffic Flow  
Sump area/Lake near Bunnings – start greening now  
Council start making decisions  
Council need to have a vision

## HAMES SHARLEY







Government of Western Australia  
Public Transport Authority

Your ref :  
Our ref : PTA0006/10  
Enquiries : David Milliken  
9326 2568

4 June 2010

Chief Executive Officer  
City of Bayswater  
PO Box 467  
MORLEY WA 6943

Attn: Elyse Saraceni

Dear Sir/Madam

**RE: MORLEY CITY CENTRE MASTERPLAN - ADVERTISING OF THEMES**

I refer to your letter of 30 April 2010, and our meeting on 4 March 2010, regarding the themes for the Morley City Centre Masterplan as per the City's website. The PTA would like to take this opportunity to provide comments on the Masterplan themes.

The Public Transport Authority is in the final stages of preparing a 20-Year Public Transport Plan that will guide future investment in public transport infrastructure. The plan is likely to show Morley as a key node in Perth's public transport network, performing a variety of functions. Without prejudice to any future state government decisions, the Plan is likely to include the following points relative to Morley:

- A series of public transport infrastructure projects upon which rapid transit routes would operate are included in the plan. Short term projects include extending the bus lanes on Beaufort Street towards the City, and providing a bus transitway between Ellenbrook and Bassendean, and across to Morley.
- A rapid transit service to Ellenbrook is likely to terminate in Morley in the short term (next five or so years). It would travel from Ellenbrook directly to Bassendean Station via Lord Street, to allow train transfers to Perth, and then travel to Morley as the closest primary centre to Ellenbrook. In the longer term this route would continue across to ECU in Mt Lawley and towards Glendalough and Stirling;
- A second rapid transit service would connect Morley to Perth via Beaufort Street. Bus lanes already exist on Beaufort Street between Grand Prom and Central Avenue, it is proposed to extend these at least to Walcott Street, and the City of Perth proposes bus lanes between Bulwer and Wellington Street. This service is likely to route through towards UWA via Mounts Bay Road. In the longer term, it may continue north of Morley towards Warwick Station via Beach Road.
- Morley to continue as an interchange point where feeder buses connect to rapid transit services.

Public Transport Centre, West Parade, Perth, Western Australia 6000  
PO Box 8125, Perth Business Centre, Western Australia 6949  
Telephone (08) 9326 2000 email [enquire@pta.wa.gov.au](mailto:enquire@pta.wa.gov.au)  
[www.pta.wa.gov.au](http://www.pta.wa.gov.au)  
ABN - 61 850 109 576

The mode of transport for the rapid transit services to Morley is subject to a series of government decisions. However, the rapid transit services from Morley to Ellenbrook and to the City are likely to be some form of rapid quality bus. This would balance the attractive aspects of rail such as comfort, legibility, speed and safety, whilst building in appropriately spaced stops to provide accessibility.

A light rail connection to Morley is a longer term prospect and it is important to ensure that any designs cater for this in the future.

Morley Bus Station is an important piece of infrastructure and connects well to the Galleria Shopping Centre, which should be maintained. It functions well as an interchange and has an important layover function for buses. Passenger safety can be provided by PTA's security personnel. The bus station is comparatively new and the PTA would be reluctant to relocate, and would be unlikely to fund a relocation without significant benefit. However, PTA recognises pedestrian connectivity can be improved, particularly across Russell Street, and that the bus station should form an important part of Morley City Centre.

It is important that public transport priority is provided within and between busy urban primary centres. Public Transport is likely to enter Morley from up to four directions, Beaufort Street, Collier Road, Walter Road and potentially Wellington Street. It is important to provide an appropriate level of priority from these points to the Morley Bus Station. This may include bus lanes along Russell Street, and bus priority at the Russell/Walter, Russell/Brown and Brown/Collier intersections. The bus priority should be designed for upgrade to light rail in the future.

Another option could be to downgrade and/or realign Russell Street between Rudloc Road and Bishop Street and construct a 'transit mall' feeding directly into the bus station. This would allow smoother access for buses, cater for future light rail, and allow for improved pedestrian access across Russell Street into a park where the compensating basin currently is. The PTA would like to continue discussions with the City regarding the bus station and access for public transport vehicles and pedestrians.

Local buses would continue to operate in the Morley area, acting as feeders to Morley and to rapid transit services. Buses would also operate along 'non-rapid' routes to Perth ensuring areas away from Beaufort Street, for example, are still served. It is likely that additional cross-suburban services would be introduced, to Mirrabooka for instance. Planning is underway for an Airport rail-link from the Midland line east of Bayswater Station, whilst this is potentially 20 years from construction it would bring the airport within easy public transport access of Morley, and increase the frequency of trains between Bayswater and the City.

The PTA would also like to engage the City on provision of park 'n' ride in Morley. Transperth continually receive public requests for park 'n' ride at Morley Bus Station, however this function is often considered inconsistent with the activities within a city centre environment. A number of options exist including providing park 'n' ride at an alternative location along the rapid transit route, considering options for Bayswater Station, and/or improving feeder buses to Morley and to Bayswater.

The remote layover location shown in the LINK Morley theme would add to operating costs and is not preferred by PTA. If it were to proceed priority would need to be provided between the remote layover and the bus station, and buses would need to be able to turn without having to go to the layover location.

In summary, the PTA considers the LINK and CIVIC contribute the most to public transport in Morley. The PTA would be reluctant to relocate the bus station, and considers there are a number of options available to improve the functionality and accessibility of the bus station in its current location. Any public transport planning should be capable of accommodating light rail as a future option. It is important that the dialogue between PTA and the City continues and it would be beneficial to arrange a follow-up meeting to discuss public transport issues in the coming weeks.

Please be aware that the on-road infrastructure planning team of the PTA will be transferring to the Department of Transport in the coming months. Planning for rapid transit services in Morley and liaison regarding Morley City Centre will be transferred with the team to DoT. Railway planning will be maintained in PTA, as will Transperth bus service planning.

Should you have any queries or require further information, please contact David Milliken by telephone on 9326 2568 or by email to [david.milliken@pta.wa.gov.au](mailto:david.milliken@pta.wa.gov.au). I will contact you with my new details when the DoT transfer takes place.

Yours sincerely



**David Milliken**  
**SENIOR NETWORK TRANSIT PLANNER**

## References

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Activity Centres for Perth and Peel State Planning Policy 4.2 ( Draft July 2010)

Residential Design Codes- Multi Unit Housing Code provisions

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