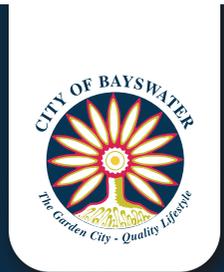




MORLEY ACTIVITY CENTRE PLAN



PREPARED BY **THE CITY OF BAYSWATER**

June 2018



Contact

AUTHOR

City of Bayswater

Planning and Development Services

61 Broun Avenue, Morley 6062

PO Box 467, Morley 6943

Phone: (08) 9272 0649

Email: mail@bayswater.wa.gov.au

PROJECT TEAM

PROJECT TEAM

Claire Stuckey - Strategic Planning Coordinator

Linda Woods - Strategic Planning Projects Officer

Noah McDonald - Strategic Planning Officer

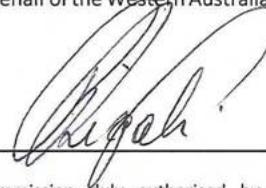
Morley Activity Centre Plan

This Structure Plan is prepared under the provisions of the City of Bayswater Town Planning Scheme No. 24

CERTIFIED THAT THIS ACTIVITY CENTRE PLAN WAS ADOPTED BY THE RESOLUTION OF THE WESTERN AUSTRALIAN PLANNING COMMISSION ON

_____ **31 July 2018** _____ Date

Signed for and on behalf of the Western Australian Planning Commission



_____ an officer of the Commission duly authorised by the Commission pursuant to section 16 of the Planning and Development Act 2005 for that purpose, in the presence of:



_____ Witness

_____ **31 July 2018** _____ Date

_____ **31 July 2028** _____ Expiry Date

Morley Activity Centre Plan



Morley Activity Centre Plan

This Activity Centre Plan is prepared under the provisions of the City of Bayswater District Town Planning Scheme No. 24.

Table of Modifications of Activity Centre Plan.

Modification No.	Description of Modification	Date Endorsed by Council	Date Endorsed by WAPC

CONTENTS

EXECUTIVE SUMMARY		2 - CENTRE CONTEXT	17	6 - URBAN FORM	89
Vision	ES1	2.1 Regional Context	17	6.1 Urban Structure and Built Form	89
Context	ES2	2.2 State Planning Context	19	6.2 Precinct Form and Character	98
Proposed Development	ES4	2.3 Local Planning Context	24	6.3 Building Envelope / Development Controls	105
Activity Centre Plan Boundaries	ES5	2.4 Local Context	29	6.4 Street Interface	106
PART 1 - IMPLEMENTATION		3 - ACTIVITY	33	6.5 Public Spaces	113
1. Activity Centre Plan Area	1	3.1 Economic Profile	33	6.6 Landscaping	118
2. Activity Centre Plan Content	1	3.2 Aspirations and Performances	34	6.7 Designing Out Crime	119
3. Interpretation and Relationship with the Town Planning Scheme(s)	1	3.3 Commercial Activity Performance	38	7 - RESOURCE CONSERVATION	121
4. Operation	1	3.4 Future Employment	43	7.1 Sustainable Development	121
5. General Objectives for the Activity Centre Plan Area	2	3.5 Office Floor Space	49	7.2 Energy	122
6. Precincts	3	3.6 Retail Floor Space	50	7.3 Water	122
7. General Development Requirements	4	3.7 Population and Dwellings	53	7.4 Materials and Waste	126
8. Precinct Specific Development Requirements	6	4 - MOVEMENT	55		
PART 2 - EXPLANATORY		4.1 Regional Perspective	55		
1 - INTRODUCTION	11	4.2 Future Movement Network	56		
1.1 Purpose	11	4.3 Vehicle Movement and Access	63		
1.2 The Challenge	13	4.4 Proposed Street Improvements	64		
1.3 Planning Background	15	4.5 Intersection Upgrades	72		
		4.6 Parking	79		
		5 - Activity Centre Plan	83		
		5.1 Activity Centre Plan	83		



CONTENTS CONTINUED

8 - IMPLEMENTATION	127
8.1 Implementation Process	127
8.2 Staging and Monitoring	130
8.3 Local Area Plans	136
8.4 Conditions of Use	136
8.5 Planning Obligations and Incentives	136

APPENDICES

A - Activity Centre Activity Centre Planning Checklist
B - Morley Activity Centre Plan Map
C - Supporting Information
D - Pre-Lodgement Consultation
List of Supporting Technical Documents
E - Morley City Centre - Transport Assessment - Cardno 2013
F - City of Bayswater - Commercial, Retail and Industrial Analysis - Pracsys 2013
G - Morley Activity Centre - Local Water Management Strategy - Essential Environmental 2014
H - Morley Activity Centre - Economic Development Strategy - Pracsys 2014
J - Morley Activity Centre - Infrastructure and Servicing Plan - Cardno 2015

LIST OF FIGURES

Figure ES1 - Aerial Perspective of Morley Activity Centre in 2031	ES1	Figure 23: Accessibility Performance for the Morley Activity Centre	42
Figure ES2: Morley Activity Centre - Regional Context	ES2	Figure 24: Accessibility Performance Against Other Strategic Metropolitan Centres	42
Figure ES3: Morley Activity Center - Built Form and Activity	ES4	Figure 25: Aligning Residents with Jobs (Source: Pracsys)	43
Figure ES4: Morley Activity Centre in 2014	ES6	Figure 26: Employment in Morley Activity Centre by Sector (2008)	45
Figure 1: Morley Activity Centre - Activity Centre Plan Map	9	Figure 27: Employment Performance for the Morley Activity Centre	46
Figure 2: Morley Activity Centre - Residential Density Code Plan	10	Figure 28: Employment Performance Against Other Strategic Metropolitan Centres	46
Figure 3: Constraints and Opportunities Analysis	13	Figure 29: Morley Activity Centre Employment Quality (Source: Pracsys 2013 and ABS Census 2011)	47
Figure 4: Activity Centre Plan Process	15	Figure 30: Morley Activity Centre Main Trade Area	50
Figure 5: Activity Centre - Regional Context	18	Figure 31: Retail Floorspace Projections - High Growth Scenario	51
Figure 6: Central Sub-Region Activity Centres and Major Growth Areas	19	Figure 32: Retail Floorspace Projections - Low Growth Scenario	52
Figure 7: Metropolitan Region Scheme Zoning Map	21	Figure 33: Main Roads WA Road Network Hierarchy	55
Figure 8: Metronet Stage 1 - Central Sub-regional Planning Framework	22	Figure 34: Current Mode Share Versus Target Mode Share	57
Figure 9: Morley City Centre Masterplan - Built Form and Activity Plan	26	Figure 35: Bus Route Network and Stop Locations	58
Figure 10: Morley City Centre Masterplan - Live Theme	28	Figure 36: Recommended Future Bus Lanes	58
Figure 11: Morley City Centre Masterplan - Civic Theme	28	Figure 37: Morley Activity Centre - Pedestrian Desire Lines	59
Figure 12: Morley City Centre Masterplan - Link Theme	28	Figure 38: City of Bayswater - Ultimate Cycling Infrastructure Map	60
Figure 13: Morley City Centre Masterplan - Green Theme	28	Figure 39: City of Bayswater - Ultimate Cycling Infrastructure Map - Detail of Morley Activity Centre	61
Figure 14: Morley Activity Centre - Local Context	29	Figure 40: Future Transpriority Map	63
Figure 15: Morley Activity Centre - Parcel Ownership (Existing)	30	Figure 41: Existing Broun Avenue	66
Figure 16: Aerial Photograph of Morley Activity Centre in 1984	31	Figure 42: Existing Russell Street	66
Figure 17: Perth Central Sub-region (Source: Pracsys)	33	Figure 43: Existing Collier Road	66
Figure 18: Morley Activity Centre Growth Stages (Source: Pracsys)	36	Figure 44: Existing Rudloc Road	66
Figure 19: Intensity Performance for the Morley Activity Centre	39	Figure 45: Broun Avenue Proposed Cross-section (Coode Street to Russell Street)	67
Figure 20: Intensity Performance Against Other Strategic Metropolitan Centres	39		
Figure 21: Diversity Performance for the Morley Activity Centre	41		
Figure 22: Diversity Performance Against Other Strategic Metropolitan Centres	41		



LIST OF FIGURES

Figure 46: Russell Street Proposed Cross-section (Broun Avenue to Walter Road West)	67	Figure 67: Location of Potential Car Parking Facilities	80
Figure 47: Recommended Road Cross-sections (Russell Street-Walter Road West to Rudloc Road)	68	Figure 68: On-street Bike Corral	81
Figure 48: Collier Road Proposed Cross-section (Broun Avenue to Walter Road West)	69	Figure 69: Morley Activity Centre Boundaries	85
Figure 49: Rudloc Road Proposed Cross-section (Russell Street to Coode Street)	69	Figure 70: Morley Activity Centre - Activity Centre Plan Map	86
Figure 50: Drake Street Proposed Cross-section (Broun Avenue to Smith Street)	70	Figure 71: Morley Activity Centre - Residential Density Code Plan	87
Figure 51: Recommended Road Cross-sections (Walter Road West-Russell Street to Collier Road)	71	Figure 72: Morley Activity Centre - Land Use Plan	88
Figure 52: Wellington Road Proposed Cross-section (Walter Road West to Morley Drive)	72	Figure 73: Morley Activity Centre - Urban Structure (Existing)	89
Figure 53: Future Intersection Upgrades for 2031	73	Figure 74: Morley Activity Centre - Urban Structure (Proposed)	90
Figure 54: Progress Street and Walter Road East Intersection	73	Figure 75: Indicative Development Plan	92
Figure 55: Rudloc Road and Russell Street Intersection	73	Figure 76: Morley Activity Centre Legibility Plan	94
Figure 56: Broun Avenue/ Collier Road – Modelled Scenario	74	Figure 77: Landmark Corner (West Perth)	95
Figure 57: Walter Road West/Crimea Street – Modelled Scenario	74	Figure 78: Landmark Corner (West Perth)	95
Figure 58: Walter Road West/ Wellington Road – Modelled Scenario	75	Figure 79: Landmark Development Site - Corner of Russell St & Rudloc Rd	95
Figure 59: Broun Avenue/Russell Street – Modelled Scenario	75	Figure 80: Suburban ‘Main Street’ (Mt Hawthorn)	96
Figure 60: Walter Road West/Russell Street – Modelled Scenario	76	Figure 81: Inner City ‘Main Street’ (Perth)	96
Figure 61: Walter Road West/Collier Road – Modelled Scenario	76	Figure 82: Building Setback above Fourth Storey (Perth)	96
Figure 62: Walter Road West/Coode Street – Modelled Scenario	77	Figure 83: Articulated Building Elevation (West Perth)	97
Figure 63: Collier Road/Dewar Street – Modelled Scenario	77	Figure 84: Parking Garage Screening (QEII, Nedlands)	97
Figure 64: Russell Street/Rudloc Road – Modelled Scenario	78	Figure 85: ‘Sleeved’ Ground Floor Development (South Perth)	97
Figure 65: Old Collier Road/Bishop Street – Modelled Scenario	78	Figure 86: Morley Activity Centre - Precinct Plan	98
Figure 66: Walter Road West/Wheeler Street Modelled Scenario	79	Figure 87: Central Core Precinct - Indicative Development Plan	99
		Figure 88: Desired Character for Bishop St (Claremont)	99
		Figure 89: Desired Interface for Progress St and Galleria Shopping Centre (Rouse Hill, NSW)	99
		Figure 90: Desired Character for Russell St (Perth)	99
		Figure 91: Outer Core Precinct - Indicative Development Plan	100
		Figure 92: Desired Character (Burswood)	100

LIST OF FIGURES

Figure 93: Desired Character (East Perth)	100	Figure 116: Desired Character for the city park (Kings Park)	114
Figure 94: Desired Character (Subiaco)	100	Figure 117: Desired Character for the city park (Kings Park)	114
Figure 95: Mixed Business Precinct - Indicative Development Plan	101	Figure 118: Aerial - Terminus of Progress Street and Bishop Street	116
Figure 96: Desired Character (Victoria Park)	101	Figure 119: Town Square Desired Character - Rouse Hill, NSW	116
Figure 97: Desired Character (Bayswater)	101	Figure 120: Town Square Desired Character - Claremont, WA	116
Figure 98: Desired Character (Domain Central, QLD)	101	Figure 121: Streetscape Typology Plan	117
Figure 99: Inner City Residential Precinct - Indicative Development Plan	102	Figure 122: Typical Streetscape in the Activity Centre (Rudloc Road)	118
Figure 100: Desired Character - Multiple Dwellings (Highgate)	102	Figure 123: Landscaping Desired Character (QLD)	118
Figure 101: Desired Character - Single Dwellings (Burswood)	102	Figure 124: Landscaping Desired Character (QLD)	118
Figure 102: Desired Character - Grouped Dwellings (Drake Street, Bayswater)	102	Figure 125: Low Impact Stormwater Design - Bioswales	123
Figure 103: Civic and Education Precinct - Indicative Development Plan	103	Figure 126: Low Impact Stormwater Design - Bio-filtration	123
Figure 104: Existing Connection between Civic Centre & John Forrest Secondary College	103	Figure 127: Proposed Living Stream Enhancement Projects	124
Figure 105: Desired Character (Brisbane)	103	Figure 128: Place Led Approach Diagram	127
Figure 106: Graded Intensity between Central Core and Outer Residential Areas	105	Figure 129: Morley Activity Centre Plan - Delivery Model	128
Figure 107: Stepping Down Setbacks to Protect the Amenity of the Street and Adjoining Properties	106		
Figure 108: Street Activation Plan	107		
Figure 109: Progress Street - Proposed Streetscape	108		
Figure 110: Russell Street - Proposed Streetscape	109		
Figure 111: Rudloc Road - Proposed Streetscape	110		
Figure 112: Collier Street - Proposed Streetscape	111		
Figure 113: Wellington Road - Proposed Streetscape	112		
Figure 114: Public Spaces Character Plan	113		
Figure 115: Russell Street Drainage Basin	114		



LIST OF TABLES

Table ES1: Activity Centre Plan Summary Table	ES5
Table 1: Strategic Metropolitan Centres - Functions, Characteristics and Performance Targets	20
Table 2: Activity Centre Performance Summary	38
Table 3: Morley Activity Centre Land Use and Diversity - 2010 and 2031 Target (Excludes Residential)	40
Table 4: Central Sub-region Employment Requirements	44
Table 5: Central Sub-region Activity Centre Based Employment	44
Table 6: City of Bayswater Directions 2031 Implied Employment Targets	48
Table 7: Employment Self Sufficiency	48
Table 8: Retail Floorspace Projections	52
Table 9: Morley Activity Centre Boundaries Explanation	85
Table 10: Annual Water Demands for the Morley Activity Centre	125
Table 11: Annual Per Capita Domestic Water Demands for the Morley Activity Centre	125
Table 12: Morley Activity Centre Plan - Implementation Plan	132





Figure ES1 - Aerial Perspective of Morley Activity Centre in 2031

VISION

In the future the Morley Activity Centre will be a vibrant place to visit, a dynamic marketplace to do business, and home to a diverse and connected community. The Morley Activity 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.

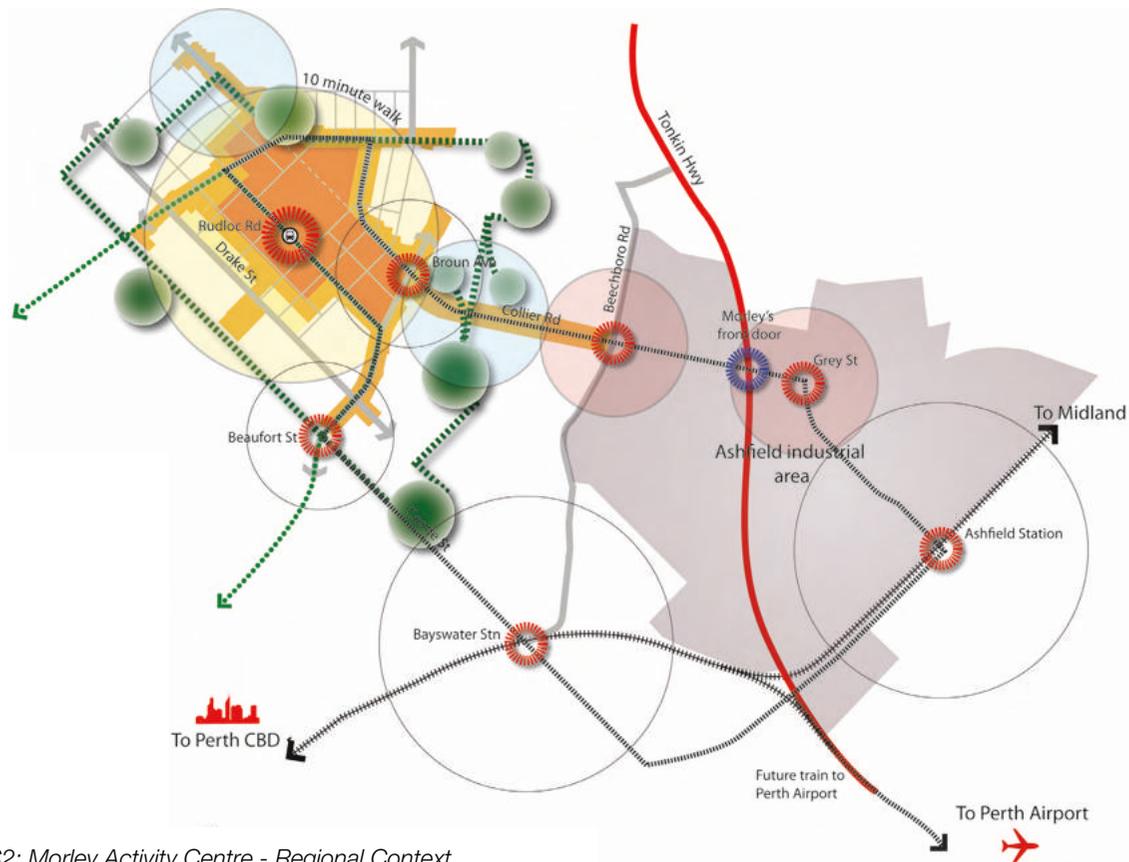
This will bring intensity and diversity of both employment and housing. High frequency public transport services will bring business owners and employees to work from surrounding suburbs as well as visitors and local residents. Morley will also be connected to the Perth CBD and other key places by an underground heavy rail system connecting the city for business. The activity centre will be home to over 10,000 people and 10,000 jobs.

In the evenings, the streets will be busy with people dining alfresco, catching up with friends for a coffee or a movie, before walking home to their apartments nearby. People will be arriving at the end of the day and doing last minute shopping or grabbing a quick dinner before heading home. It will be safe and pleasant to walk along the streets and window shop or stroll through the lush parks and greenspace network. Morley will become the City of Bayswater's social, economic and civic centre.

Context

The Morley Activity Centre has been identified as one of the ten (10) 'Strategic Metropolitan Centres' within the Perth metropolitan area and is a priority for the State government, as outlined in Directions 2031 and Beyond (Directions 2031) and State Planning Policy 4.2 - Activity Centres for Perth and Peel (SPP 4.2). The development of the Morley Activity Centre is also a key priority for the City of Bayswater as outlined in strategic documents including the Strategic Community Plan, Morley City Centre Masterplan 2010 and the City's Local Housing Strategy 2012.

This Activity Centre Plan will guide the strategic development of the Morley Activity Centre and is shaped by the existing economy, connectivity, urban form and natural environment. The Activity Centre Plan builds upon the positive elements that currently exist and identifies those elements that are missing from the urban framework are needed to achieve the 2031 vision. The goals and actions within the implementation plan are based upon a staged approach as the centre matures from a big box retail and car dominated environment to an intense, diverse and vibrant urban centre. Figure ES2 illustrates the regional context of the Morley Activity Centre and its strategic importance.



ES2: Morley Activity Centre - Regional Context



Strategic metropolitan centres are the main regional activity centres which provide for a diversity of land uses and the full range of economic and community services necessary for the communities in the catchment areas. As a strategic metropolitan centre, the Morley Activity Centre is second only to the central Perth area and of equal importance to other major centres such as Fremantle, Rockingham, Joondalup, Armadale, Stirling, Midland, Cannington, Yanchep and Mandurah.

The Morley Activity Centre Plan (Activity Centre Plan) establishes a vision for 2031. The Activity Centre Plan sets out the spatial plan and strategy to achieve a true metropolitan centre that is compact, pedestrian friendly, with a mix of land uses and a range of lifestyle choices, while reducing car dependency and limiting environmental impact.

The Activity Centre Framework outlined in State Planning Policy 4.2 - Activity Centres for Perth and Peel' (SPP 4.2) establishes a framework for this Activity Centre Plan based around the critical elements - Activity, Urban Form, Movement and Resource Conservation. Much of the following discussion is focused upon these essential criteria.

As the Centre develops, and ultimately at the final implementation of this Activity Centre Plan, the local community, stakeholders and visitors to the area, will experience a much improved built and natural environment.

The primary goals of this Activity Centre Plan are:

- Diversity: increase the intensity and diversity of land uses within the core area .
- Community: enhance the public domain with greater pedestrian amenity connected to quality community spaces.
- Sustainability: support an increase in residential population with higher densities in proximity to jobs and public transport.

The key objectives of this Activity Centre Plan are:

Activity

- Support a wide range of retail and commercial premises and promote a competitive retail and commercial market.
- Increase the range of employment (strategic and knowledge) and contribute to the achievement of sub-regional employment self-sufficiency targets.
- Increase the density and diversity of housing to improve land efficiency, housing variety and support Centre facilities.

Urban Form

- Plan development around a legible street network and quality public spaces.
- Integrate and connect buildings with streets and public spaces.
- Activate street frontages and improve the pedestrian experience.
- Create a new sense of place with bold and dynamic building and landscape design and landmark development sites.

Movement

- Provide a sufficient development intensity and land use mix to support high-frequency public transport.
- Maximise access to activity centres by walking, cycling and public transport while reducing private car trips.
- Develop a hierarchy of streets designed to accommodate desired transport mode.

Resource Conservation

- Support the development of an environmentally sustainable and energy efficient environment.
- Improve water resource conservation and water quality management outcomes.

Proposed Development

The existing urban structure of the Morley Activity Centre is dominated by large scale retail and expansive car parking areas and fragmented land ownership and strata titling has made coordinated redevelopment difficult. Activities have been located in an ad hoc manner which has resulted in a centre with poor connections and relationships. Public spaces are surrounded by car parking and not well integrated with adjacent land uses, and main streets are lined with parking areas and there is little consistency in building setbacks and treatments.

The proposed urban form addresses a number of the constraints within the Morley Activity Centre's existing urban structure. In particular, it shows a greater connection between buildings and public spaces and an integration between buildings and the street. Through streetscape enhancement and private redevelopment with consistency in height and setback, the interface between the public street and the private frontage can be strengthened and the visual character and sense of arrival greatly improved.

There is opportunity to add new open spaces created through redevelopment and to reinvent and integrate existing open spaces. Both the Russell Street compensation basin and the Pat O'Hara Reserve can be transformed to provide good quality city parks and a more attractive setting for future residential and commercial development. The creation of a finer grain walking network that links these public spaces with well landscaped streets and pathways will add a green layer and human scale to the Centre.

The Activity Centre Plan has organised the Centre into a series of precincts. These provide further opportunities to improve legibility within the Centre and a unique sense of place and character within each of these precincts as described further in Section 6.2.

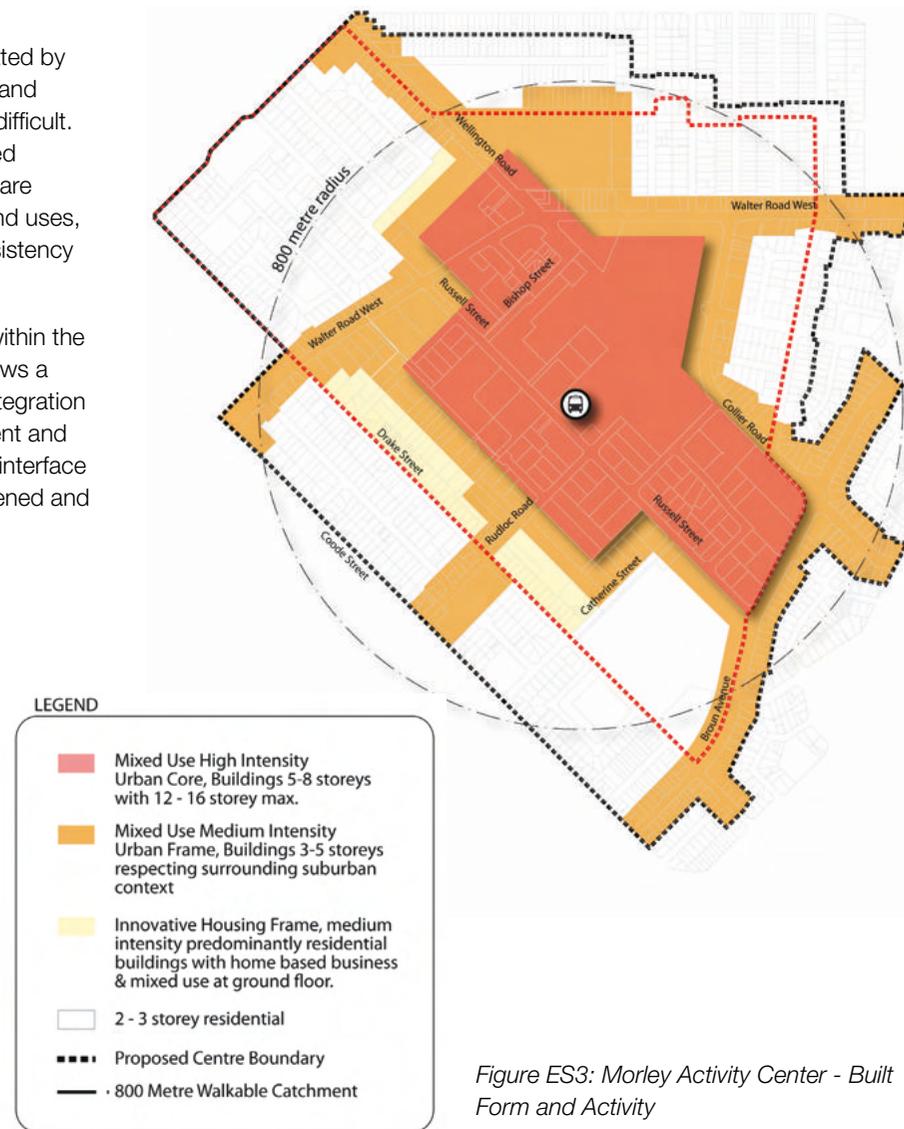


Figure ES3: Morley Activity Center - Built Form and Activity



Activity Centre Plan Boundaries

Prior to the preparation of this Activity Centre Plan, the boundaries of the Morley Activity Centre (previously known as the Morley City Centre) were defined by the extent of the then City of Bayswater Town Planning Scheme No. 23 (TPS 23).

One of the key constraints is that the Activity Centre is generally defined by the centreline of major roads, whereby the 'inner' side of the road is included, but the 'outer' side of the road is not. This is currently evident for parts of Collier Road, Crimea Street, Wellington Road and Broun Avenue. This issue was identified within the Morley City Centre Masterplan 2010, which proposed alternate boundaries for the Activity Centre.

Section 6.3.1 of SPP 4.1 notes that the Activity Centre boundaries are to be defined by the following factors:

- Existing zoning in Metropolitan Region Scheme or local planning policy;
- Topographical features;
- Major infrastructure elements;
- Walkable catchment to major public transport stops; and
- Use of rear boundaries are an interface or transition for land use change.

The new boundaries of the Activity Centre have been developed having respect to SPP 4.2 as well as general urban planning principles, and the boundaries relate broadly to an 800m radius (10 minute average walking distance) from the Morley Bus Station.

Table ES1 - Activity Centre Plan Summary Table

Item	Data
Total area covered by the MACSP	220.2 hectares
Estimated 2031 retail floorspace	168,000m ²
Maximum 2031 supportable retail floorspace	193,770m ²
Estimated 2031 office floorspace	86,515m ²
Estimated future residential density target	30 dwellings per gross hectare (minimum)
	45 dwellings per gross hectare (desired)
Estimated future number of dwellings	5,452 - 8,179 dwellings
Estimated future population	9,814 - 14,722 people (at 1.8 people per dwelling)
Current Employment	4,938 jobs
Minimum Additional Jobs Required by 2031	743 jobs
Employment self sufficiency target	
Number of Primary Schools	2 (Infant Jesus Primary School and Morley Primary School)
Number of High Schools	1 (John Forrest Secondary College)
Estimated area of public plazas, parks and gardens	4.17 hectares
Estimated area of playing fields	0.49 hectares
Estimated area of native parklands / reserves	1.64 hectares



Figure ES4: Morley Activity Centre in 2014



PART 1 - IMPLEMENTATION

1. Activity Centre Plan Area

This Activity Centre Plan shall apply to the Morley Activity Centre, being the land contained within the inner edge of the line denoting the Activity Centre Plan boundary shown on the Activity Centre Plan map (Figure 1).

2. Activity Centre Plan Content

This Activity Centre Plan comprises:

- 2.1 Part One - This section contains the Activity Centre Plan map, precincts, and planning objectives
- 2.2 Part Two - This section provides background information and is to be used as a reference guide to interpret and justify Part One.
- 2.3 Supporting Documents
A list of technical reports, plans, maps and other supporting documents used to inform this Activity Centre Plan.

3. Interpretation and Relationship with the Town Planning Scheme(s)

- 3.1 Unless otherwise specified in this part, the words and expressions used in this Activity Centre Plan shall have the respective meanings given to them in the City of Bayswater Town Planning Scheme No. 24 including any amendments gazetted thereto.

Active frontage: means continuous commercial land uses (dining, entertainment and office land uses may also be considered) which open directly to the street boundary and are generally accessible to the public.

Articulation: means the three-dimensional detailing of external walls of a building including such measures as variation in construction materials, colours, architectural detailing, window size, entry features, projections, recesses and roof design.

End of trip facilities: means facilities which support the use of bicycle transport by allowing cyclists the opportunity to shower and change at the beginning or end of a trip.

Major development: a new building or extension to an existing building where the additional shop/retail nett lettable area (NLA) exceeds 10,000m².

Major opening: as defined under State Planning Policy 3.1 - Residential Design Codes (as amended).

Major road: means Broun Avenue, Collier Road, Walter Road West, Wellington Road, Russell Street (between Broun Avenue and Walter Road West), Crimea Street, Coode Street or Rudloc Road.

Non-retail commercial: means one or a combination of the uses listed under the 'Office', 'Dining' or 'Entertainment'.

Sleeve: means to locate, design and scale buildings with an active frontage toward a street or public space, such that uses with inactive frontages (such as car parking) are screened from the direct view of the street and other public spaces.

- 3.2 The Activity Centre Plan map (Figure 1) outlines precincts applicable within the Activity Centre Plan area. The precincts designated under this Activity Centre Plan apply to the land within it.

- 3.3 Part Two of this Activity Centre Plan and all supporting documents are to be used as a reference only to clarify and guide interpretation of Part One.

4. Operation

This Activity Centre Plan shall come into operation on the day it is endorsed by the Western Australian Planning Commission.

5. General Objectives for the Activity Centre Plan Area

The objectives of this Activity Centre Plan area are to:

Activity

- 5.1** Create a compact, intensive and lively activity centre that is an active focus for the community.
- 5.2** Encourage and foster a major urban centre with an existing high level of retail, balanced by increased commercial activity, employment and residential living.
- 5.3** Encourage a diversity of retail, commercial and entertainment land uses that generate activity during both the day and night.
- 5.4** Provide a local employment focus contributing to employment self-sufficiency targets for the local government area.

Movement

- 5.5** Create a safe, comfortable and convenient pedestrian environment providing universal access.
- 5.6** Facilitate access to improved bus services, cycling and pedestrian facilities connecting places within the Morley Activity Centre.
- 5.7** Provide a balance between sufficient car parking bays to stimulate economic activity and not providing so many bays such that private car use is encouraged at the expense of public transport, cycling or walking.
- 5.8** Encourage the location of car parking in areas which allow coordinated access, reciprocal use of parking bays and rationalisation of crossovers, and ensure that car parking does not dominate the urban landscape.

Urban Form

- 5.9** Create a visually attractive locality with appropriately scaled buildings and streetscapes, providing a diverse but unified urban centre characterised by high quality urban design.
- 5.10** Create an urban centre with readily identifiable character throughout the activity centre.
- 5.11** Encourage building design to address street frontages and public open spaces and maximise opportunities for passive surveillance.
- 5.12** Promote a diversity of housing types and tenure within the activity centre.
- 5.13** Encourage the replacement of inappropriate uses and facilitate suitable development of underutilised sites.
- 5.14** Encourage landmark development sites which create interest in the community and promote legibility within the activity centre.

Resource Conservation

- 5.15** Encourage sustainable development principles in the detailed design of buildings including solar passive design, water sensitive urban design and resource conservation.
- 5.16** Require all stormwater to be contained onsite, unless otherwise approved through the preparation and approval of a Local Water Management Plan.
- 5.17** Facilitate an energy efficient urban environment in the Morley Activity Centre.
- 5.18** Reduce dependency on private car travel and encourage the use of public transport, cycling and/or walking.



Services

- 5.19** Encourage and facilitate infrastructure upgrades including but not limited to adequate public services such as transportation, streetscape improvements, pedestrian movement systems, telecommunications, drainage, underground power, public utility services, open space and public parks.
- 5.20** Provide services that are away from the direct view of the public and do not interrupt the urban landscape.

Implementation

- 5.22** Provide certainty to landowners and developers to enable investment decisions to be made with reasonable confidence, whilst offering flexibility to account for changing market conditions and community needs.

6. Precincts

The Activity Centre Plan is divided into several precincts as defined on the Activity Centre Plan map (Figure 1) including:

6.1 Central Core

Precinct Objectives

- a) Encourage a retail environment with active street frontages and high quality streetscapes which provide a strong sense of place.
- b) Promote Progress Street as the 'Main Street' within the Precinct and encourage retail diversity and community activity around the town square/piazza.
- c) Encourage residential land uses as a vital component of the central core, whilst ensuring that these do not replace active ground floor uses.

- d) Encourage land uses which generate activity outside of normal business hours and which allow interaction with the street, such as alfresco dining.
- e) Allow the Morley Activity Centre to develop as a destination and an iconic tourist attraction.
- f) Create vibrant community meeting places.
- g) Encourage development which is compatibly located with the Morley Bus Station and encourages the use of public transport, walking and cycling.
- h) Reduce the amount and visual dominance of expansive at-grade parking areas.
- i) Ensure appropriate transition in development form and intensity between the Central Core precinct and adjacent Inner City Residential precincts.

6.2 Outer Core

Precinct Objectives

- a) Encourage medium to large scale development characterised by a mix of commercial and residential uses.
- b) Encourage active land uses fronting Walter Road West and Wellington Road.
- c) Facilitate a seamless link between the Outer Core precinct and the Morley Bus Station.
- d) Ensure appropriate transition in development form and intensity between the Outer Core precinct and adjacent Inner City Residential precincts.

6.3 Mixed Business

Precinct Objectives

- a) Offer an environment which is suitable for showrooms, sale of bulky goods and small scale light industry.
- b) Encourage a transition toward mixed use office, recreation entertainment and multiple dwellings in the area.
- c) Continue to recognise the importance of bulky goods retail along Russell Street.
- d) Encourage the replacement of inappropriate industrial uses.
- e) Ensure that new developments maintain a suitable buffer and interface with existing industrial uses.
- f) Facilitate pedestrian links between the Mixed Business Precinct and the Morley bus station.

6.4 Civic and Education

Precinct Objectives

- a) Encourage the introduction of land uses which support the civic role of the precinct and activate the precinct outside of normal business hours.
- b) Encourage public open space which promotes surveillance and safety within the precinct.
- c) Provide a seamless and comfortable connection with the core of the Morley Activity Centre.
- d) Improve the quality and safety of existing pedestrian linkages within the precinct.
- e) Minimise the incidence of blank walls and areas with limited or no surveillance.

- f) Incorporate public art and high quality landscape elements.

6.5 Inner City Residential

Precinct Objectives

- a) Provide a wide range of dwelling size and type throughout the precinct.
- b) Encourage higher densities along major entry points to the activity centre to create a sense of arrival.
- c) Encourage compatible mixed use activities, particularly along major roads, which are complementary to residential uses.
- d) Encourage the amalgamation of sites to facilitate the development of multiple dwellings in close proximity to the city centre.
- e) Provide a sought after, pedestrian friendly precinct which attracts a diverse housing market.

7. General Development Requirements

7.1 Design Elements

- a) Building elevations at street level shall be designed such that they provide the desired level of street activation.
- b) Building facades shall be articulated, coloured and detailed to contribute positively to the local streetscape and adjoining properties.
- c) Extensive blank walls, facades and featureless glazing which are directly fronting any part of a street or public space are not permitted.



- d) Feature elements which enhance the streetscape are strongly encouraged. These may include, but are not limited to, variations to colours and building materials, coloured or textured banding, recesses, ornamental details, verandahs, balconies, pillars, awnings and canopies.
- e) All buildings which are directly visible from the street or any other public space shall be constructed from brick, stone, concrete or glass, or a combination of one or more of these, or similar and/or innovative materials and applications.
- f) Corner buildings shall be designed to address both the primary and secondary streets, including at least one major opening which provides surveillance of each street.
- g) Development is to be designed in such a manner as to ameliorate noise and vibration from adjacent land uses and roads. The City may require an acoustic assessment report detailing the likely noise effects of the development on its surroundings and/or external noise impacts on the development.
- h) The design and development of new buildings should generally minimise overshadowing in the middle of the day on public open space, major pedestrian streets and adjacent properties especially in the cooler months, and minimise potential overshadowing of residential dwellings (both within the development itself and to neighbouring buildings).

7.2 Landmark Development Sites

- a) Figure 1 - Activity Centre Plan Map identifies seven landmark development sites.
- b) Landmark development sites are to be developed in accordance with a Local Development Plan that addresses the matters outlined in clause 7.3 and enhance the sense of arrival to the Morley Activity Centre.

- c) The use of parapets, tower elements, or similar features to give additional height and prominence to landmark sites is encouraged.
- d) Buildings are to define corners by building to the street alignment and creating landmark features. Corners may be emphasised by greater scale or differing geometries relative to the remainder of the subject or surrounding development. This could include chamfering, curving, additional height, different roof forms, verandahs, balconies, or other design elements which accentuate corners.

7.3 Local Development Plans

- a) Local Development Plans shall be prepared in relation to landmark development sites indicated on Figure 1 - Activity Centre Plan Map and shall specify more detailed site specific development standards that meet the general and precinct specific objectives and are to include, where applicable, the following information:
 - i. Development controls and guidelines;
 - ii. Building envelopes;
 - iii. Private open space;
 - iv. Services;
 - v. Vehicular access, parking, loading and unloading areas, storage yards and rubbish collection closures;
 - vi. The location, orientation and design of buildings;
 - vii. Advertising signs, lighting and fencing;
 - viii. Landscaping, finished site levels and drainage;
 - ix. Protection of sites of heritage, conservation or environmental significance;and
 - x. Such other information considered relevant by the City.

7.4 Major Development

- a) Major development within the Activity Centre Plan area is to incorporate an appropriate mix of land uses in accordance with Table 3 - Diversity performance target - mix of land uses in State Planning Policy 4.2 - Activity Centre for Perth and Peel.

8. Precinct Specific Development Requirements

8.1 Central Core Precinct

8.1.1 Commercial Development

- a) Floor to floor height at the ground floor shall be a minimum of 4 metres.
- b) The sill level of any ground floor window facing the street shall not be higher than 500mm above the ground level.
- c) Awnings are to be provided over pedestrian walkways on all properties abutting Progress Street and Bishop Street and along key pedestrian pathways. Awnings shall:
 - i. Be designed at a pedestrian scale with preferably light framing with a maximum fascia height of 300mm;
 - ii. Be generally continuous and provide an acceptable degree of shade and shelter;
 - iii. Have a minimum clearance of 2.75 metres above footpath level and a maximum clearance of 4.5 metres; and
 - iv. Have a minimum depth of 2.5 metres.
- d) To maximise retail diversity and streetscape appeal along Progress Street, tenancy frontages directly abutting this 'main street' shall not exceed 20 metres in width, unless varied through an approved local development plan.
- e) The ground floor level of any building fronting a primary or

secondary street shall be no higher than 500mm above pedestrian level, and not below pedestrian level.

- f) Internalised shopping malls shall provide strong pedestrian connections at primary access points to external pathways and links to the greater pedestrian network.

8.1.2 Car Parking and Access

- a) Multi-storey car parks shall be sleeved by appropriate land uses/ development at street level and aesthetically screened for levels above, such that the car parking area is not directly visible from the street or other public spaces. Screening and/or architectural features at street level may be deemed acceptable where sleeved development is proven to be inappropriate.
- b) Car parking areas shall be accessed from a laneway or secondary street where available.
- c) Large areas of car parking shall be located behind buildings and provided with safe and clearly sign-marked pedestrian routes to the building entrances.

8.1.3 Landscaping

- a) Where development is not required to have a nil setback to the street, a 2 metre wide landscaping strip (hard and/or natural) shall be provided.
- b) Shade trees in uncovered parking areas shall be provided at a rate of 1 tree for every 6 bays.
- c) Rooftop gardens and green walls with natural landscaping are strongly encouraged.

8.2 Outer Core Precinct



8.2.1 Land Use

- a) Any residential or mixed use development shall be designed in a manner which limits its potential to be unduly affected by noise or emissions from existing industrial uses. The local government may consider variations to the Activity Centre Plan requirements where necessary to provide a buffer or otherwise ameliorate such impacts.

8.2.2 Commercial Development

- a) The window sill level of any ground floor window facing the street shall not be higher than 500mm above the ground level.
- b) Pedestrian shelter shall be provided at the primary pedestrian entrance of all commercial buildings.

8.2.3 Car Parking and Access

- a) Multi-storey car parks shall be sleeved by appropriate land uses/development at street level and aesthetically screened for levels above, such that the car parking area is not directly visible from the street or other public spaces.
- b) Car parking areas shall be accessed from a laneway or secondary street where available.
- c) Large areas of car parking shall be located behind buildings and provided with safe and clearly sign-marked pedestrian routes to the building entrances.

8.2.4 Landscaping

- a) Where development is not required to have a nil setback to the street, a 2 metre wide landscaping strip (hard and/or natural) shall be provided.

- b) Shade trees in uncovered parking areas shall be provided at a rate of 1 tree for every 6 bays.

- c) Rooftop gardens and green walls with natural landscaping are strongly encouraged.

8.3 Mixed Business District

8.3.1 Land Use

- a) Residential or mixed use development shall be designed in a manner which limits its potential to be unduly affected by noise or emissions from existing industrial uses. The local government may consider variations to the Activity Centre Plan requirements where necessary to provide a buffer or otherwise ameliorate such impacts.

- b) When considering discretionary industrial uses, the local government shall have due regard to the impact on the streetscape. Where possible, industrial uses should be sleeved by commercial uses with an active frontage.

8.3.2 Commercial Development

- a) Pedestrian shelter shall be provided at the primary pedestrian entrance of all commercial buildings.

8.3.3 Car Parking and Access

- a) A maximum of 1 row of at-grade parking, and associated drive aisle, is permitted in the front setback area. All other areas of car parking shall be located behind the front building line.

- b) Vehicle access shall be limited to 1 crossover per lot.

8.3.4 Landscaping

- a) A minimum of 10% of the area of a development site shall be designed, developed and maintained as natural landscaping.
- b) Shade trees in uncovered parking areas shall be provided at a rate of 1 tree for every 6 bays.
- c) A 2 metre wide natural landscaping strip shall be provided along all street boundaries, except where the building is situated within this area.
- d) Rooftop gardens and green walls with natural landscaping are strongly encouraged.

8.4 Civic and Education Precinct**8.4.1** Building Design

- a) Blank walls are to be avoided in favour of buildings that address the public realm and enable exchange to occur between the interior and exterior of the buildings through the use of windows, doors, terraces, colonnades or verandahs.
- b) Buildings are required to be situated to provide a visual and physical connection with open space elements.
- c) Public art shall be provided in locations that interact with the public domain.

8.4.2 Landscaping

- a) A variety of landscape treatments shall be provided to provide a balance of passive and active open space uses.
- b) Tree and plant species shall complement the existing flora within the precinct.
- c) Trees shall be provided to offer a canopy over car parks.

8.4.3 Servicing

- a) Servicing and loading docks shall be located to minimise visual impacts upon busy pedestrian networks and the public realm.

8.5 Inner City Residential Precinct**8.5.1** Land Use

- a) The floor space for retail or dining uses shall not exceed 100m² NLA.

8.5.2 Car Parking and Access

- a) Car parking areas, except for visitor bays, shall be sleeved behind buildings or aesthetically screened such that the car parking area is not directly visible from the street or other public spaces.
- b) Any development on a site abutting a major road shall:
 - i. make provision for forward gear access for all vehicles entering and exiting the property;
 - ii. limit access to 1 crossover per lot; and
 - iii. where available, obtain access from a secondary street or right of way.

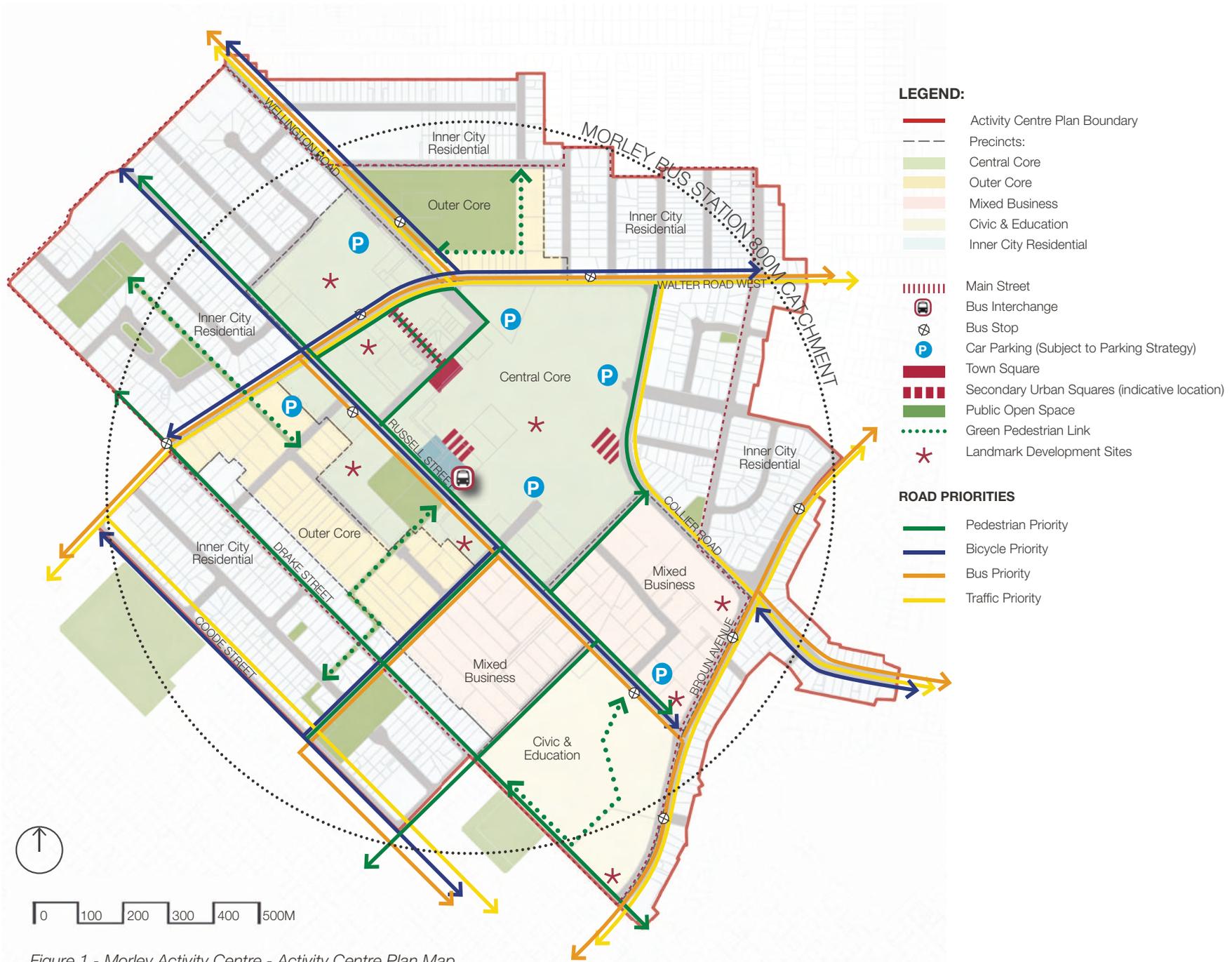
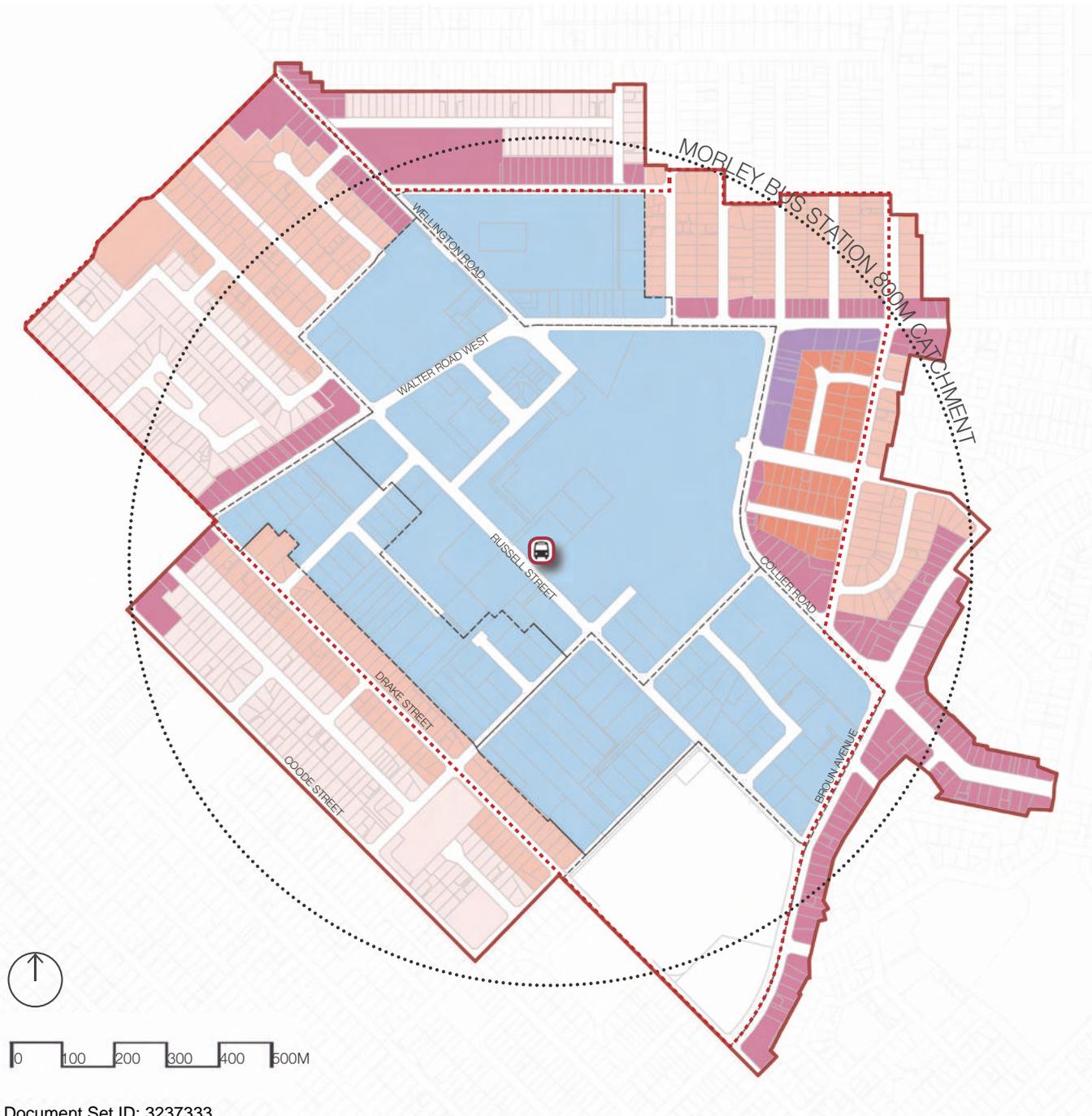


Figure 1 - Morley Activity Centre - Activity Centre Plan Map

Note: John Forrest Secondary College is reserved Public Purposes – High School under the Metropolitan Region Scheme.

Development on this site is to be determined in accordance with the provisions of the Metropolitan Region Scheme.



- LEGEND:**
- Activity Centre Plan Boundary
 - Precinct
 - R40
 - R40/60
 - R60
 - R60/100
 - R160
 - R-AC0
 - No Code
 - Bus Interchange

Figure 8 - Morley Activity Centre - Residential Density Code Plan



PART 2 - EXPLANATORY

1 - INTRODUCTION

OBJECTIVE

This explanatory report has been prepared in support of the Morley Activity Centre Plan (Activity Centre Plan). Whereas Part 1 (one) of this report represents the statutory mechanism for the implementation of this Activity Centre Plan, this Part 2 (two) element provides supporting information and justification for the provisions of this Activity Centre Plan.

INTRODUCTION

1.1 Purpose

The Morley Activity Centre Plan (Activity Centre Plan) establishes a vision for 2031. The Activity Centre Plan sets out the spatial plan and strategy to achieve a true regional centre that is compact, pedestrian friendly, with a mix of land uses and a range of lifestyle choices, while reducing car dependency and limiting environmental impact.

The key objectives of this Activity Centre Plan are:

- *Diversity: increase the intensity and diversity of land uses within the core area.*
- *Community: enhance the public domain with greater pedestrian amenity connected to quality community spaces.*
- *Sustainability: support an increase in residential population with higher densities in proximity to jobs and public transport.*

The Activity Centre Framework outlined in State Planning Policy 4.2 - Activity Centres for Perth and Peel' (SPP 4.2) establishes a framework for this Activity Centre Plan based around the critical elements - Activity, Urban Form,

Movement and Resource Conservation. Much of the following discussion is focused upon these essential criteria.

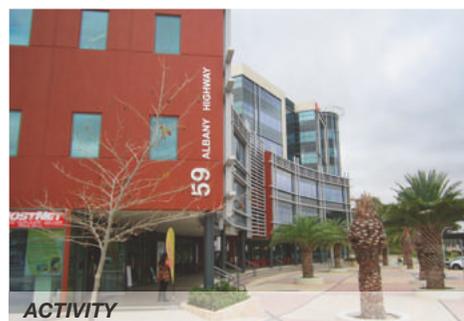
As the Centre develops, and ultimately at the final implementation of this Activity Centre Plan, the local community, stakeholders and visitors to the area, will experience a much improved built and natural environment. The key benefits include:

Activity

- Support a wide range of retail and commercial premises and promote a competitive retail and commercial market.
- Increase the range of employment (strategic and knowledge) and contribute to the achievement of sub-regional employment self-sufficiency targets.
- Increase the density and diversity of housing to improve land efficiency, housing variety and support Centre facilities.

Urban Form

- Plan development around a legible street network and quality public spaces.
- Integrate and connect buildings with streets and public spaces.
- Activate street frontages and improve the pedestrian experience.
- Create a new sense of place with bold, articulated and dynamic building and landscape design, and landmark development sites.



Movement

- Provide a sufficient development intensity and land use mix to support high-frequency public transport.
- Maximise access to activity centres by walking, cycling and public transport while reducing private car trips.
- Develop a hierarchy of streets designed to accommodate desired transportation mode.



Resource Conservation

- Support the development of an environmentally sustainable and energy efficient environment.
- Improve water resource conservation and water quality management outcomes.



1.2 The Challenge

To understand the challenge ahead in transforming the current Morley Activity Centre area into the future 2031 vision, an analysis of opportunities and constraints has been undertaken based on research, observation and consultation with the community and key stakeholders (refer to Figure 3). This analysis is based on the elements - Activity, Urban Form, Movement and Resource Conservation. Some of the most significant challenges are in the implementation of this Activity Centre Plan including:

- Limited government owned land available for redevelopment.
- Fragmented land ownership and strata titling make coordinated redevelopment difficult.
- Limited available funding for ageing infrastructure.
- Limited private investment in last few years, with the exception of Coventry Village.
- Low quality development discouraging redevelopment and higher quality land uses.

CONSTRAINTS



ACTIVITY

- Shortage of high quality employment - knowledge and strategic
- Lack of residential in core and limited land use mix across Centre
- Limited activity outside of business hours, minimal civic and cultural attractions
- No short-term accommodation

URBAN FORM

- Limited sense of place
- Low intensity sprawling development
- Underdeveloped/rundown commercial premises
- Expansive at-grade parking
- Poor connections between streets, buildings and open space

MOVEMENT

- Car centric
- Internalised mall environment
- Poor pedestrian amenity and connections
- No train service
- Likely increase in road congestion as population increases

RESOURCE CONSERVATION

- Existing land uses risk to ground and surface water systems
- Restricted use of Water Corporation compensating basins
- Open drainage system underutilised
- Expansive parking contributing to 'heat-island' effect

Figure 3: Constraints and Opportunities Analysis

OPPORTUNITIES



ACTIVITY

- Galleria is a successful regional shopping centre
- High patronage throughout Centre
- Balance of commercial uses and wide range of services
- Centre includes 2 primary schools and 1 secondary school

URBAN FORM

- ‘High street’ framework in place
- Grid based road network surrounding central core
- Centralised bus station
- Well established neighbourhoods with quality homes
- At-grade parking areas provide re-development opportunities

MOVEMENT

- Close proximity to regional destinations
- Connected to primary regional road network
- Existing bus station - second busiest in the Perth metropolitan area, with good connections

RESOURCE CONSERVATION

- Drainage system and compensating basins may be integrated into parks and open space network
- Living stream initiatives in the City may be applied to Centre’s drainage reserves
- Community interest in sustainability



1.3 Planning Background

1.3.1 Process

In 2009, Directions 2031 and Beyond (Directions 2031) identified the Morley City Centre as one of four 'Strategic Metropolitan Centres' located within the 'Central Sub-Region' of Perth. In response, the City of Bayswater engaged private consultants, Hames Sharley, to develop the Morley City Centre Master Plan, which was endorsed in October 2010 following widespread community consultation.

The Master Plan included an Implementation Plan with key initiatives to be undertaken, including this Activity Centre Plan upon which work commenced

in 2012. Other key initiatives (refer to Figure 4) included the Morley City Centre Transport Assessment; Local Water Management Strategy; City of Bayswater Commercial, Retail and Industrial Analysis; and Morley Activity Centre Economic Strategy; which have been completed and informed this Activity Centre Plan. Preliminary community engagement commenced in early 2014 and has been repeated during the advertising of the Draft Activity Centre Plan. Upon completion of the Final Plan and Council endorsement, the Morley Activity Centre Plan is submitted to the Western Australian Planning Commission (WAPC) for approval, after which scheme amendments are required for the Plan to take statutory effect.

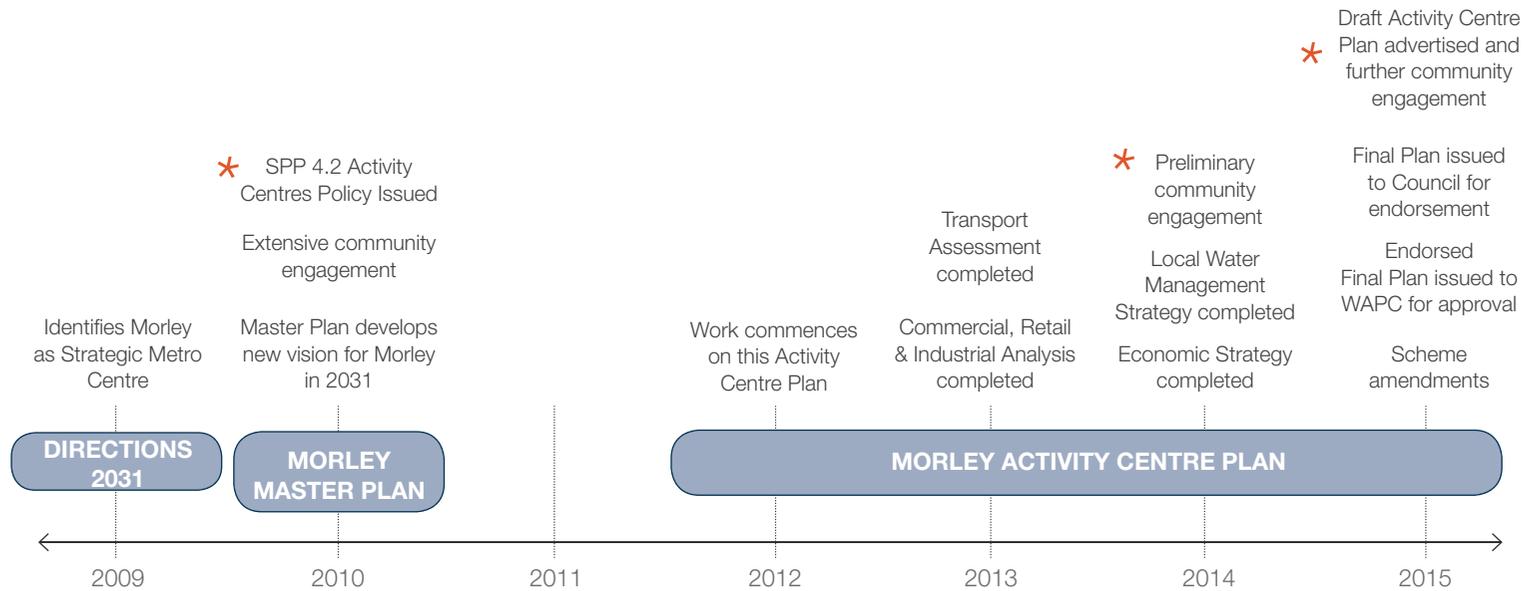


Figure 4 - Activity Centre Plan Process

* Community Engagement



COVENTRY VILLAGE



2 - CENTRE CONTEXT

OBJECTIVE

Describes the regional and local context as it is critical that activity centres are not developed in isolation. Greater efficiencies will be achieved by factoring in the needs of the surrounding community and existing facilities and amenities, while respecting the local historical patterns, precedents, and context.

CENTRE CONTEXT

2.1 Regional Context

The Morley Activity Centre is located within the City of Bayswater in the suburb of Morley, and approximately 8km north of the Perth Central Business District (CBD). The Centre is well connected to the CBD by car and bus with a direct vehicle link along Beaufort Street. From elsewhere in the region the Centre is accessible via several major arterials including Morley Drive, Tonkin Highway and Guildford Road (refer to Figure 5). Perth Airport is located only 7km away giving access to the resource economy of the north west and national and international business, and Ashfield Industrial Precinct is located 2km to the East. This high degree of connectivity has contributed to Morley being designated a Strategic Metropolitan Centre.

The Morley Activity Centre is situated within the 'Central Sub-Region' of Perth covering an area of 45,290 hectares and has a dominant role in terms of employment and economic, social, and cultural activity. It includes the Perth CBD, the highest order activity centre, along with universities, major hospitals, major sporting infrastructure and the State's pre-eminent culture and arts facilities. Consequently, the residents of the central sub-region enjoy good access to highly skilled jobs and access to consumer services, when compared to residents in the outer sub-regions.

Morley is different from the other two strategic centres in the northern part of the central sub region - Stirling and Midland. Both of these centres have a train station while Morley has a bus station, and both have underdeveloped government owned land and have been given government support through redevelopment agencies.

The suburb of 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 activity 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 SPP 4.2. The Centre is anticipated to serve the population and have an influence within a 10km radius.

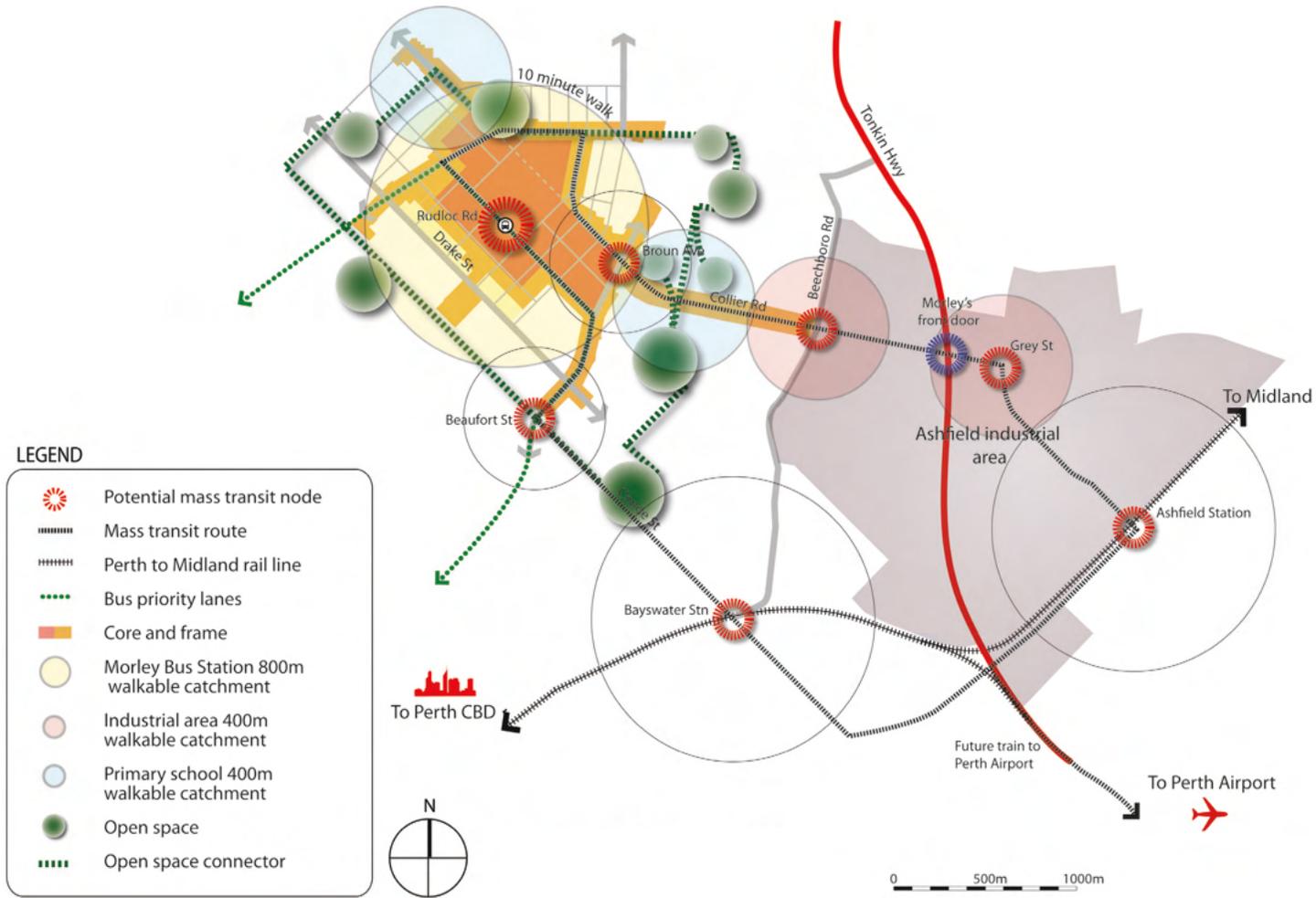


Figure 5 - Activity Centre - Regional Context



2.2 State Planning Context

2.2.1 Draft Perth and Peel @ 3.5 million

The draft Perth and Peel @ 3.5 million provides an overarching strategic framework for the Perth and Peel region for the next 35 years. The document provides guidance on where development should occur to ensure sustainable urban growth, protecting the environment and heritage and making the most effective use of existing infrastructure. The draft Perth and Peel @ 3.5 million sets the context for four draft sub-regional planning frameworks, including the draft Central Sub-Regional Planning Framework relevant to the amendment area. The framework guides infill development, with the aim to deliver a compact and connected city.

2.2.2 Central Sub-regional Planning Framework

The Central Sub-regional Planning Framework is one of four frameworks prepared for the Perth and Peel regions. The framework aims to establish a long-term integrated planning framework for land use and infrastructure, with a focus on guiding future infill growth in the Central Sub-region, including the identification of activity centres.

Activity centres are identified to play a crucial role in the provision of employment and creation of a sense of place by providing social and business activities and services. The aim is to concentrate residential development surrounding activity centres. Morley is identified as a 'Strategic Metropolitan Centre', which is second only to the Perth central area in the activity centres hierarchy.

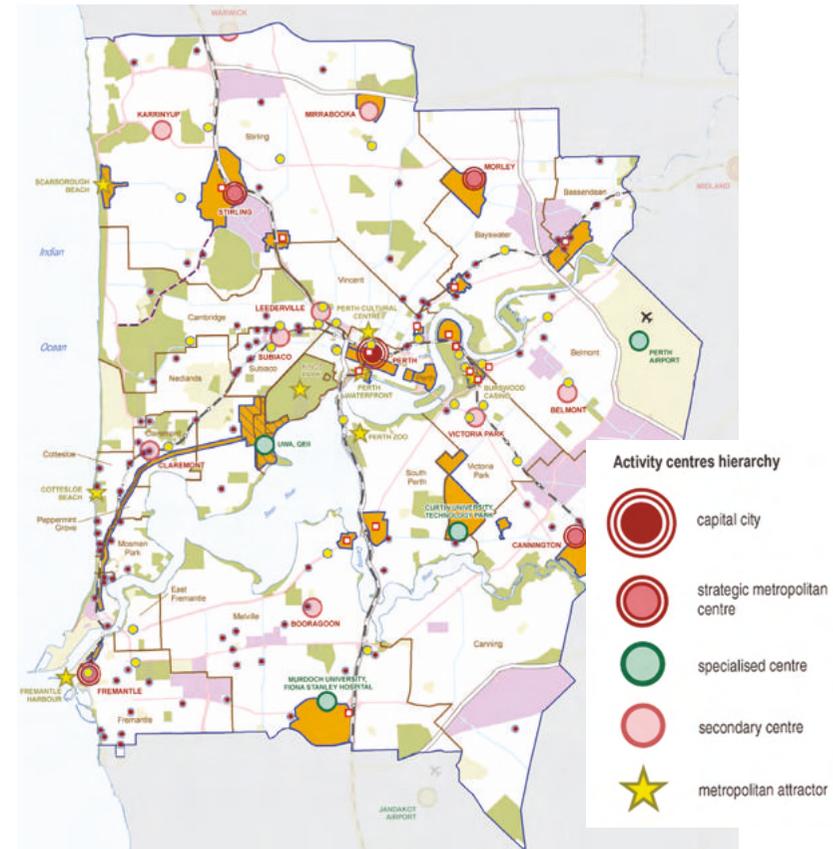


Figure 6: Central Sub-Region Activity Centres and Major Growth Areas

Table 1: Strategic Metropolitan Centres - Functions, Characteristics and Performance Targets

<i>Transport connectivity and accessibility</i>	Important focus for passenger rail and high frequency bus networks.
<i>Typical retail types</i>	Department store/s
	Discount department stores
	Supermarkets
	Full range of speciality shops
<i>Typical office development</i>	Major offices
	State government agencies
<i>Future indicative service population (trade) area</i>	150,000–300,000 persons
<i>Walkable catchment for residential density target</i>	800m
<i>Residential density target per gross hectare</i>	Minimum: 30 dwellings per hectare = 5,452 dwellings for the Morley Activity Centre
	Desirable: 45 dwellings per hectare = 8,179 dwellings for the Morley Activity Centre
<i>Diversity performance target mix of land uses</i>	Retail floor space exceeding 100,000m ² = 50%
	Retail floor space exceeding 50,000m ² = 40%
	Mix of land uses is the proportion of retail floor space to total commercial floor space across the centre.

2.2.3 State Planning Policy 4.2 - Activity Centres for Perth and Peel

In 2010, the WAPC released State Planning Policy 4.2 - Activity Centres for Perth and Peel (SPP 4.2) which specifies broad planning requirements for activity centre development and renewal. SPP 4.2 replaces the previous Metropolitan Centres Policy Statement for the Perth Metropolitan Region, and focuses on greater diversity in land use, consolidated retail development, quality urban design and walkability.

SPP 4.2 defines an Activity Centre as follows:

'Activity Centres are community focal points. They include activities such as commercial, retail, higher-density housing, entertainment, tourism, civic/community, higher education, and medical services. Activity Centres vary in size and diversity and are designed to be well-served by public transport.'

The Morley Activity Centre is currently listed within SPP 4.2 as a 'Strategic Metropolitan Centre' and this Activity Centre Plan has been prepared in accordance with the required format and provisions. Strategic metropolitan centres are the 'main regional Activity Centres' and should provide 'the full range of economic and community services necessary for the communities in their catchments'. Strategic metropolitan centres are expected to share similar characteristics to capital city centres (being Perth CBD) but with a smaller catchment and lesser diversity of services. The key characteristics and performance targets for strategic metropolitan centres are outlined in Table 4.

This Activity Centre Plan has been developed with a diversity of uses and an appropriate distribution of services with respect for the hierarchy of activity centres in the locality. This will ensure that the implementation of this Activity Centre Plan does not impact adversely on the operations of other centres. SPP 4.2 provides residential density targets for each classification of activity centre. It is noted that based on these targets the resulting densities would exceed the projected number of dwellings of between 2,100 and 3,000 as outlined in the Central Sub-Regional Strategy, and is discussed further in Section 3 - Activity.



2.2.4 Metropolitan Region Scheme

Under the provisions of the Metropolitan Region Scheme (MRS), the Morley Activity Centre is covered by two (2) zones being 'Urban' and 'City Centre', and two (2) reserves (refer to Figure 7), with the exception of the John Forrest Secondary College, which is reserved 'Public Purpose - High School'.

2.2.5 State Planning Policy 3.1 - Residential Design Codes (R-Codes)

State Planning Policy 3.1 – Residential Design Codes (R-Codes) provides a comprehensive basis for the control of residential development throughout Western Australia. The R-Codes aim to address emerging design trends, promote sustainability, improve clarity and highlight assessment pathways to facilitate better residential design outcomes.

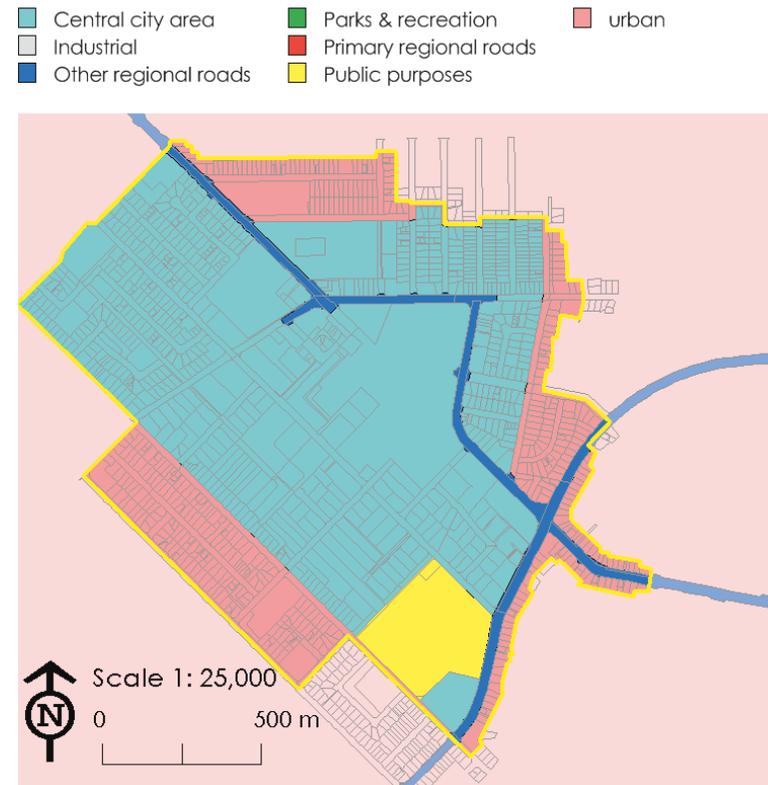


Figure 7 - Metropolitan Region Scheme Zoning Map

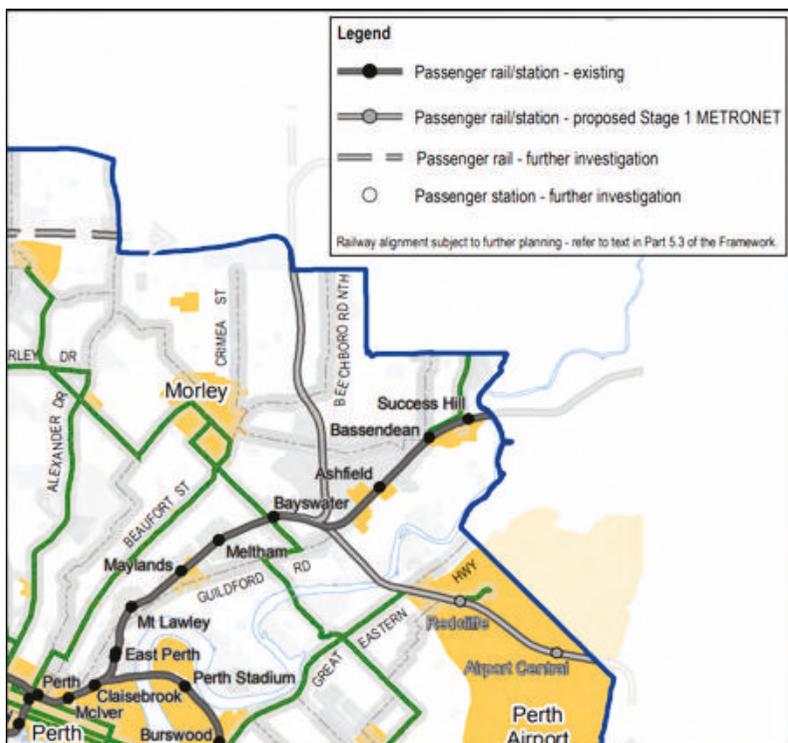


Figure 8: Metronet Stage 1 - Central Sub-regional Planning Framework

2.2.6 Metronet

Metronet is a long term transport plan that will aim to connect Perth’s suburbs, reduce road congestion and meet Perth’s future planning needs. A new train line to Ellenbrook is included in the plan that will serve Perth’s north-east suburbs, support existing communities with improved transport connections and create new communities through integrated station precincts. The new train line and integrated station precincts have the potential to improve accessibility in and around the Morley Activity Centre.



2.2.7 Liveable Neighbourhoods

Liveable Neighbourhoods was prepared by the WAPC to implement the objectives of the State Planning Strategy and focuses on many of the issues outlined in the Morley Activity Centre Plan. Liveable Neighbourhoods promotes walkable mixed-use neighbourhoods where daily needs are within walking distance of most residents. This can help to produce safer, healthier, more sustainable and connected communities. The provisions of this Activity Centre Plan are generally consistent with the objectives of Liveable Neighbourhoods including the following:

- To provide for an urban structure of walkable neighbourhoods clustering to form towns of compatible mixed-uses in order to reduce car dependency for access to employment, retail and community facilities;
- To ensure active street/land use interfaces with buildings fronting onto streets to improve personal safety through increased surveillance and activity;
- To facilitate new development which supports the efficiency of public transport systems and provides safe, direct access to the system for residents;
- To facilitate mixed-use urban development which provides for a wide range of living, employment and leisure opportunities capable of adapting over time as the community changes, and which reflects appropriate community standards of health, safety and amenity;
- To provide a variety of housing size and type to cater for the diverse housing needs of the community at a density that can ultimately support the provision of local services;
- To ensure cost-effective and resource-efficient development to promote affordable housing; and
- To maximise land efficiency wherever possible.

2.2.8 Other Statewide Strategies, Policies and Guidelines

In addition to those outlined above, the following State planning policies, strategies and guidelines have been considered in the preparation of this Activity Centre Plan:

- State Planning Policy 2.9 - Water Resources
- State Planning Policy 3.6 - Development Contributions for Infrastructure
- Better Urban Water Management Guidelines
- Designing Out Crime Guidelines
- Activity Centre Plan Preparation Guidelines

2.3 Local Planning Context

2.3.1 - Town Planning Scheme No. 24

The City of Bayswater previously had two local planning schemes, TPS 23 and TPS 24. The Morley Activity Centre was generally located within the boundaries of TPS 23, while TPS 24 applied to the remainder of the City. TPS 23 came into effect in 2000 to implement the recommendations of the then Morley Regional Centre Activity Centre Plan, which was adopted in 1992. The aim of the Activity Centre Plan was to guide the growth and expansion of the Morley Regional Centre in a manner that would maximise residential, commercial, retail and cultural development potential. However the strategy was largely unsuccessful, with the main issues identified as being:

- A low diversity of permitted and discretionary uses within most precincts;
- Lack of provisions to facilitate high quality design with a strong interface to the street; and
- Retail floor space within the Centre is approaching the 86,000m² maximum as set by TPS 23.

As a result the Morley Activity Centre Plan was initiated to replace TPS 23 and to better guide the future development of the Morley Activity Centre.

An amendment to TPS 24 was recently gazetted. The amendment modified the scheme boundaries to include the Morley Activity Centre into TPS 24, and as a consequence TPS 23 became redundant and was revoked. In addition to changing the scheme boundaries, the scheme amendment changed the zoning of the area comprising of the Morley Activity Centre Plan to 'Centre' and inserted a new schedule of additional requirements that apply to the land, which are consistent with the objectives of the Morley Activity Centre Plan.

2.3.2 City of Bayswater Local Housing Strategy

The City of Bayswater Local Housing Strategy 2012 provides a strategic framework for the City of Bayswater's current and future housing needs.

The key objectives of the Local Housing Strategy are:

- To provide a strategic direction for Council, developers and the community in relation to residential densities and housing issues in the City;
- To facilitate a mix of housing choices to accommodate all ages and diverse lifestyles; and
- To identify locations which have the capacity to accommodate population growth and change.

The Morley Activity Centre is outlined as a 'focus area for change', meaning that it has the capacity to cater for additional residential development, mixed use development and provide a greater variety of housing choice.



2.3.3 Morley City Centre Masterplan

The Morley City Centre Masterplan, completed in 2010, provides new ideas on how to increase business and employment opportunities in the area, provide more housing choices and to ensure that development is environmentally sustainable. Some of the key principles of the Masterplan include the following:

- Emphasising high-quality development;
- Promoting a mix of land uses to deliver a lively and prosperous centre;
- Encouraging lifestyle options such as cafes, restaurants and social and recreational facilities;
- Providing for a range of housing choices;
- Upgrading streetscapes and public spaces;
- Planning for a 'greener' centre; and
- Prioritising pedestrians and 'streets for people' rather than 'roads for cars'.

The Masterplan provides for the Morley Activity Centre to further develop its role as the major retail, commercial and employment node in the City. The Centre will need to evolve over time from a car based commercial centre to an exciting 'place for people', with an appropriate mix of land uses. The Masterplan provides for significant redevelopment opportunities, and proposes buildings of potentially up to 12-16 storeys in the core of the Centre (refer to Figure 9).

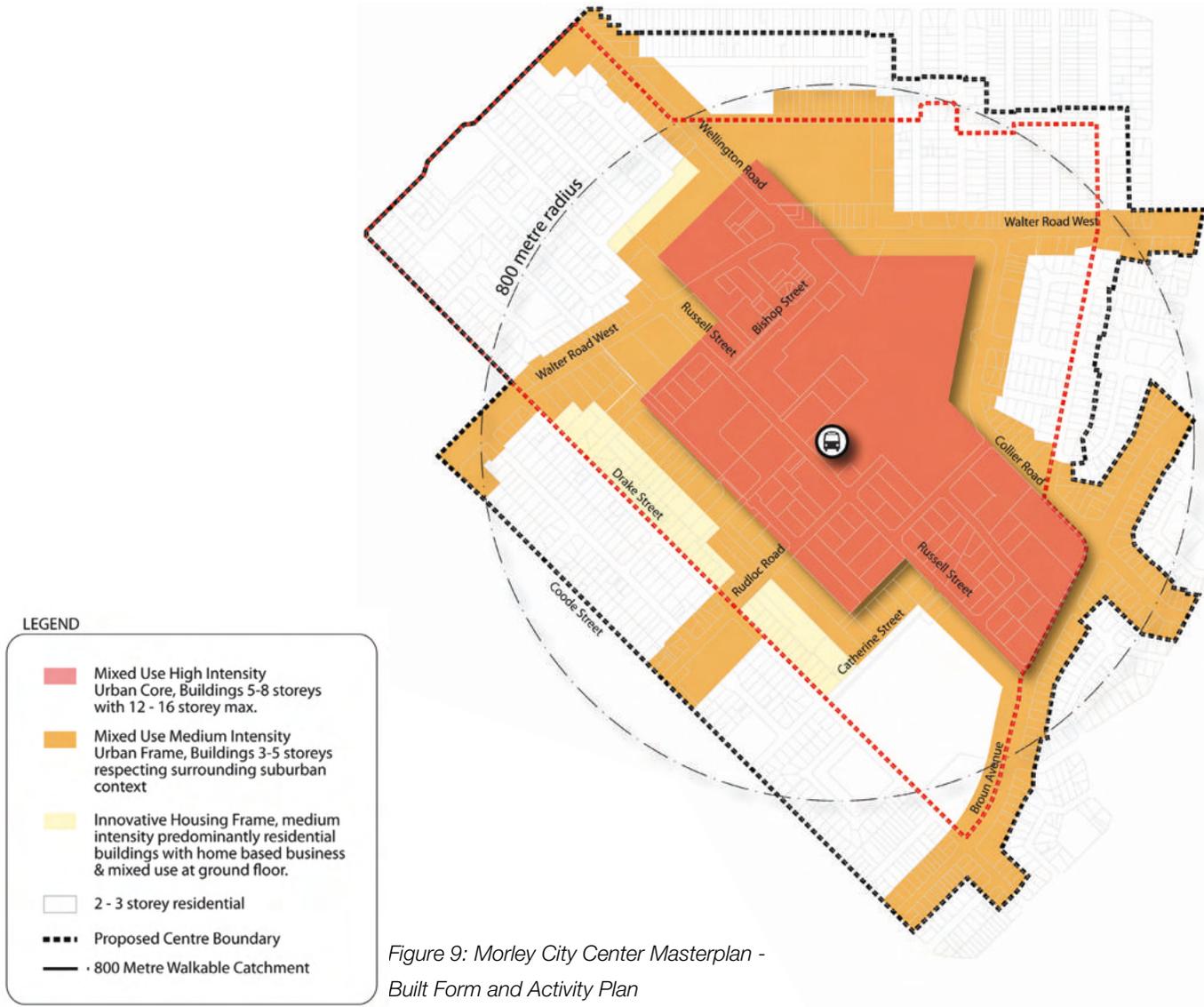


Figure 9: Morley City Center Masterplan - Built Form and Activity Plan



Masterplan Themes

Council endorsed the Morley City Centre Masterplan in October 2010 following widespread community consultation on four (4) potential Masterplan themes as outlined in Figures 10 to 13. The City of Bayswater did not endorse one particular theme when it adopted the Masterplan. Accordingly, this Activity Centre Plan adopts elements from each of the four (4) themes and encourages a hybrid vision. Following review of this Activity Centre Plan (every five (5) years), the local government may re-assess the direction in which the Morley Activity Centre is heading. If appropriate, this Activity Centre Plan may be amended or remodelled in order to guide development and investment to align with the City's objectives.

Implementation of Masterplan

There is a significant amount of work required to implement the Masterplan, the first of which is to prepare this Activity Centre Plan. Other major implementation actions which were outlined include:

- Preparing an Access and Parking Strategy;
- Preparing a Streetscape Enhancement Plan;
- Creating a new 'central park' incorporated with the Russell Street drainage basin (across from Morley Bus Station);
- Upgrading or redeveloping the Les Hansman Centre;
- Upgrading Pat O'Hara Reserve;
- Improving the look, accessibility and public transport services at Morley Bus Station;
- Upgrading local streets; and
- Developing 'living streams' as part of the Bayswater Brook environmental initiative.

MASTERPLAN THEMES:

CIVIC MORLEY

- Intensified core of civic activity (400m).
- Focus on the public realm, creation of places for people.
- Civic access linking public and civic places
- Consolidation of civic uses within the core.

GREEN MORLEY

- Connecting open spaces and living stream elements.
- Focus on reducing ecological footprint of the Activity Centre.
- Sustainable approach to energy, transport, waste and water.
- Adaptive reuse of existing building stock.
- Cycling and walking as priority over cars.

LIVE MORLEY

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

LINK MORLEY

- Diversification of economic activity.
- Intensification of commercial activity along transport corridors, particularly Collier Road.
- Focus on public transport inter-connectivity between transportation nodes.
- Capitalise on knowledge intensive employment opportunities.



Figure 10: Morley City Centre Masterplan - Live Theme



Figure 11: Morley City Centre Masterplan - Civic Theme

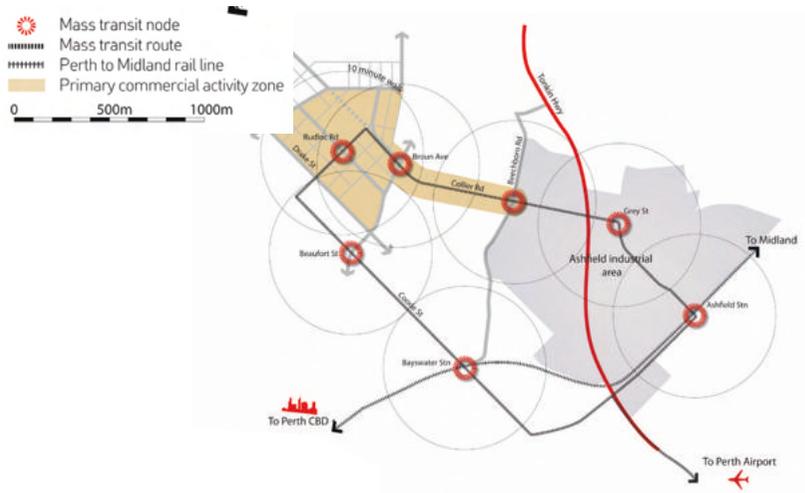


Figure 12: Morley City Centre Masterplan - Link Theme

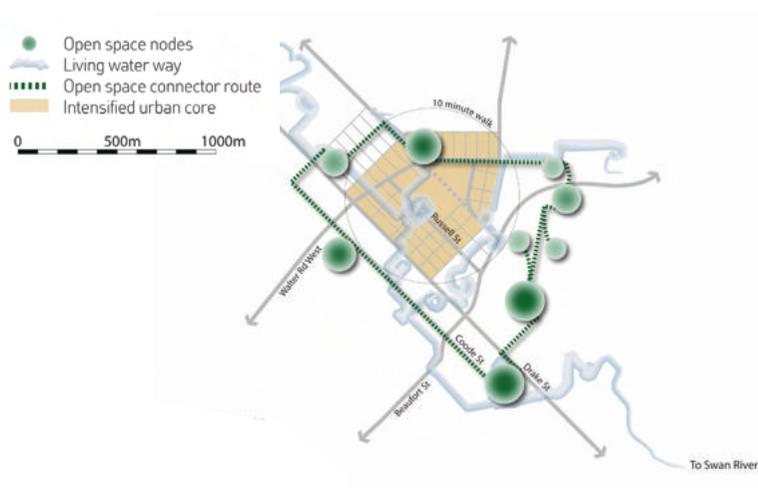


Figure 13: Morley City Centre Masterplan - Green Theme



2.4 Local Context

2.4.1 Existing Conditions

The Morley Activity Centre encompasses an existing developed area with the Galleria Shopping Centre and Morley Bus Station located at its core surrounded by an abundance of surface car parking (refer to Figure 14). Other destination sites in the core include Coventry Village and Bunnings Warehouse. Activities have been located in an ad hoc manner which has resulted in a centre with poor physical connections and relationships. Public spaces are generally framed by car parking areas and are not integrated with buildings.

To the south and the west of the core, there is a light industrial/commercial precinct which encompasses uses such as showrooms, warehouses, car sales yards and automotive repairs. These areas are very car centric and are severely lacking in pedestrian amenity. To the north of the Centre is the Pat O'Hara Reserve recreation facility and the Morley Primary School. The City of Bayswater Civic Centre and the John Forrest Secondary College are located at the southern edge of the Centre. The Activity Centre is surrounded by low to medium density residential development.

This Activity Centre Plan provides an opportunity to develop a vision and strategy for the transformation of the Centre into a regional destination, and in the process address some of these shortfalls.



Figure 14: Morley Activity Centre - Local Context

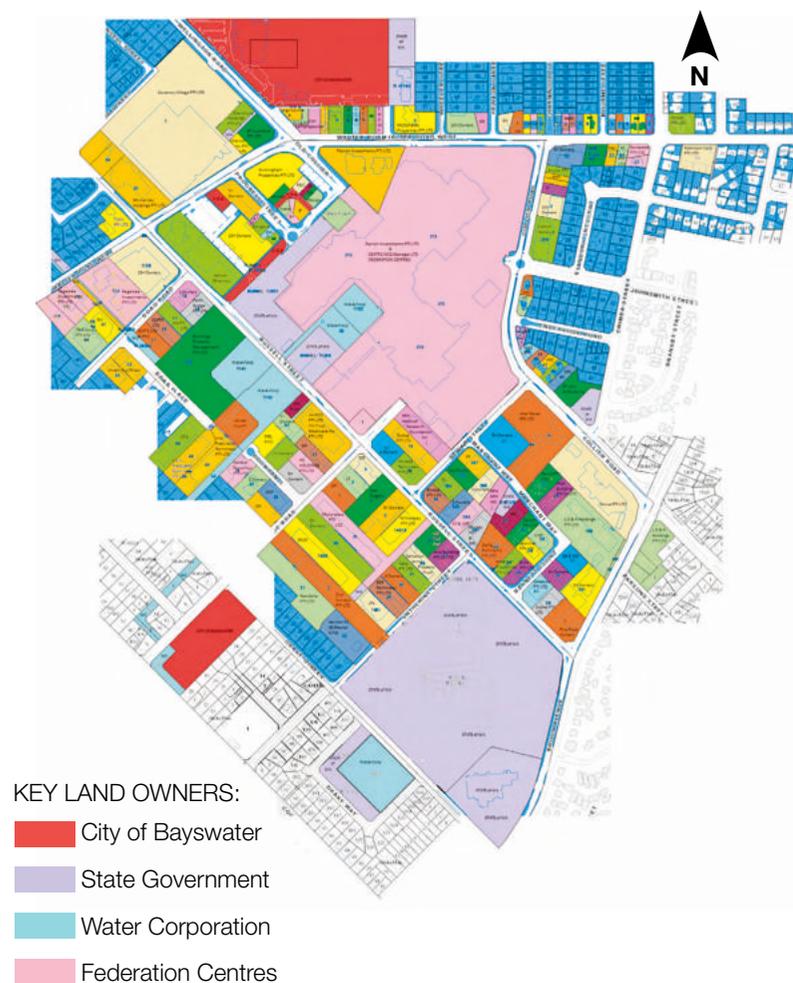


Figure 15: Morley Activity Centre - Parcel Ownership (Existing)

2.4.2 Land Ownership

The Morley Activity Centre area is characterised by fragmented land ownership (refer to Figure 15) and strata titling which has made coordinated redevelopment difficult. The primary land owner in the Activity Centre is Federation Properties whom own Galleria Shopping Centre.

The City of Bayswater's land ownership in the Activity Centre is minimal and includes:

- Les Hansman Community Centre;
- City of Bayswater Civic Centre;
- Morley Sport and Recreation Centre;
- Pat O'Hara Reserve; and
- Rudloc Reserve.

Other key property owners in the Activity Centre include the State government, Water Corporation, whom own several drainage reserves, Coventry Village and Wesfarmers (Bunnings).

2.4.3 Socio-Demographic Characteristics

In 2011 the average household size in Morley (suburb) was 2.6 persons per dwelling, compared to 2.4 for the City of Bayswater, but in line with the Perth metropolitan area and the State. Morley has a significantly higher proportion of residents aged 65 years and over, at 16.0%, when compared to the City of Bayswater at 14.4% and Perth at 12.3%, reflecting the aging population of this suburb.

Income levels in Morley have increased over the past five years, despite being lower than the City of Bayswater. Median family income levels in Morley increased from \$1,109 in 2006 to \$1,401 in 2011. This represents a 27.1% change in family income. Median household incomes increased by a similar percentage. The median house price in Morley is \$485,000 which indicates



that only couples with children have the capacity to purchase dwellings in this area. An increase in housing density and choices should assist in improving access to affordable housing for the local community.

These figures are taken from the recently completed Les Hansman Redevelopment Market Assessment Report (January 2013).

2.4.4 Historical Context

Agricultural uses were prominent in the area 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 kind in Perth.

The 1970s and 1980s saw the development of a number of light industrial uses surrounding the retail core of the city centre. In 1984, the area was declared a 'regional centre' under the State government 'Metropolitan Region Plan' which expanded planning possibilities. Shortly thereafter, the decision was made to re-route Collier Road which set the platform for the Morley Galleria Shopping Centre (refer to Figure 16). In 1994, the Morley Galleria was officially opened. In more recent history, the Coventry Village opened in 2011.

Opportunities exist to improve connections with the history of the area and strengthen the local sense of place.



Figure 16: Aerial Photograph of Morley Activity Centre in 1984

(Source: State Library of Western Australia)



GRINDERS
COFFEE SINGAPORE

THE **BREADBOX** BAKERY
Progress

ACEMOĞLU

DİKKAT KIRILIR
ACEMOĞLU



3 - ACTIVITY

OBJECTIVE

- Support a wide range of retail and commercial premises and promote a competitive retail and commercial market.
- Increase the range of employment (strategic and knowledge) and contribute to the achievement of sub-regional employment self-sufficiency targets.
- Increase the density and diversity of housing to improve land efficiency, housing variety and support Centre facilities.

ACTIVITY

3.1 Economic Profile

Activity is the first of the Activity Centre Plan elements and provides discussion on the current and required levels of ‘activity’ present and planned for the Morley Activity Centre. Activity, as referred to in the context of an activity centre, relates to the social and economic interactions and transactions that occur in a given area. The goal of this Activity Centre Plan is to increase this activity by shaping the pattern of development and mix of land uses, so as to better align jobs, housing, retail and services thereby reducing the time spent travelling and increasing opportunities for social interaction.

3.1.1 Context

The Morley Activity Centre is located within Perth’s central sub-region which encompasses 19 local governments, as illustrated in Figure 17. The central sub-region has a dominant role in the metropolitan area in terms of employment and economic, social, and cultural activity.



Figure 17: Perth Central Sub-region (Source: Pracsys)

Strategic metropolitan centres are defined in SPP 4.2 as:

'...the main regional activity centres. They are multipurpose centres that provide a diversity of uses. These centres provide the full range of economic and community services necessary for the communities in their catchments.'

The majority of high level activity centres, including Morley Activity Centre, currently have a strong retail function more in line with lower level activity centres. Galleria Shopping Centre forms the retail core of Morley Activity Centre, with additional retail in showrooms and light industrial land uses surrounding the shopping centre.

In the activity centres hierarchy, this type of centre is second only to Perth Capital City in terms of catchment population size, residential density targets, and diversity and intensity of commercial activity. Morley is therefore expected to function at a high level in terms of:

- Service population catchment;
- Accessibility and transport connectivity;
- Full range of retail and office floor-space; and
- Residential density.

In order for Morley Activity Centre to reach its potential as a strategic metropolitan centre the function will need to diversify beyond the current focus on retail and population-driven activity to include higher quality employment and strategic activity.

3.2 Aspirations and Performance

3.2.1 Transformation

In order to achieve the Morley Activity Centre vision, significant and targeted economic growth needs to occur for the activity centre to mature from the current form of a big-box retail based centre sleeved with bulky goods and light industrial land uses to a truly diverse, productive, active, liveable centre.

The capacity of the centre to change and the drivers of change need to be well understood, with focussed actions developed to shift the centre from the current path of development to the desired future.

In order for the centre to offer a competitive value proposition in the wider activity centre network, significant points of difference need to be developed. The City of Bayswater will actively engage with stakeholders and the community to promote activity within the Activity Centre, with barriers to land development and redevelopment addressed.

Ultimately Morley Activity Centre needs to develop a single value proposition that is the best example of its type in Perth.

3.2.2 Principles

To support the vision for Morley Activity Centre, a series of principles to target specific areas of intervention have been set and include amenity, activity, accessibility, and de-risking. These principles are designed to create the ideal environment to attract the types of activities and investment into the centre that will fulfill the vision.



Amenity

Urban amenity is used to describe features that provide comfort, convenience or a pleasant experience, or that do not negatively impact on these. Urban amenity can have a significant impact on economic development of an activity centre as it will affect trip generation and length of stay for people using the centre, and the decision of firms to locate within the centre. It can be considered a pre-condition required to facilitate economic transactions. Poor amenity is likely to increase leakage from the catchment for retail and entertainment transactions as people may choose to travel further to access comparable goods and services. It can also limit the economic activation of tenancies as people making a trip for one purpose who are having an unpleasant or neutral experience tend to leave an area quickly rather than staying and undertaking additional transactions.

Accessibility

Accessibility refers to how people get to and from the centre, and move from place to place within the centre. Accessibility is one of the most important tenets of economic development potential for a high level activity centre. Fast, cheap and convenient access through a variety of means to the supply chain of firms and to their customers is one of the fundamental location decisions of firms.

Access can be physical or virtual. The cost of accessing a centre can be a significant cost to a firm. An activity centre that can be accessed through a variety of means is likely to have greater resilience against price shocks for transport means, as access type can be changed when one means becomes too expensive. Examples of how access affects a firm's performance in an activity centre include ability of workers to get to work at the centre, ability of customers to get to goods or services, and ability of products to be delivered from suppliers to firms.

Activity

The types, quality, concentration, diversity and intensity of different user behaviours within a defined area create a place experience. The user groups include residents, workers, visitors and enterprises. These behaviours can be understood by examining the transactions that occur between users, or between users and their environment. A strategic metropolitan centre is expected to support high levels of intense, diverse activity, characterised by a full range of population-driven goods and services as well as strategic (export-oriented) goods and services. Activity should be inclusive for all ages and population segments.

De-risking

Reducing the risk that investors providing new types of activity will take in locating in the centre is important for the success of Morley. This particularly so given the magnitude of the changes that need to occur in order for Morley Activity Centre to mature from its current form to that expected of a strategic metropolitan centre. First movers to the centre will likely face a high degree of risk due to an unproven and unaware market. To attract them in the first place, and to give them a greater chance of being successful, the risk of business failure needs to be responsibly reduced.

A series of actions designed to assist in reducing risk in the short-term have been devised. Additional actions to reduce risk in the future as the centre continues to evolve will need to respond to the state of the centre at that time.

3.2.3 Staging

Maturation to a genuinely diverse centre with 10,000 residents and 10,000 jobs is a long-term prospect likely to continue beyond the life of the Activity Centre Plan. Given the capacity for change, drivers for change and the key challenges Morley Activity Centre is expected to face in fulfilling the activity centre vision and mature, three growth stages for interventions to focus on have been identified:

- Increase population-driven activity
- Develop urbanisation economy
- Develop localisation economy

The potential growth stages are illustrated in Figure 18. Stages have been categorised as being driven by place-based interventions or employment-based interventions. The reality is the two types of interventions interact to push the Morley Activity Centre onto each next growth stage. Improving the quality of place is important to attracting strategic employment, and higher quality employment is important to a diverse, intense activity centre.

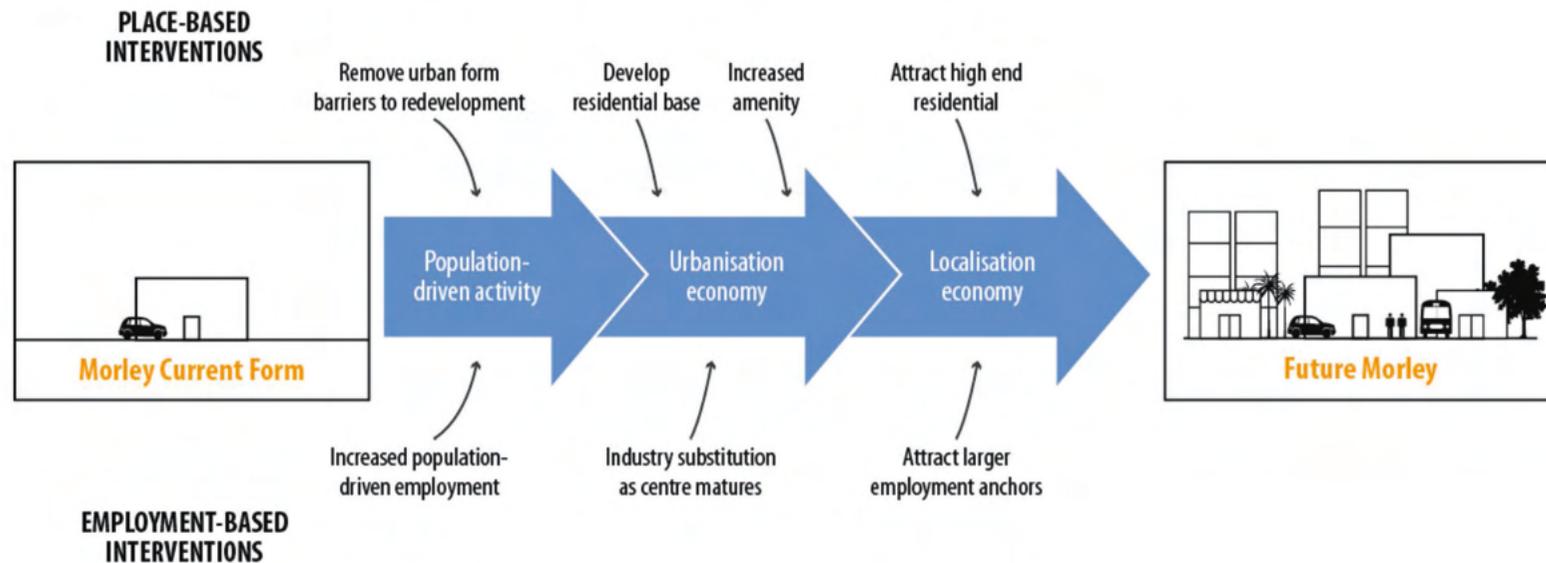


Figure 18: Morley Activity Centre Growth Stages (Source: Pracsys)



Growth Stage 1: Increase Population-Driven Activity

Time-frame: short to medium-term (0 – 10 years)

Population-driven activity includes retail, entertainment, restaurants and cafés, recreation venues, personal services, health services, schools and so on. In the short term it is expected floorspace and employment in these sectors will increase. Initially the employment resulting from this type of activity is expected to be primarily low-knowledge with a view to building on the activity base to high-knowledge population-driven activities in the future.

Increasing the population-driven activity of the centre is a short to medium-term growth stage designed to:

- Build on the existing competitive advantage of Galleria Shopping Centre;
- Expand the existing residential catchment;
- Reduce leakage from the existing residential catchment; and
- Leverage the current trip generation to the centre for retail to generate trips for additional purposes, such as entertainment or to access consumer services

Interventions to increase the amount of population-driven activity are needed to make Morley Activity Centre a more attractive place for businesses to locate and for residential development.

Growth Stage 2: Develop existing Urbanisation Economy

Timeframe: medium term (5-15 years)

Further development of Morley Activity Centre's urbanisation economy will diversify the economy beyond reliance on retail. This is a medium-term growth stage that will leverage the advantages of the existing large-scale retail floorspace within the centre, primarily contained within Galleria Shopping Centre, Coventry Village and in large format retail/bulky goods retail. Based on Morley's proximity to the Perth Airport there may be potential demand for short-stay accommodation, a demand that may increase as commercial and business development grows. The following objectives are suggested to further develop the urbanisation economy:

- Increase the size of the residential catchment within the activity centre through providing higher density residential development;
- Provide additional retail, entertainment and knowledge-intensive consumer services to provide for the wants and needs of the future activity centre residents and increase trip generation from outside the activity centre; and
- Improve virtual and physical accessibility to and within the centre to remove this as a barrier for firms located in the centre.

Growth Stage 3: Develop Localisation Economy

Timeframe: long term (10 years+)

Development of a localisation economy at Morley Activity Centre will be characterised by an agglomeration of similar strategic activities. In order to best position the activity centre to develop a localisation economy, a combination of strategies to remove barriers to firms locating there and increase attractiveness of the centre to firms locating there should be employed. Strategic activity is typically comprised of firms that can locate anywhere, given close enough proximity to their supply chain.

Attracting sufficient strategic activity to form a localisation economy is a long-term growth stage, given the current immaturity of the centre and lack of existing strategic activity around which a localisation economy could be built, such as a university or export industry major office. Objectives and interventions that are part of this economic development strategy are intended to build an environment favourable to strategic activity, rather than pre-empt the types of industries that may locate in the centre in the future. Comparative advantages that may develop in the future will be monitored to ensure that these advantages can be supported by the City of Bayswater.

3.3 Commercial Activity Performance

In 2013, the City of Bayswater engaged Pracys to conduct the Commercial, Retail and Industrial Analysis for the City. This analysis assessed population projections for the Perth central sub-region and in 2011, the resident population of the sub-region was estimated by the ABS Census to be 732,828 people. 'WA Tomorrow 2012' is the State demographer's spatial projections of future population growth and the most recent release is consistent with Directions 2031 and forecasts the population of the central sub-region to reach 898,500 people by 2026.

To accurately assess the performance of the Morley Activity Centre, further metrics were required in addition to the highlevel measures outlined in SPP 4.2 - land use and diversity. The Commercial, Retail and Industrial Analysis broadened these criteria and examined a number of factors including:

- Intensity (land use);
- Diversity;
- Accessibility; and
- Employment (discussed separately in Section 3.2)

The findings are summarised in Table 2 and indicate that Morley Activity Centre currently performs within the average range for retail/commercial intensity and accessibility, but below average for diversity of uses and employment. Whilst the findings are in the average range when compared to strategic metropolitan centres in Perth, when compared to more mature centres in other Australian capital cities such as Melbourne and Sydney, the relative performance of Morley further is diminished. These key performance factors are discussed further in this section followed by an overview of office floor space, retail floor space and residential development.

Centre Name	Level in Hierarchy	Score (/10)	Strengths	Weaknesses	Potential Opportunities
Morley	Strategic Metropolitan	6.36	Accessibility	Intensity Mobility	Residential Employment Intensity

Table 2: Activity Centre Performance Summary

3.3.1 Intensity

Measures employment density within the Centre and residential density within an 800 metre walkable catchment, on the basis that co-locating use groups and activities will produce productivity and efficiency benefits and contribute to centre success.

The Activity Centre Plan sets out the preferred configuration of land uses required to grow and intensify the level of activity within the Centre. The level of activity in Morley is closely linked to the type and quantum of land available for different uses within the Centre as well as the size of the population catchment serving the Centre. Residential dwellings and accommodation such as hotels and serviced apartments are currently non-existent in the core of the Centre and this lack of intensity has impacted its performance and investment into future development.

Morley scored 5.7 out of 10 for the intensity metric (refer to Figure 19). One of the primary factors in measuring intensity is the number of dwellings and the dwelling density within the study area. The Commercial, Retail and Industrial Analysis provided a score of score of 5 out of 10. This reflects the relatively low density nature of Morley, which has been assessed as 6.99 dwellings per gross hectare. To contextualise this, the strategic metropolitan centre target under SPP 4.2 is a minimum of 30 dwellings per gross hectare and a desirable density of 45 dwellings per gross hectare.



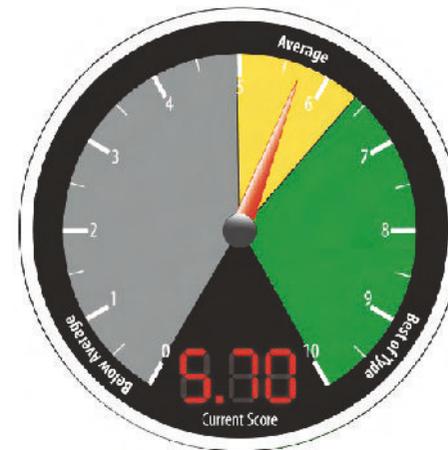
The average dwelling density for strategic metropolitan centres in Perth is 6.74 dwellings per gross hectare, reflecting the traditional separation of commercial and residential land uses within centre boundaries. In comparison, many centres in Sydney currently achieve densities of 20-45 dwellings per gross hectare in addition to high levels of employment density.

The other key measure for intensity is the number of jobs. Morley currently accommodates 42 jobs per hectare, which achieved a score of 6 out of 10 under the Commercial, Retail and Industrial Analysis. The average density for strategic metropolitan centres in Perth is 38 jobs per hectare, although individual centres vary quite significantly, with Rockingham achieving 14 jobs per hectare while Fremantle has 78 jobs per hectare.

Figure 20 shows a comparison of total intensity scores for eight of Perth's strategic metropolitan centres. Morley's total intensity score, as shown in Figure 19, of 5.7 out of 10 is above average in Perth, but still below activity centre targets. To fulfil their role as the highest order centres after the CBD, the Morley Activity Centre needs to significantly increase its scale of activity within intense walkable boundaries.

Morley Activity Centre is challenged by the following:

- The current low intensity of land uses;
- Fragmented land ownership;
- Lack of residential uses within the Centre;
- A heavy focus on private vehicle transport; and
- Low activation outside normal business/ shopping hours.



Source: Pracsys 2013

Figure 19: Intensity Performance for the Morley Activity Centre

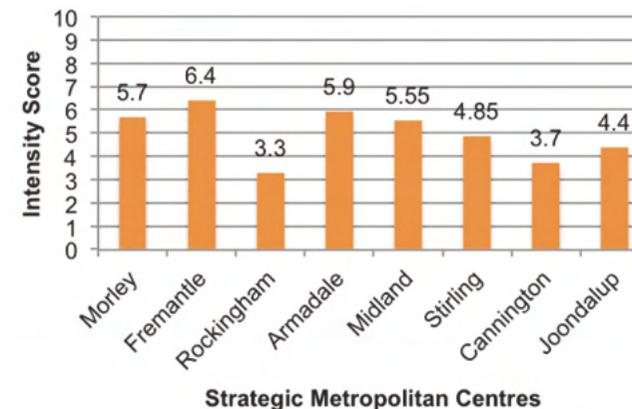


Figure 20: Intensity Performance Against Other Strategic Metropolitan Centres

3.3.2 Diversity

Measures the percentage of mixed use employment within the Centre combined with the equitability index (job distribution), to indicate the diversity of users and activity which are desirable for an economically, environmentally and socially sustainable centre.

Currently, the Morley Activity Centre is lacking in diversity of activity with a strong retail focus centred on the Galleria Shopping Centre, and a large component of light industrial land uses. Limited activity happens in the Centre after business hours and there is a strong need to extend the hours of activity into the evenings and weekends to attract people to make the Centre home.

SPP 4.2 stipulates that where a centre's retail floor space is above 100,000m² NLA, a 50% mix of land uses is required. The mix of land uses refers to the floorspace which is used for activities such as office, health, community, entertainment and recreation uses balanced against the retail floorspace.

The Activity Centre Plan will facilitate the transformation of Morley Activity Centre into a place that fosters local and regional employment and business opportunities that contribute to both commercial and community prosperity within the Centre. As identified in Table 3, this Activity Centre Plan will target a significant change in the current land use profile with the following objectives:

- 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; and
- Identify and encourage uses such as short stay accommodation, conference facilities and other support for business to operate in Morley.

Activity/Use	2010 Existing Floorspace	2031 Target Floorspace
Retail	115,240m ²	110-120,000 m ²
Other Retail	20,000 m ²	30-40,000 m ²
Office/Business	60,000 m ²	120-125,000 m ²
Manufacturing/Distribution Service*	65,000 m ²	65,000 m ²
Health Community and Welfare Services	18,000 m ²	30-40,000 m ²
Culture Entertainment Recreation	19,000 m ²	40-50,000 m ²
Accommodation Hotel/ Serviced Apartments	0	36,000 m ²
Total Floorspace	257,000 m²	460-480,000 m²

* Not included in diversity calculation

Source: Morley City Centre Masterplan 2010

Table 3: Morley Activity Centre Land Use and Diversity - 2010 and 2031 Target (Excludes Residential)

Diversity was calculated by assessing the mix of employment and equitability of land uses. With regard to employment, Morley provides 64% of employment in non-retail sectors, slightly below the strategic metropolitan centre average of 74%. With regard to land uses, the assessment ranked Morley as achieving an equitability index of 0.78, which placed it slightly above the strategic metropolitan centres average of 0.76.



Combining the two metrics generates a total diversity score for Morley of 6.50 out of 10 (refer to Figure 21), compared with an average of 6.98 in Perth's strategic metropolitan centres. Figure 22 shows the comparison scores for the centres.

Morley has the opportunity to improve activity diversity through development of knowledge-based producer and consumer services in fields such as health and professional services, legal and accounting services. As the Centre moves away from an internal retail focus towards becoming a community and business hub for the City of Bayswater, scores for both the mixed use component and equitability index should improve.

Table 4 demonstrates that the current mix of land uses is consistent with the 50% diversity target as required by SPP 4.2. As at 2010, the mix of land uses was calculated as 61%. It is expected that the provisions of this Activity Centre Plan will continue to facilitate the appropriate mix of land uses within the Activity Centre. For example, any major retail development is required to provide 2,000m² non-retail commercial floorspace in order to balance the effects of retail development. Additionally, shop-front retail uses are discretionary outside of the Central Core area, which allows the City of Bayswater to target the location of such development.



Source: Pracsys 2013

Figure 21: Diversity Performance for the Morley Activity Centre

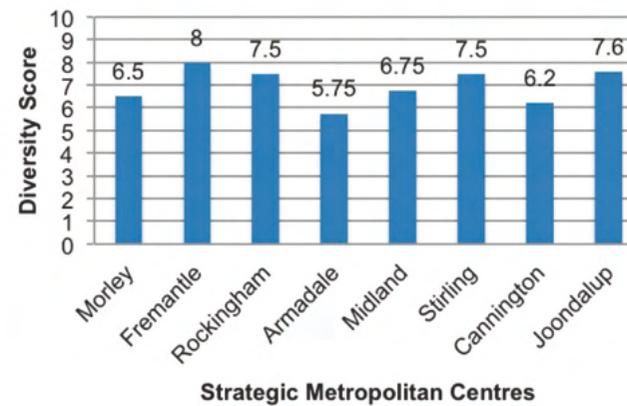


Figure 22: Diversity Performance Against Other Strategic Metropolitan Centres



Source: Pracsys 2013

Figure 23: Accessibility Performance for the Morley Activity Centre

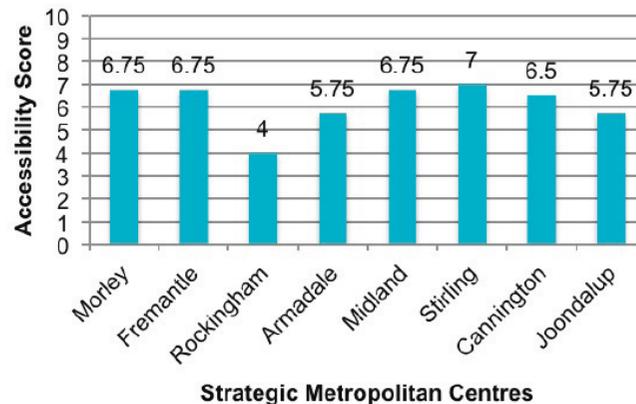


Figure 24: Accessibility Performance Against Other Strategic Metropolitan Centres

3.3.3 Accessibility

Combines a transport infrastructure assessment and connectivity with the CBD and other centres, to indicate how accessible the Centre is to a wide mix of user groups utilising different modes of transport.

The Morley Activity Centre is located 8km from the Perth CBD, and is in fairly close proximity to the Perth Airport, industrial employment nodes at Malaga and Ashfield, and TOD-based main streets along the Perth-Midland railway line. In this regard, it achieves a connectivity score of 7.5, which is higher than the average of Perth’s strategic metropolitan centres.

Although the Centre is approximately 3km from Meltham and Bayswater stations, it does not contain a train station. The Morley Bus Station, a regional bus interchange, is located centrally and is well-integrated with the Centre’s key activities. This generates a transport infrastructure score of 6.0 out of 10, below the average score of 7.88 of the comparison centres – most of which contain a train station.

Morley’s total accessibility score is 6.75 out of 10, which is above the average Perth strategic metropolitan centre (refer to Figures 23 and 24). If public transport were substantially improved, Morley could have the opportunity to maximise its value proposition through public transport connections with knowledge centres and the labour force catchment.



3.4 Future Employment

3.4.1 Regional Employment

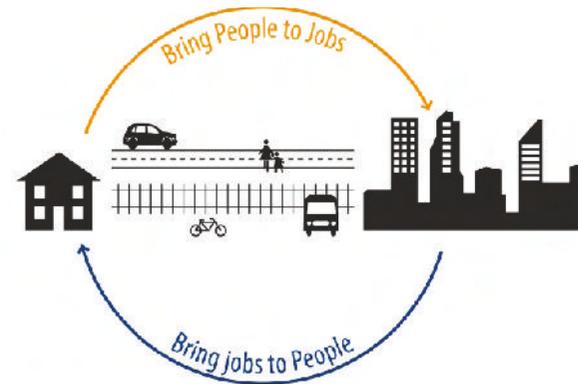
One of the primary objectives of Directions 2031 is to more closely align the spatial location of people's place of residence and place of work. The rationale behind this is that by increasing employment self sufficiency (ESS), employment self-containment (ESC) will also increase. Directions 2031 addresses the challenge of aligning residents and employment by imposing ESS targets on existing residential areas. This challenge is graphically illustrated in Figure 25.

Directions 2031 identifies the 'Connected City' model as the preferred medium density future growth scenario for the Perth and Peel regions. The Connected City scenario is expected to deliver improved levels of ESS across the outer sub-regional areas. Due to the concentration of existing commercial and employment centres, the central sub-region has a high level of ESS.

Table 5 summarises the employment requirement for the central sub-region in 2026, based on the population projections contained in WA Tomorrow (2012). Under this scenario, approximately 85,000 additional employment opportunities will be required in the central sub-region by 2026 to maintain the existing ESS of 122%, meaning that the total number of jobs is 22% higher than the total labour force. Of this additional employment, approximately 36,000 jobs will need to be population driven.

Employment self containment (ESC) – is the proportion of jobs located in a geographic area that are occupied by residents of the same area, relative to the total number of working residents of that area.

Employment self-sufficiency (ESS) – is the proportion of jobs located in a geographic area (region, corridor, local government) relative to the residents in that same area who are employed in the workforce. For example, if the area has 1,000 employed residents and 450 local jobs available, the employment self sufficiency rate is 45%.



Source: Pracsys 2011

Figure 25: Aligning Residents with Jobs (Source: Pracsys)

Characteristic	2011	2026	Difference
Residents	732,828	898,500	+165,672
Labour Force	391,013	463,073	+72,080
Total Jobs	475,141	562,797	+84,131
Population- Driven Jobs	368,244	404,431	+36,187
Strategic Jobs	106,897	158,365	+51,468
Employment Self Sufficiency	122%	122%	0%
Population-Driven Jobs Per Resident	0.50	0.45	-0.05

Source: ABS Census of Population and Housing 2011, Directions 2031 Spatial Framework for Perth and Peel, Pracsys Analysis 2013)

Table 4: Central Sub-region Employment Requirements

Employment Type	2011 Centre Based	Future Centre Based	Gap
Consumer and Producer Services	242,665	272,276	+29,612
Knowledge intensive Consumer Services	47,608	54,290	+6,683
Strategic (KIEO) Employment	91,717	135,876	+44,159
Total	381,989	462,443	+80,454

Source: ABS Census of Population and Housing and Pracsys Analysis 2013

Table 5: Central Sub-region Activity Centre Based Employment

This reflects an overall fall in the level of population driven employment per resident in the central sub-region, as it is assumed by both Directions 2031 and the employment allocation modelling that this activity will continue to be increasingly decentralised to the outer sub-regions to support the achievement of their ESS targets. The central sub-region will therefore need to attract or generate strategic employment to meet its own ESS target. An estimated 51,500 strategic employment opportunities will be required by 2026.

Central to both Directions 2031 and SPP 4.2 is the objective that employment in Perth and Peel should be increasingly located in activity centres dispersed across the populated area. Different employment types have different locational requirements and therefore some employment types are more likely than others to develop within activity centres. Based on the employment allocation analysis conducted for this study, an estimated 84% of total central sub-region employment, or 95% of all net new employment, will be located in activity centres at 2026. Table 5 outlines the activity centre based employment targets for the central sub-region at 2026.



3.4.2 Local Employment

As a strategic metropolitan centre, the Morley Activity Centre is the most important commercial centre in the local area and is under growing pressure to provide both increased and higher quality employment.

The Commercial, Retail and Industrial Analysis found that the Morley Activity Centre currently provides 4,938 jobs. By comparison, the following levels of employment were assessed in other commercial centres in the City of Bayswater:

- Bayswater/Ashfield Industrial Area - 8,106 jobs;
- Maylands Town Centre - 2,115 jobs;
- Bayswater Town Centre - 2,061 jobs; and
- Noranda Town Centre - 797 jobs.

The Morley Activity Centre provides the highest level of employment among activity centres in the City of Bayswater, with the exception of the main industrial area. The number of jobs in the Morley Activity Centre is greater than the next three (3) largest centres in the City of Bayswater combined. A breakdown of these jobs by sector is shown in Figure 26, based on a 2008 WAPC study of Strategic City Centres. Whilst there is a variety of industries and land uses, employment in Morley is generally dominated by the retail sector (40% shop retail and 6% other retail). The office/business sector provides the next highest proportion of jobs at 27%.

The employment profile of the Morley Activity Centre is accompanied by a relatively low employment density. Currently, the employment density of Morley is 42 jobs per gross hectare. By comparison the employment density is approximately half that of Fremantle, which is also a strategic metropolitan centre under SPP 4.2. Increased employment density will have a positive impact on a number of factors such as a mix of users (residents, workers, and visitors), available expenditure, centre design and accessibility.

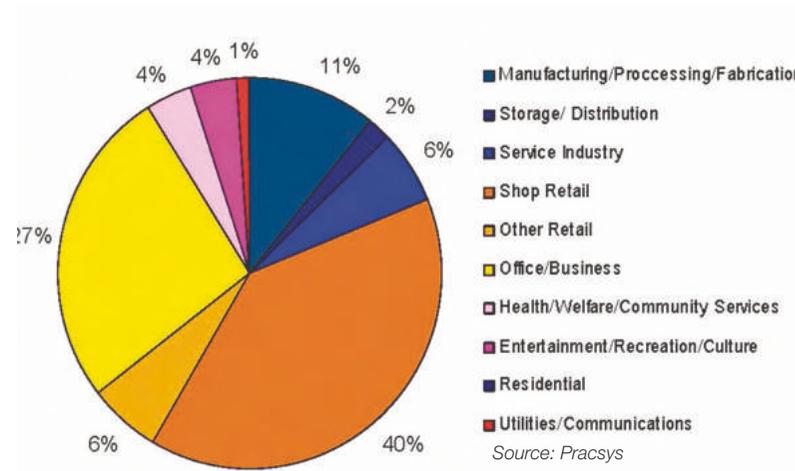
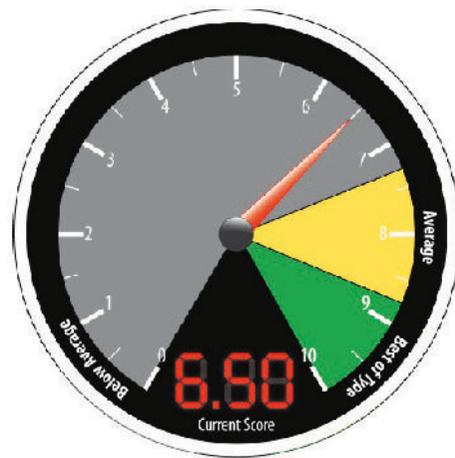


Figure 26: Employment in Morley Activity Centre by Sector (2008)



Source: Praxis 2013

Figure 27: Employment Performance for the Morley Activity Centre

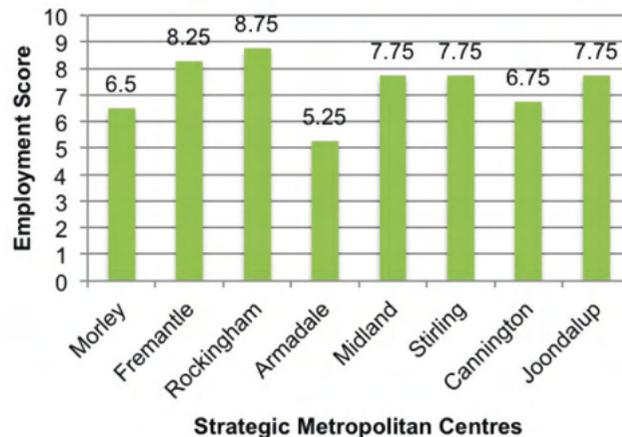


Figure 28: Employment Performance Against Other Strategic Metropolitan Centres

3.4.3 Employment Quality

The Commercial, Retail and Industrial Analysis assessed the status of employment within the Morley Activity Centre.

The Employment score measures the employment quantum combined with the employment quality index to determine the quantity and quality of employment.

It is important to measure the quality and quantity of employment, as it is a key driver for ensuring the sustainability of local economies and is the main driver of the collective standard of living. Quantity of employment refers to the number of jobs directly situated within a defined activity centre. Quality of employment differentiates between types of jobs, and can be strategic or population-driven and can vary in its knowledge intensity.

Population-driven employment may be defined as employment resulting from economic activity servicing the needs of a particular population.

High quality employment (strategic or knowledge) drives economic development and facilitates higher levels of employment self-sufficiency.

- **Strategic employment** results from economic activity focused on the creation and transfer of goods and services to an external market.
- **Knowledge-intensity** is measured as the degree of education required for the occupation.

Figure 27 shows the employment metric for the Morley Activity Centre. The score of 6.50 places it in the 'below average' range. When compared to other strategic metropolitan centres in the Perth metropolitan area (Mandurah and Yanchep excluded), the Morley Activity Centre ranks the second lowest, above Armadale (refer to Figure 28).



Through the designation of appropriate land uses, development standards, and provision of key infrastructure this Activity Centre Plan aims to increase the employment score such that it is within at least the 'average' or preferably the 'best of type' range.

In order for Morley to mature as a centre and fulfil its requirements as a strategic metropolitan centre, it must not only increase its levels of employment, but also increase the number of knowledge intensive or strategic jobs. The Morley Activity Centre is relatively immature, that is, the Centre is dominated by consumer and producer services which account for 85% of all employment at Morley. Consequently, surrounding residents are generally required to commute to the Perth CBD and other strategic centres to access high quality employment (knowledge intensive consumer services and strategic jobs). Analysis of Morley's industry mix identifies that 13% of employment is considered high quality or 'strategic' in nature (refer to Figure 29). This is slightly lower than the strategic metropolitan centre average of 14%.

As the Morley Activity Centre matures from its inception as primarily a retail centre, its scale and quality of employment are expected to increase. A focus on knowledge-based businesses in commercial office development will enable Morley to compare more favourably with centres that contain institutional or industrial infrastructure. Improving employment quality is considered essential to achieve the goals of this Activity Centre Plan.

3.4.4 Employment Targets

Table 6 summarises the activity centre employment targets for the City of Bayswater. It is projected that approximately 1,800 additional jobs will need to be created in the City of Bayswater's activity centres by 2026. This figure represents the minimum employment figures required to achieve the employment self-sufficiency targets set within Directions 2031.

Of these additional jobs, it is projected that 743 jobs will be created in the Morley Activity Centre by 2026 and the Commercial, Retail and Industrial

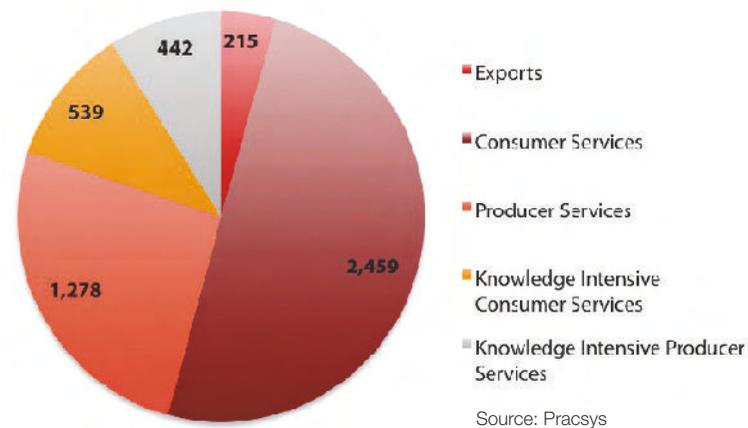


Figure 29: Morley Activity Centre Employment Quality (Source: Pracsys 2013 and ABS Census 2011)

Analysis reports that it is almost certain that these targets will be exceeded. These targets are based on the assumption that the level of population driven employment per capita (which reflect the level of servicing) in the southern sub-regions will increase. If this does not occur, all centres in the City of Bayswater will experience greater pressure for growth and development of population driven activity. A recent Economic Analysis (Urbis, 2014) developed for Federation Centres, owners of the Galleria Shopping Centre, estimates the potential employment increase by 2031 at 11,600 employees.

If the residential population grows at a faster rate than the employment opportunities, then levels of Employment Self Sufficiency (ESS) will fall. The City of Bayswater local government area has experienced falling rates of employment self-sufficiency, from 62% in 2001 to 55% in 2011. In this time, the City has seen growth of an additional 7,256 residents (of which 5,714 are in the labour force) but there have only been 1,044 new jobs created.

In order to sustainably accommodate projections for an additional 6,336

Activity Centre	Estimated Employment 2011 (Jobs)	Target Employment 2026 (Jobs)	Gap (Jobs)
Morley	4,672	5,415	743
Bayswater/ Bassendean Industrial Area	7,542	8,100	558
Maylands	2,118	2,504	386
Noranda	798	913	115
Total	15,130	16,932	1,802

Source: ABS Journey to Work 2011; Pracsys 2013

Table 6: City of Bayswater Directions 2031 Implied Employment Targets

Year	2001	2006	2011	2026 Projection
Residents	54,008	55,803	61,264	67,600
Labour Force	27,627	29,109	33,341	36,789
Total Jobs	17,214	17,822	18,258	22,809
ESS	62%	61%	55%	62%

Source: Pracsys Analysis of ABS Census and WA Tomorrow

Table 7: Employment Self Sufficiency

residents within the City of Bayswater by 2026, increased job growth will be necessary. Maintaining the current ESS of 55% will require an additional 1,888 jobs, and to take ESS back up to 2001 levels (of 62%) will necessitate an additional 4,551 jobs by 2026. Table 7 illustrates the past, current and projected residents and jobs for the City of Bayswater.

Activity centres play a crucial role in creating, attracting and retaining employment. This means that the successful development of the Morley Activity Centre will be necessary to ensure that the City of Bayswater can continue to grow in a sustainable manner, enabling the City of Bayswater residents to access the employment and amenities that they require.

3.4.5 Economic Maturity and Centre Performance

Under Directions 2031 and SPP 4.2, strategic metropolitan centres such as Morley are second only to Perth Capital City in terms of catchment population size, residential density targets, diversity and intensity of activity.

As such, the Morley Activity Centre is required to function at a high level in the following ways:

- Support a wide range of retail and commercial uses and promote a competitive retail and commercial market;
- Increase the range of employment in activity centres and contribute to the achievement of sub-regional employment self-sufficiency targets; and
- Increase the density and diversity of housing in and around activity centres to improve land efficiency, housing variety and support centre facilities.



In order to function at a high level, an activity centre must have a high degree of economic maturity. 'Maturity' is distinct from a centre's position in the SPP 4.2 hierarchy as it provides an in-depth understanding of the commercial focus of a centre and how a centre functions. The economic maturity of a centre is greatly determined by the proportion of high quality employment located there.

In order to reach maturity, the Morley Activity Centre needs to change and grow from a population driven centre characterised by a low diversity of retail focused activity to a more mature centre characterised by a diversity of population driven and strategic activity. The Morley Activity Centre is expected to provide high order knowledge intensive export oriented jobs, services and facilities to the subregion in order to reduce the growing pressure and congestion in the Perth CBD.

3.5 Office Floor Space

SPP 4.2 determines that major offices should be located in the Perth Capital City and in strategic metropolitan, secondary and specialised centres (where appropriate). The presence of strategic industries within a local economy is both critical to its long-term prosperity and resilience and help to improve employment self sufficiency. State and local governments and other public authorities should, wherever possible, locate offices within higher-order activity centres.

The decentralisation of State government offices is part of the broader Directions 2031 strategy. Currently, the Morley Activity Centre may not be sufficiently attractive to prospective government departments due to lack of train access, however there is potential for this to be explored in the future through a robust business case.

3.5.1 Current Office Floor Space

The Commercial, Retail and Industrial Analysis considered two different types of office floorspace in the analysis; population-driven and strategic offices. Population-driven offices accommodate industries or jobs directly related to servicing the needs of a specific catchment population such as accountants and real estate agents. Currently, 71% of office floorspace across the City of Bayswater is population-driven office floorspace.

Strategic offices are those occupied by strategic industries, i.e. industries that require significant levels of expertise and/or intellectual effort. The location of strategic industries is not driven purely by population growth but rather by a range of factors that contribute to the business's competitive advantage, such as the ability to co-locate with complementary specialised businesses. Currently, only 29% of office floorspace across the City of Bayswater is occupied by strategic industries and a significant proportion of these are located in the City's industrial areas.

3.5.2 Projected Office Floor Space

The location of population-driven businesses will be largely determined by the location of population growth, as well as activity centre scale and maturity. The Commercial, Retail and Industrial Analysis projects that the City of Bayswater, as a whole, could support approximately 76,000m² of population-driven office by 2022, compared to approximately 65,000m² in 2008. It is expected that a high proportion of this growth will occur in and around the Morley Activity Centre.

The Commercial, Retail and Industrial Analysis reports that it is important to attract more strategic industries to the City's non-industrial activity centres, and that this will help to improve the City's ESS.

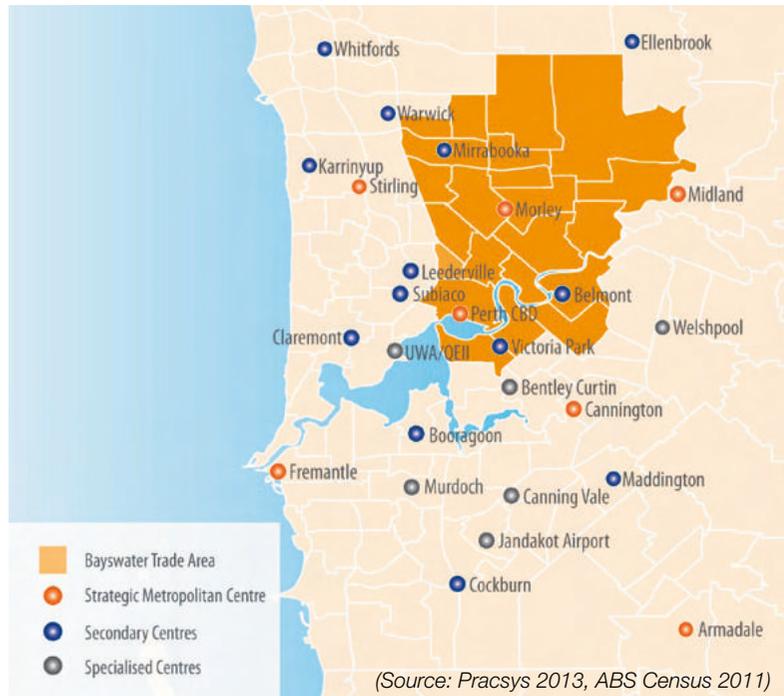


Figure 30: Morley Activity Centre Main Trade Area

3.6 Retail Floor Space

The Morley Activity Centre provides the largest retail offering in the City of Bayswater. Its catchment area reaches north to Warwick, east to Midland, west to Subiaco and south to Victoria Park (refer to Figure 30).

3.6.1 Current Retail Floor Space

The Commercial, Retail and Industrial Analysis reports that the Morley Activity Centre currently contains 115,240m² of retail floor space (of which approximately 64,550m² is contained within the Galleria Shopping Centre).

This Activity Centre Plan does not restrict retail floor space in the Activity Centre due to its role as a strategic metropolitan centre. An increase in retail floor space is likely to increase the size of the catchment for the Activity Centre as well as the attractiveness of the retail offer.

3.6.2 Projected Retail Floor Space

Demand for goods and services across the City of Bayswater has been modelled over a nine year time period from 2013 to 2022. The modelling takes into account population growth across the Perth Metropolitan Region, and known or likely expansions of floor space. Two scenarios, a high growth scenario and a low growth scenario, have been used to determine the likely range of floor space required in the future.



High Growth Scenario

In the high growth scenario only retail floorspace within the Morley Activity Centre was increased, with floorspace at all other centres in the City of Bayswater held static. In this scenario, the growth of dwellings was concentrated around the Activity Centre, with only incremental growth across the remainder of the City of Bayswater (e.g. from subdivision of existing lots and construction of ancillary dwellings). Retail floorspace growth within the Centre has been assumed to occur in three different ways:

- Slow growth of floorspace and dwellings from 2015 to 2022 in small developments around the Galleria Shopping Centre;
- An expansion of retail floorspace at Galleria Shopping Centre in 2018; and
- A further expansion of retail floorspace at Galleria Shopping Centre in 2022.

The result of these expansions can be seen in Figure 31, with demand at the Centre increasing as the floorspace supply is increased, meaning the Centre has become more attractive due to its larger offer. The increase in the number of dwellings around the Centre is aligned with floorspace supply increases, resulting in higher local demand. These changes are expected to result in the amount of floorspace remaining close to the maximum supportable floorspace for the modelling period.

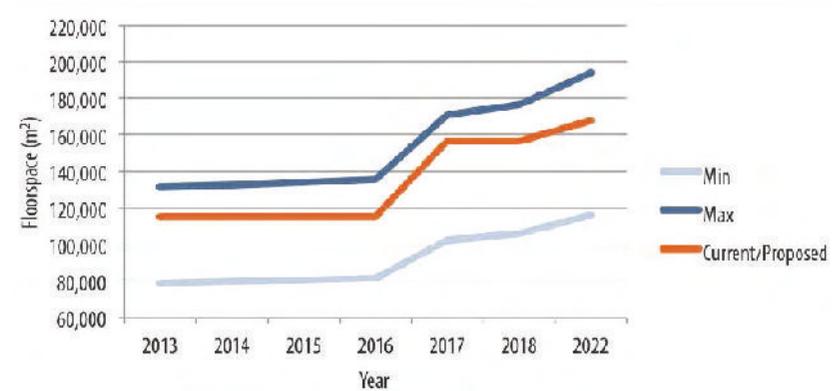


Figure 31: Retail Floorspace Projections - High Growth Scenario

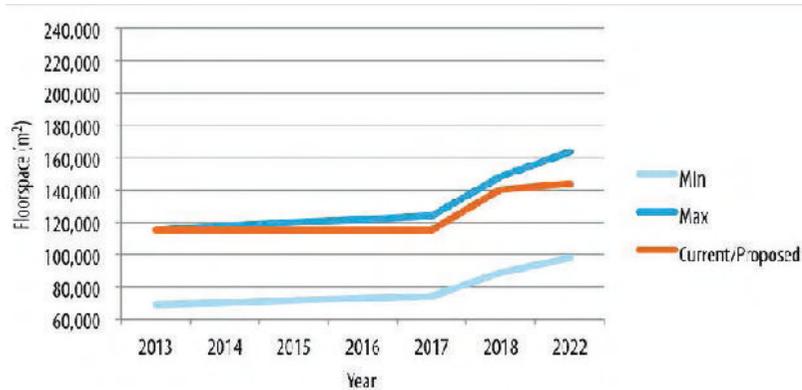


Figure 32: Retail Floorspace Projections - Low Growth Scenario

	Current (2013)	High Growth Scenario (2022)	Low Growth Scenario (2022)
Projected Retail Floorspace	115,240 m ²	168,100 m ²	144,080 m ²
Maximum Supportable Retail Floorspace	N/A	193,770 m ²	163,444 m ²

Table 8: Retail Floorspace Projections

Low Growth Scenario

In the low growth scenario, half of the new floorspace has been allocated to Morley Activity Centre, with the remainder spread across the City's activity centres and other non-industrial centres. Under this scenario, growth in retail floor space within the Centre has been assumed to occur in two different ways:

- Slow growth of floor space and dwellings from 2015 to 2022, as small developments around the Galleria Shopping Centre are built; and
- A single expansion of Galleria Shopping Centre in 2018.

Similar to the changes under the previous scenario, the amount of floor space within the Centre is expected to continue to remain close to the maximum supportable floor space for the location (refer to Figure 32).

Given an additional 3,200 households in the City by 2022, at least an additional 46,000m² of retail floor space is likely to be supported across the City (refer to Table 8), the balance of which will be accommodated within the Morley Activity Centre. Furthermore, retail demand may increase with little or no influence from the City due to increasing levels of affluence within the catchment area as the population matures, older suburbs are gentrified and natural population growth increases the size of the catchment.



3.7 Population and Dwellings

A certain level of shopping, entertainment and lifestyle amenity is expected of urban development projects but this in turn needs to grow and evolve along with the growing sense of place and level of activity. A key challenge for the Centre will be to generate sufficient levels of intensity and diversity and a substantially increased residential population will be important in extending the nature and size of the user groups that interact with the Centre.

SPP 4.2 encourages higher density residential development within the 800m walkable catchment of an activity centre. The minimum density required for a strategic metropolitan centre is 30 dwellings per gross hectare whilst the desirable density is 45 dwellings per gross hectare. Based on these standards and the area of the Morley Activity Centre, the residential density targets are as follows (refer to the Appendices for working calculations):

Minimum Density:	5,452 dwellings
Desirable Density:	8,179 dwellings

The Activity Centre Plan aims to accommodate between 5,500 to 8,200 new dwellings in the Centre which would result in a population of over 10,000 people living within 800m of the central core and the Morley Bus Station. Such a large increase in the population of the Centre will drive a significant uplift in activity including demand for goods and services which will in turn provide substantial demand and opportunities for employment within the Centre. It is noted that these figures exceed the projected number of dwellings of between 2,800 and 3,800 as outlined in the Central Sub-Regional Strategy.

A dwelling yield analysis has been developed for the Morley Activity Centre based on the proposed Residential Coding Plan and the range of takeups (low, medium and high) applied in the Central Metropolitan Perth Sub Regional Strategy. The resulting yield ranges from 5,887 dwellings based on a 70% takeup to 7,989 dwellings based on a 95% takeup. This range of potential yields is closely aligned with the density targets of SPP 4.2.

A desktop analysis determined that there are currently 1,270 dwellings in the Morley Activity Centre, equating to a density of seven (7) dwellings per gross hectare. However, most of the residential areas are on the periphery of the Centre (i.e. situated more than 400m walking distance from the train station) and residential uses are significantly under-developed in the Central and Outers Cores. While the existing residential areas will contribute to the additional dwelling yield, the greater portion of these dwellings will most likely be provided in these inner core precincts.

The Central Core, Outer Core and Mixed Business precincts do not stipulate a maximum density and the Central Core has no height limits (building form is controlled through setbacks and other development standards). It is therefore possible for the entire dwelling yield to be provided within these precincts. This is considered unlikely though given that there are currently no dwellings in this area. Therefore the existing residential area will need to accommodate more medium density development.

The modifications to residential density zonings across the Activity Centre have largely been made to accord with densities for comparable Centres. Density codings are higher along major roads to provide an urban corridor and a sense of arrival upon entry to the Activity Centre.





4 - MOVEMENT

OBJECTIVES

- Provide sufficient development intensity and land use mix to support high-frequency public transport.
- Maximise access to activity centres by walking, cycling and public transport while reducing private car trips.
- Develop a hierarchy of streets designed to accommodate desired transportation modes.

MOVEMENT

4.1 Regional Perspective

The Morley Activity Centre is located approximately eight (8) kilometres north of the Perth Central Business District (CBD) at the meeting point of several major roads including Walter Road West, Broun Avenue/Beaufort Street, Collier Road, Wellington Road and Crimea Street. Collier Road provides a direct connection to nearby Tonkin Highway (refer to Figure 33). The Activity Centre Plan reflects these key connections and aims to promote greater connectivity within the region.

Currently, access to the Centre is provided almost exclusively by road, and primarily by private vehicle. The Morley Bus Station operates as an interchange servicing high frequency services from both the surrounding residential neighbourhoods and to and from the Perth CBD. The provision of infrastructure for pedestrians and cyclists is generally poor.

As the Centre develops, increasing demand for access both within and from surrounding areas may have adverse environmental and quality of life impacts due to increased peak period traffic congestion. This Activity Centre Plan proposes a shift away from the current heavy reliance on private vehicles.

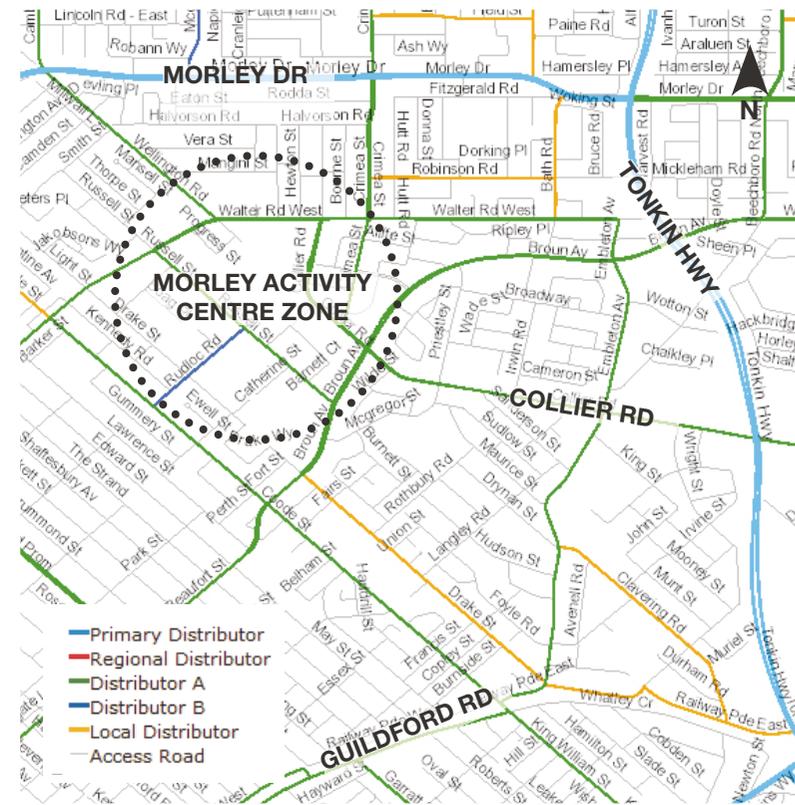


Figure 33 - Main Roads WA Road Network Hierarchy

4.2 Future Movement Network

Within the Morley Activity Centre, the introduction of more efficient and sustainable transport is key to creating a more compact, connected and modern urban environment that can accommodate increased intensity, diversity and productivity. In doing so, parking usage in the Activity Centre can eventually be reduced, freeing up land for more beneficial and productive uses.

In 2013, the City of Bayswater engaged consultants Cardno to develop a Transport Assessment for the Morley Activity Centre. The transport study models the transport environment and provides initiatives and recommendations to assist the development of this Activity Centre Plan. The Transport Assessment considered the following:

- An overview of the road, freight and public transport connections within, to and from the Centre;
- A review of the road hierarchy within the Activity Centre to address future projected growth; and
- An overview of the road, freight and public transport connections within, to and from the Centre incorporating principles of 'transpriority' roads.

In 2016, consultants Uloth & Associates prepared an updated Transport Assessment Report for the Morley Activity Centre which primarily considered the following:

- The 2031 traffic model for the Morley Activity Centre Plan;
- Road and intersection upgrades;
- Bus lanes and cycling facilities; and
- A future parking management plan.

The movement section of this Activity Centre Plan was developed based on the above supporting background documents and demonstrates how transport and access to and from the Activity Centre will operate by 2031.

4.2.1 Mode Choice

One of the key considerations of this Activity Centre Plan is the analysis and review of the various modes of transport used to access the Centre, known as mode choice. The 2016 Transport Assessment Report included a breakdown of non-resident trips to the Centre as illustrated in Figure 35 and shows that 91% of trips to the Centre are by car (including 84% driving alone and 7% car-pooling). This rate of car usage is above average for similar centres and demonstrates that users of the Centre have a strong reliance on car use. Mode choice is driven by traveller preference but is affected by a number of other factors, primarily travel time and cost. To support the ultimate vision of a diverse and vibrant activity centre designed around people and not solely the car, it is important to develop a more balanced mode share and encourage the use of alternative transport.

The 2016 Transport Assessment Report promotes a more efficient public transport system, improved cycling infrastructure and a more attractive pedestrian environment. To ensure the viability of the Activity Centre and prevent traffic congestion issues, traffic management is also an important component of this Activity Centre Plan as the total number of trips by car is expected to only increase as the Activity Centre develops.

A target mode share proportion has been established for non-resident trips to the Activity Centre (refer to Figure 35). The targets represent a relatively minor shift in transport mode choice, acknowledging the current lack of high-capacity public transport infrastructure servicing the area. Initiatives to further reduce the number of car trips should be continually investigated as the Centre develops. The targets are as follows:

- Car - Driver: 71% (currently 84%)
- Car - Passenger: 8% (currently 7.5%)
- Public Transport: 12% (currently 5.5%)
- Cycling: 4% (currently 1%)
- Pedestrian: 5% (currently 2%)



4.2.2 Public Transport

Public transport serving the Morley Activity Centre is currently provided by the Transperth bus network. The majority of the bus services link with the Morley Bus Station located on Russell Street, and utilise Walter Road West or Broun Avenue to connect with residential catchments in Noranda and Beechboro. Currently, the Morley Bus Station primarily serves as an interchange point for passengers heading from these residential catchments into the Perth CBD and there are no exclusive commuter parking facilities provided.

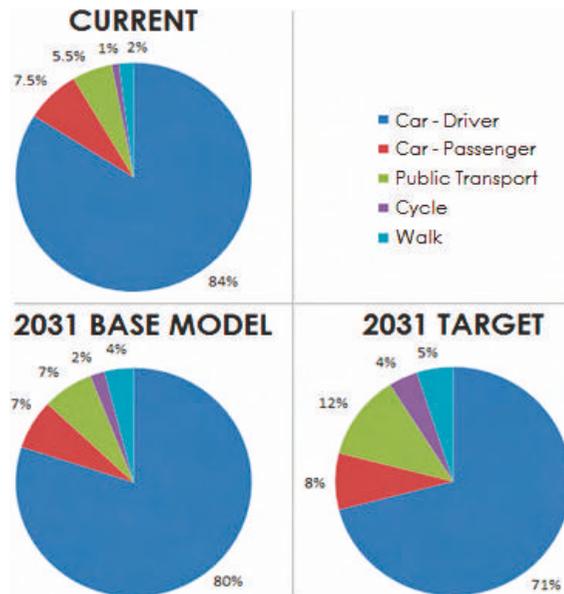


Figure 34 - Mode Share

As the Morley Activity Centre develops there will be a greater need for services to link to the surrounding public transport network, and improvements in regional public transport links will be required to support the Centre's future growth.

Important linkages include Beaufort Street and Walter Road West towards the Perth CBD, Wellington Road and Grand Promenade towards Mirrabooka,

Bayswater train station, and also towards Ellenbrook and East Wanneroo. In the short to medium term the State Government is aiming to improve the current level of service and build upon the advantages of bus transit. The Morley Activity Centre 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 Centre directly from home which reduces the need for commuter parking.

Route Frequency

Morley Bus Station is the busiest non-CBD bus-only facility in the Transperth network, catering for up to 12,000 passenger movements per day. Over half of its boarding's are transfers, with services feeding to the 950 "Superbus" for journeys to Perth. This service connects Morley Bus Station and the University of Western Australia/ QEII Medical Centre via Perth City. It is currently Perth's highest frequency bus service and has significantly increased patronage along its route. The route has achieved exceptionally high levels of customer satisfaction since its implementation.

The success of Route 950 bus service can be attributed to the provision of bus priority measures progressively being rolled out along its route, the attractors/ anchors along the route and most importantly the high frequency nature of the service running as frequently as every 1-2 minutes in the peak period. Peak period bus lanes are already operating along a significant portion of this service and the Activity Centre Plan has identified further opportunities for bus priority lanes along its route. Across the local network the frequency of bus services range from 4-5 minutes for high demand routes during peak hour to 60-120 minutes for low tier routes during off-peak services (refer to Figure 35).

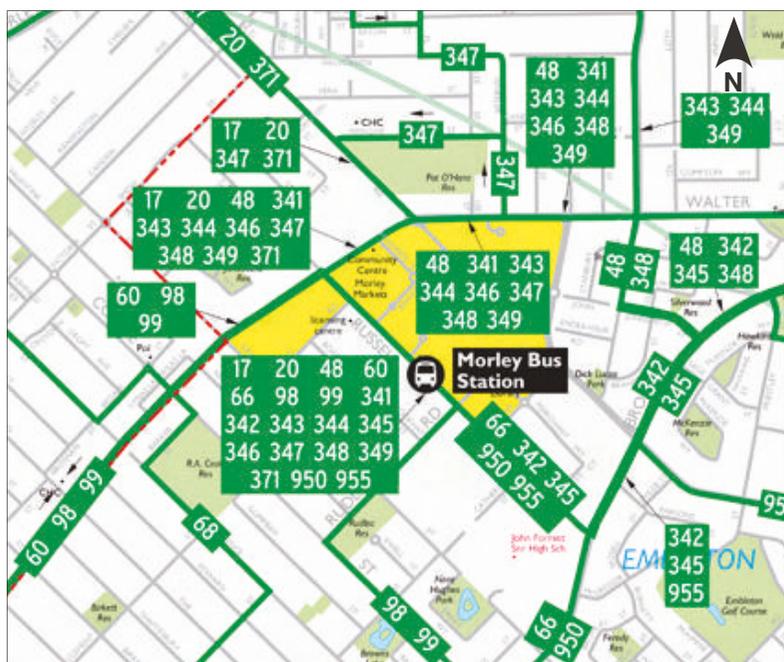


Figure 35 - Bus Route Network and Stop Locations

Bus Priority

Bus priority is currently not provided within the Activity Centre however potential exists for bus priority measures to be implemented along key corridors as the Activity Centre develops. This Activity Centre Plan identifies shared bus/cycle lanes to be provided along Russell Street and Walter Road West which will support the operation of key bus routes such as the 950 by allowing for high frequency, efficient, and reliable services (refer to Figure 36).

The provision of bus lanes for the length of the Broun Avenue/Beaufort Street corridor will be investigated as the centre develops to accommodate for the growth of the high frequency service.



Figure 36 - Recommended Future Bus Lanes

Integration and Interchange

The Morley Bus Station is currently located in the core of the Activity Centre which is the nexus of the planned pedestrian activation zones. This location is considered ideal for the long-term functioning of the Station and its anticipated expansion to cater for the growth in demand projected over the next 20 years. The increase in destination trips to the Centre creates opportunities for integration with the surrounding land uses of retail, office and entertainment.

The Morley Bus Station is poorly integrated with its immediate surroundings. It is surrounded by a fence which provides an uninviting environment and restricts passive surveillance within the area. Short term actions may include the removal of the perimeter fence and landscaping enhancements along Russell Street and the City of Bayswater will liaise with the Public Transport Authority for the consideration of upgrade works. Short to medium terms actions will include improving the integration of the bus station and the Galleria Shopping Centre and surrounds.



4.2.3 Rail

The Central Sub-Regional Planning Framework identifies a new rail line as part of Metronet Stage 1, which extends from the Midland rail line to the Ellenbrook town centre including a new station at Morley. The new Morley station has the potential to enhance the accessibility and connectivity of the Activity Centre and further reduce car usage.

4.2.4 Pedestrian Movement and Amenity

The current pedestrian network within the Activity Centre largely reflects a low volume of pedestrian movement and will require significant improvement as the Centre develops. One of the key challenges for the Centre is to address the existing pedestrian amenity, which is characterised by narrow footpaths, poor road crossings, lack of connectivity with building entries, inconsistent street trees and lack of street furniture and public art. Pedestrian crossing points are compromised by the volume and speed of traffic along major roads, particularly Walter Road West. However, recent improvements have been made to provide signalised crossings at the intersection of Progress Street and Walter Road West as part of the Coventry Markets development. Pedestrian activity and connectivity are critical factors in the success and sustainability of the Activity Centre. A fine-grained network of pedestrian paths is proposed to permeate the Centre to provide for the movement of commuters, residents and visitors through the network. Activity and connectivity will be enhanced in the Activity Centre through the construction of high quality paths, shade trees, awnings and street furniture.

The activated Central Core, consisting largely of Russell Street, Bishop Street and Progress Street will be strongly oriented towards pedestrian accessibility, with wide, attractive pedestrian footways and legible road crossings. Areas towards the edge of the Centre, where densities and volume of traffic are lower, require less pedestrian amenity upgrades. However, crossing infrastructure will be particularly important to maintain pedestrian safety and legibility. As the Centre develops, a consistent provision of safe crossing points and high quality pedestrian facilities will be employed across the Activity Centre particularly focused on identified desire lines from between major transport and land use nodes (refer to Figure 37).



Figure 37: Morley Activity Centre - Pedestrian Desire Lines

The Galleria Shopping Centre, due to its large land area and internalised malls creates barriers to pedestrian connectivity, particularly outside its hours of operation. Activated frontages skirting the Galleria in strategic locations will help to enhance the pedestrian environment outside the Galleria's opening hours. Parking location is an important factor in determining pedestrian movement. The location of car parking towards the periphery of the Centre will require motorists to walk an additional distance to the destination.

However, this could be compensated by the provision of attractive and legible pedestrian facilities.

4.2.5 Cycling

Cycling improves personal and environmental health, reduces congestion and is low cost. Consequently, cycling has significant potential as a mode of transportation for both local and regional trips to and from the Morley Activity Centre.

Currently, the cycling environment in and around the Centre is poor and is characterised by adverse road conditions and a lack of dedicated cycling infrastructure. However, the Centre's location along strategically important regional transport routes creates opportunities for cycling to grow its mode share. In 2014, the City of Bayswater engaged consultants Cardno to develop the Local Bike Plan which proposes significant cycling infrastructure improvements across the City (see Figure 38). The detail map (see Figure 39) illustrates several of the key projects proposed for the Morley Activity Centre.

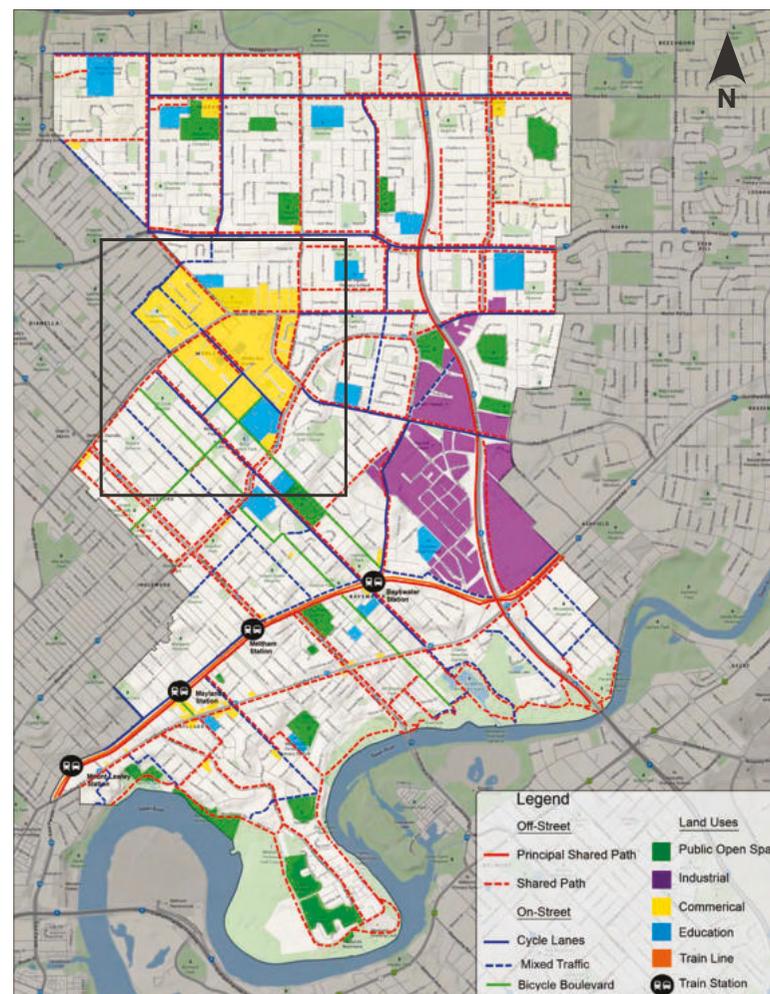


Figure 38: City of Bayswater - Ultimate Cycling Infrastructure Map



Russell Street

The current provision of paths along this street is generally poor and should be rectified through the construction of on-street cycling infrastructure in both directions and shared pedestrian and cyclist footpaths. This Activity Centre Plan proposes the provision of shared bus/cycle lanes for the majority of Russell Street which will provide an important link through the middle of the Activity Centre. Footpaths along Russell Street will be upgraded and widened to allow for shared pedestrian and cyclist use providing a lower speed environment that is separate from vehicle traffic.

Rudloc Road

The existing form of Rudloc Road is a wide, 2-lane road with a central median along a portion of its length. To facilitate a smooth transition from the proposed Coode Street cycle lanes, and to enable safe access to the Activity Centre, it is recommended that cycle lanes be marked in both directions, within the existing pavement. This treatment will generally require only line-marking within the existing wide lanes. However, the approach works to the Russell Street intersection will require additional consideration to ensure safe operation within a restricted roadway width.

Catherine Street

Catherine Street is a key link from Bedford and Inglewood into the Morley Activity Centre, avoiding Beaufort Street and Walter Road, as well as serving John Forrest Secondary College. Catherine Street has many sections where cyclists are segregated from the main traffic flow through the use of pedestrian and cycling public rights-of-way.

Due to the relatively safe riding environment that Catherine Street currently affords, it is proposed that any treatments made build upon the existing infrastructure. A bicycle boulevard treatment along Catherine Street is suggested to create an attractive and relaxing riding environment for cyclists of all levels.

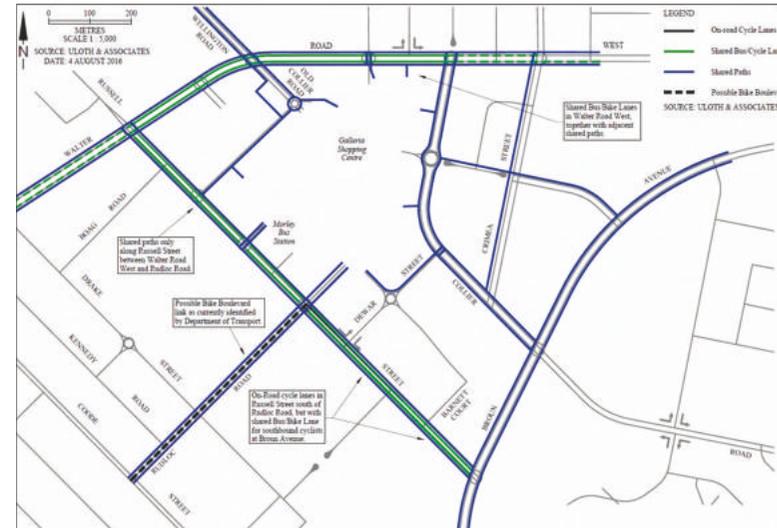


Figure 39: City of Bayswater - Ultimate Cycling Infrastructure - Detail of Morley Activity Centre

Drake Street

This corridor has been recommended as a key long term route serving Morley and Bayswater through the Morley Activity Centre, eventually superseding Coode Street. The land uses accessed from this street suggest the implementation of a treatment to the road environment that caters for cyclists with varying levels of experience. To cater for the expected demand a bicycle boulevard treatment is recommended from Railway Parade to Walter Road, the timing of which will be determined as the Morley Activity Centre grows and an increased residential and retail density emerges.

Collier Road

Collier Road is a strategic link bisecting the Bayswater Industrial Precinct and linking Guildford Road to Walter Road West. In order to compensate for the narrow off-street path between Beechboro Road and Broun Avenue, it is recommended that on-street cycle lanes be installed on Collier Road from Broun Avenue through to Grey Street (east of Tonkin Highway), providing an alternative route for confident cyclists.

Walter Road West

Walter Road West is expected to carry a high volume of road traffic and on road will not be suitable for cyclists with low skill/confidence levels. This Activity Centre Plan proposes the provision of shared bus/cycle lanes for the majority of Walter Road West which will provide a link through the middle of the Activity Centre for cyclists with higher skill/confidence levels. Footpaths along Walter Road West will be upgraded to allow for shared pedestrian and cyclist use providing a lower speed environment that is separate from vehicle traffic.

Other Connections

On-street cycling will be encouraged throughout the Centre, particularly in the activated pedestrian areas and along Russell Street. A network of off-street paths is planned for the retail precinct, to be shared with pedestrians in areas where vehicle traffic volumes are predicted to remain high. These shared paths are expected to be used at low speeds with strategic placement of street furniture and other passive obstructions. A core cycling network of on-street facilities, supplemented by dual use paths is shown in Figure 38.

End of trip facilities such as bicycle parking, showers, lockers and other ancillary infrastructure play an important role in supporting cycling as a comfortable and practical commuter mode choice. The City will also need to consider the provision of public bicycle parking for visitors and long term bicycle parking for cyclists making bus connections. As development of cycling progresses within the Centre large-scale bicycle parking facilities will be investigated for application in the Activity Centre, ideally near the core.

The Morley Activity Centre cycling infrastructure is aligned with the Western Australian Bike Plan and supports strategic regional cycling links. The Inglewood to Bassendean link follows along Walter Road East heading west to Broun Avenue and converges onto Beaufort Street from Coode Street, passing by five different schools along the route. This link serves as an important access route to the Morley Activity Centre and to the Bayswater Industrial Precinct.



4.3 Vehicle Movement and Access

Vehicle access to the Morley Activity Centre is achieved via a number of major roads including Walter Road West, Broun Avenue, Collier Road, Wellington Road and Crimea Street. These roads will continue to provide primary access as the Centre develops and will require improvements to maintain and enhance movement into and around the Centre.

4.3.1 Traffic Management

According to the Transport Assessment Report 2016, vehicle movements in the Morley Activity Centre are expected to increase significantly which will require careful management.

Currently, there is a significant supply of free long-term parking available within the Centre, largely within existing private car parks. As development intensifies, an unrestrained future parking scenario is expected to result in an unsustainable parking demand and a range of negative traffic and environmental issues such as congestion, noise, pollution and reduced cyclist and pedestrian safety. Therefore, a balance between providing vehicular access and minimising traffic impact is needed.

A 'Transpriority' assessment has been undertaken for the Activity Centre, assigning desirable transport modes to individual streets to create a network hierarchy for all modes (refer to Figure 40).

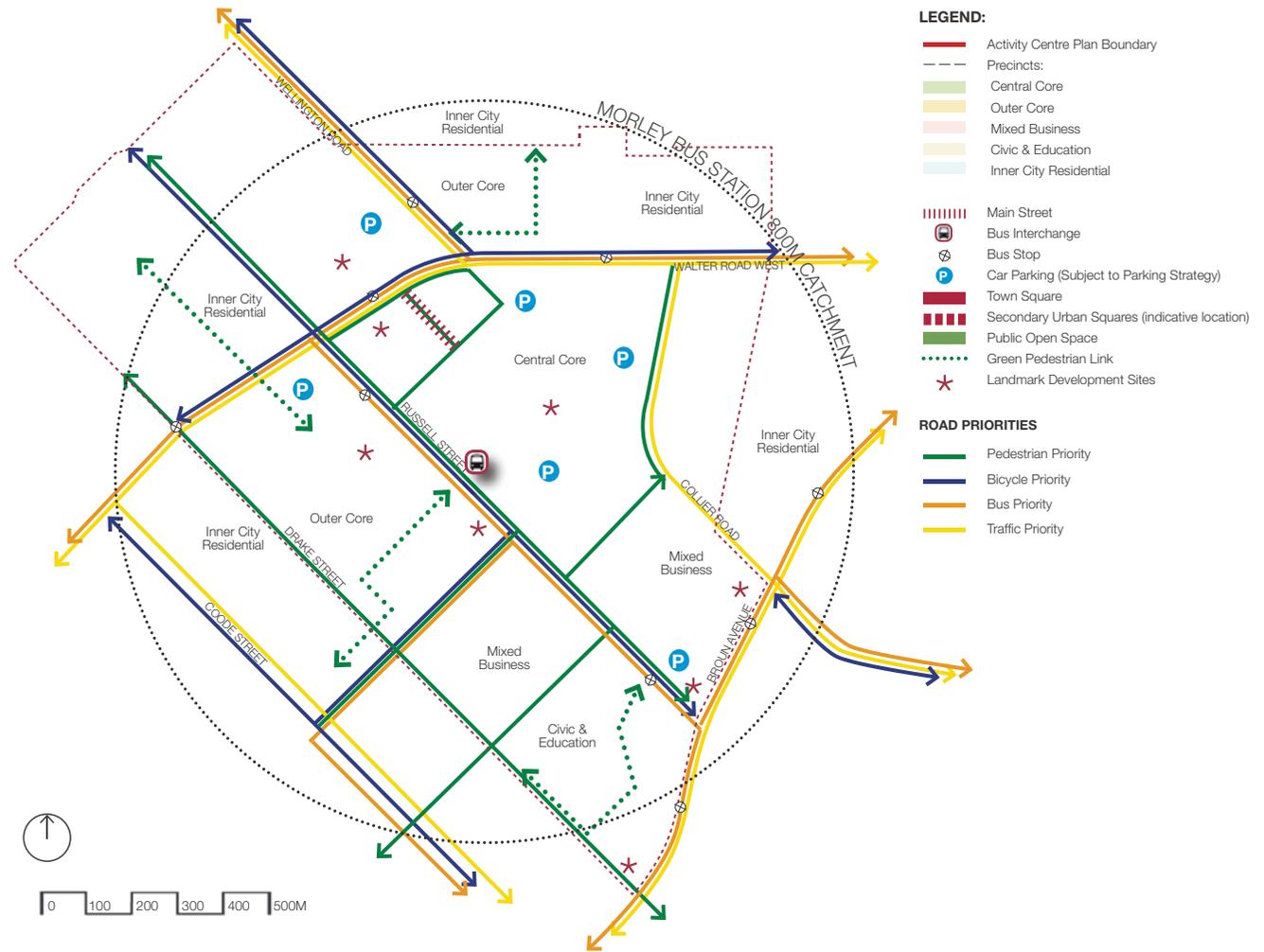


Figure 40: Future Transpriority Map

The results of this future analysis show that vehicle and freight traffic will continue to use the higher-order road network (Walter Road West, Wellington Road, Broun Avenue and Collier Road), with access to large-scale parking to be located as close as possible to these primary roads. Public transport movement is supported both along the primary road network and into the Centre, where the Morley Bus Station forms an important transport hub. For streets with activated street frontages, there will be an emphasis on slowing down vehicular traffic to create a walkable, safe and comfortable pedestrian environment.

4.3.2 Speed Limits

Boundary roads around the Morley Activity Centre such as Collier Road, Broun Avenue and Coode Street will remain at a 60km/hr speed limit due to the projected continued use of the roads by regional bypass traffic. Whilst the Transport Assessment Report 2016 recommends that Walter Road West remain as a 60km/hr speed limit, this recommendation will be further investigated based on the Activity Centre Plan's designation of Walter Road West as part of the 'Central Core'.

This has arisen due to recent development proposals (including Coventry Village and the future Les Hansman Community Centre redevelopment) and the desire to better integrate these key sites and enhance connections with Galleria Shopping Centre. It is preferable that along Walter Road West, between Wellington Road and Russell Street, the speed limit is reduced to 40km/hr or a range of traffic calming measures are applied in order to create a more pedestrian friendly environment. To further promote a safe and legible pedestrian environment, the Transport Assessment recommends speed limit reductions to 40 km/ hr along Russell Street and Rudloc Road.

4.3.3 Freight and Delivery

Local freight movement is a fundamental requirement for the success of the Morley Activity Centre. The connectivity provided by the higher-order road network allows for excellent access for freight from nearby primary regional roads, including Morley Drive and Tonkin Highway. Access directly off the higher-order roads will be promoted where possible, with the exception of the key pedestrian activated streets including Russell Street, Progress Street and Bishop Street, where freight traffic is discouraged.

For large office/commercial buildings, access to dock areas through a laneway network is preferred to minimise the impact of service/ delivery vehicles on other modes. Given that laneways are limited in the Activity Centre, an increase in on-street loading zone areas is expected, particularly in the Central Core.

4.4 Proposed Street Improvements

The proposed movement network takes into consideration both the existing road infrastructure and the desired character and land uses of the individual precincts. To implement the movement network a range of street improvement projects are required. These road configurations address vehicular traffic, public transport, cycling and pedestrian movement. Each road in the proposed Centre network has been assessed according to function to determine a desirable road cross-section.



4.4.1 2031 Traffic Model

The 2031 traffic model for the Morley Activity Centre Plan was developed from the calibrated existing traffic model described in the Transport Assessment Report 2016. Intersections were assessed for the ultimate demand scenario including redistribution of local traffic to reflect regional growth.

While the 2031 STEM model includes improved levels of public transport, it is important to note that the model does not include any parking caps within the Morley Activity Centre to artificially increase the levels of public transport patronage to/from the Centre. Accordingly, changes in travel modes within the future traffic model are only minor, even though significantly greater mode shift towards public transport is considered possible in the long term, as depicted in Figure 34.

The future traffic model and corresponding overall road and intersection upgrades are considered to be conservative. With the recommended introduction of shared bus/cycle lanes and bus priority measures, the introduction of parking caps in the long term, and the construction of the underground rail network servicing the Activity Centre, it is expected that some of the identified long term road upgrades may not ultimately be required. Further information is available within the Transport Assessment Report 2016.

4.4.2 Land Requirements

A number of road widening proposals are identified in the Transport Assessment Report and the following sections of this activity centre plan. These proposals are subject to further refinement and detailed planning. Various options and mechanisms exist to allow for the acquisition of affected land. It may be appropriate for affected land to be ceded free of cost as a condition of subdivision or development approval in some instances, where a nexus between the proposed subdivision/development and the road widening exists.



Figure 41 - Existing Broun Avenue



Figure 42 - Existing Russell Street



Figure 43 - Existing Collier Road



Figure 44 - Existing Rudloc Road



4.4.2 Broun Avenue

Broun Avenue currently consists of two lanes in each direction with a speed limit of 60km/hr. Broun Avenue is located on the boundary of the Morley Activity Centre and provides primary access for north-south trips into the Perth CBD for relatively high volumes of traffic.

Future works (refer to Figure 45) will aim to widen the shared paths to standards more conducive to high volumes of cycling and pedestrian transport, as well as an extension of the existing part-time bus lanes from Beaufort Street, Inglewood. Only minor alternations to the existing road reserve will be required, and to the immediate south of the Activity Centre boundary (between Drake Street and Coode Street) road widening reservations are already in place under the MRS to increase the road reserve from 20m in width to 25m in width.



Figure 45: Broun Avenue Proposed Cross-section (Coode Street to Russell Street)

4.4.3 Russell Street

Russell Street is projected to support shared bus/cycle priority lanes into the Morley Bus Station. A shared cycling and pedestrian path will also be available for casual cyclists who wish to ride at a slower speed. Improvements to the pedestrian environment should include street trees to reduce visual width, a speed limit of 40km/hr and high quality pedestrian crossing facilities.

The proposed road configuration (refer to Figure 46) slightly increases the road reserve width to allow sufficient median width for shared paths, pedestrian crossings and turning pockets (where necessary). While car parking is not supported along Russell Street due to the impact on bus movements, strategically located bike corrals are.

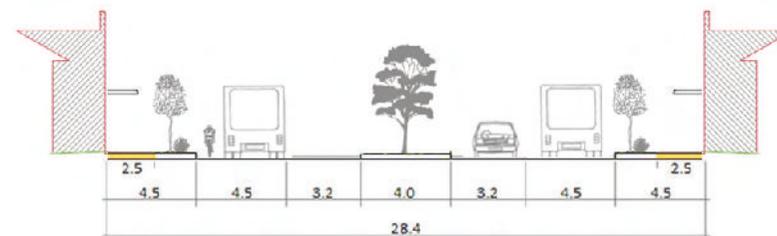
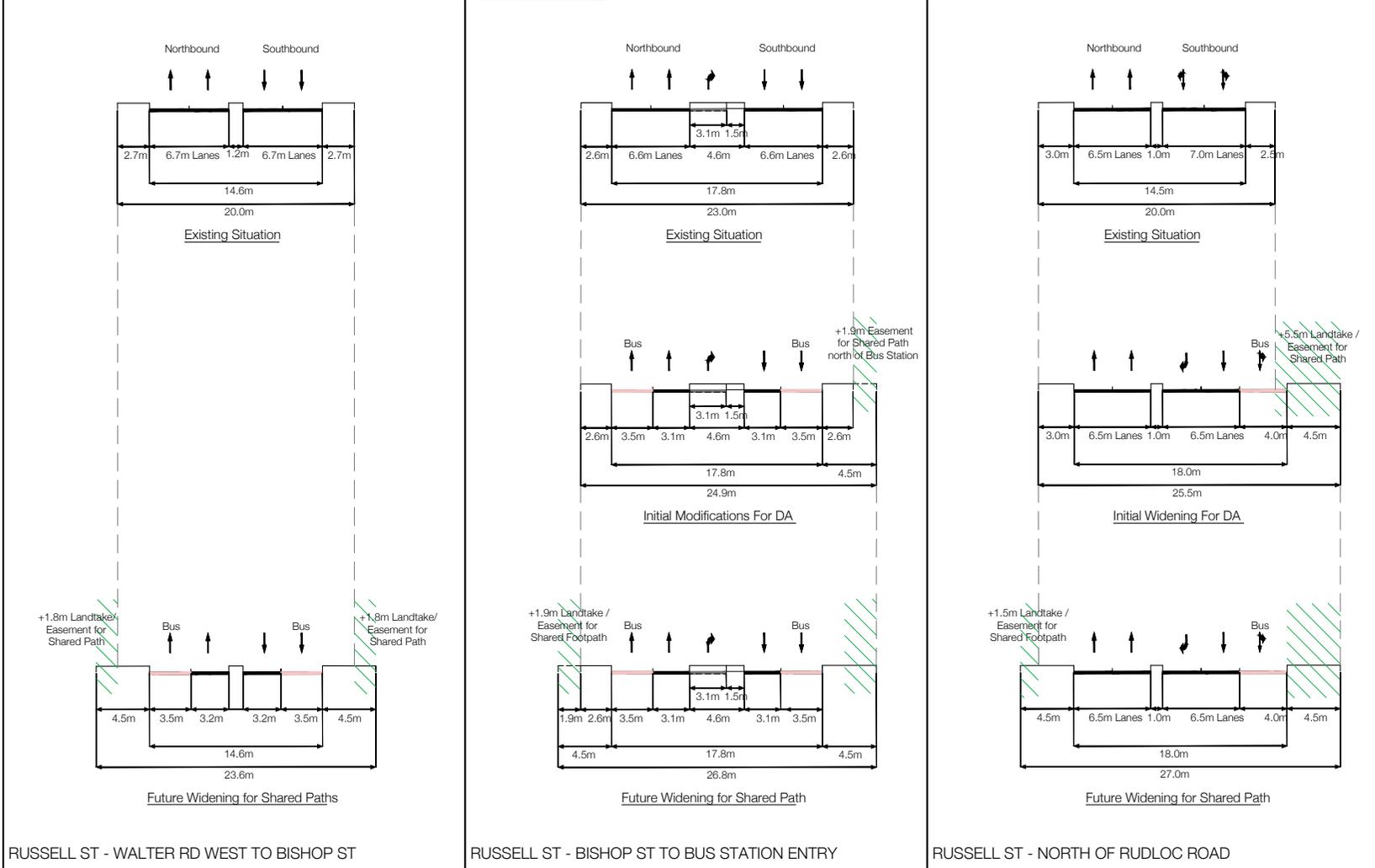
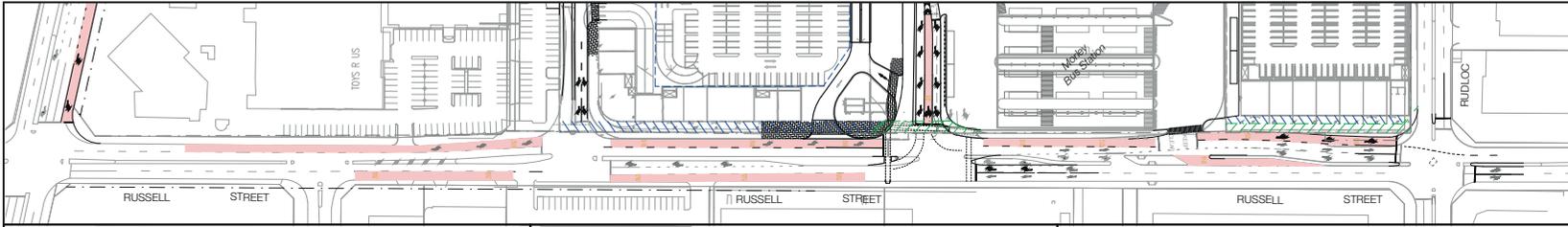


Figure 46: Russell Street Proposed Cross-section (Broun Avenue to Walter Road West)



RUSSELL ST - WALTER RD WEST TO BISHOP ST RUSSELL ST - BISHOP ST TO BUS STATION ENTRY RUSSELL ST - NORTH OF RUDLOC ROAD

0 5 10 METRES SCALE 1 : 300

Recommended Road Cross-Sections FIG. 47
RUSSELL STREET - WALTER ROAD WEST TO RUDLOC ROAD



4.4.4 Collier Road

Minor improvements along Collier Road are recommended including improved pedestrian crossings and wider shared paths. Some widening of the reserve will be required to accommodate the proposed road configuration. The provision of street trees will enhance the pedestrian environment. Figure 48 shows the desired future cross-section for Collier Road.



Figure 48: Collier Road Proposed Cross-section (Broun Avenue to Walter Road West)

4.4.5 Rudloc Road

Currently, Rudloc Road has a two lane configuration with wide carriageways. The street is commonly used for informal parking. It is recommended that the Rudloc Road carriageway be modified (refer to Figure 49) to provide embayed on-street parking in each direction intended for parking purposes associated with the adjacent commercial/mixed uses. Wider footpaths will be provided for better pedestrian amenity and on-road cycling is supported through the provision of on road cycle lanes. A reduction in speed limit to 40km/hr is recommended for this road. These improvements will increase the link between the core of the Morley Activity Centre and the proposed bicycle route along Drake Street.



Figure 49: Rudloc Road Proposed Cross-section (Russell Street to Coode Street)

4.4.6 Drake Street

Drake Street is currently characterised by a low volume, slow speed environment that is suitable for cycling access. Light Street/Drake Street (refer to Figure 50) provides the opportunity to create a cycling connection between the Morley Activity Centre and strategic destinations such as Mirrabooka and the Bayswater train station.

To reinforce this primary cycling corridor, further calming measures are recommended to create a prevailing speed of approximately 40km/hr. As the vision for the Centre is realised and residential density along Drake Street increases with more parcel consolidation and less individual driveways, indented parking is recommended to facilitate the requirements of both residential visitors and cyclists. Figure 50 shows the proposed future vision for Drake Street.



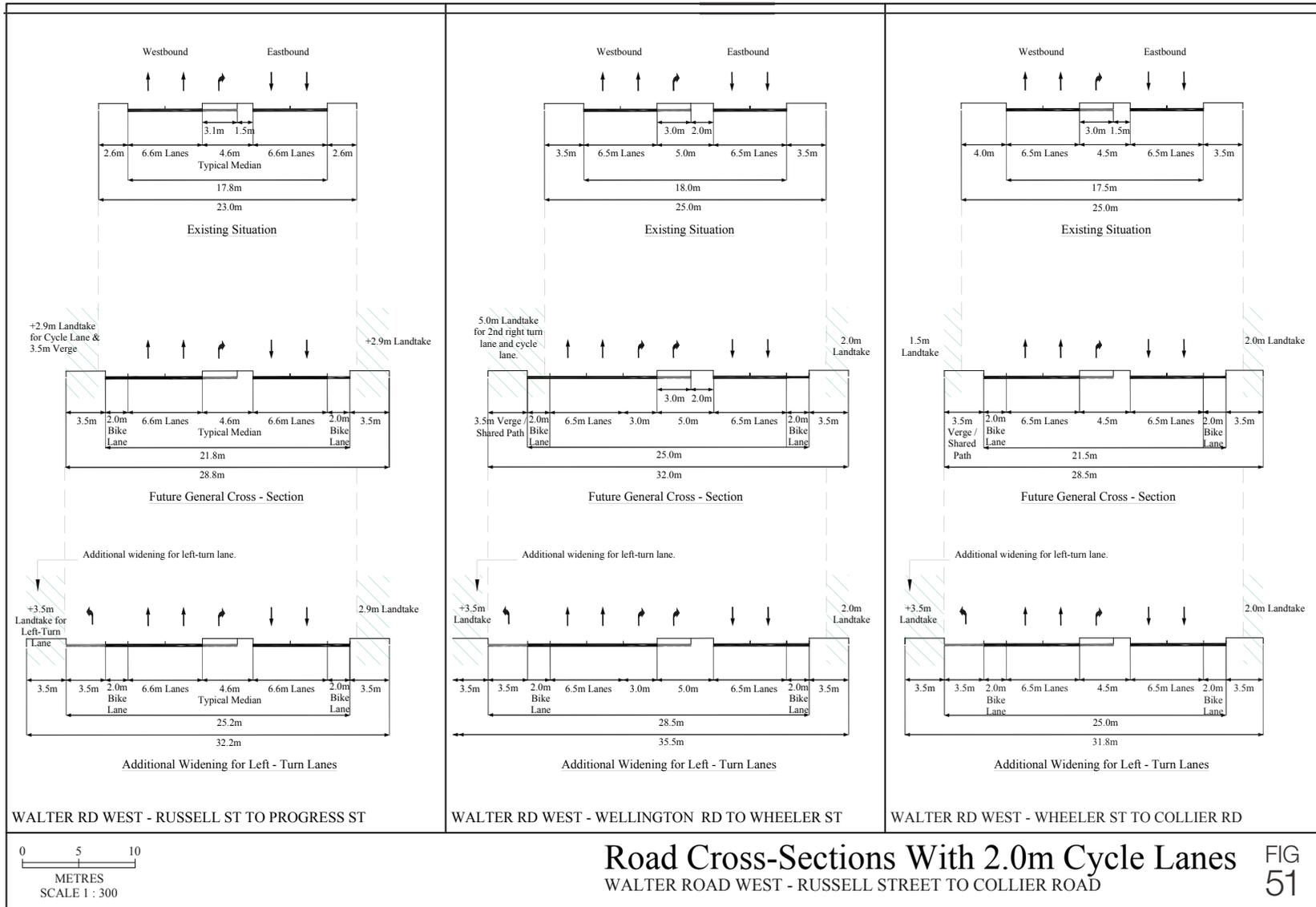
Figure 50: Drake Street Proposed Cross-section (Broun Avenue to Smith Street)

4.4.7 Walter Road West

Walter Road West is a major east-west link that runs parallel to Morley Drive. It is one of the main approaches to the Morley Activity Centre and is strategically important to the region. Future widening is proposed to accommodate cycle lanes from Russell Street to Crimea Street in the long-term. Improvements to crossings at Light Street/Drake Street are recommended under any future scenario. Consideration may also be given to a reduced or variable speed limit of 40km/hr for sections of Walter Road West.



Intersection type and location and cycle lanes along with Walter Road West are subject to further investigation.



Road Cross-Sections With 2.0m Cycle Lanes
WALTER ROAD WEST - RUSSELL STREET TO COLLIER ROAD

FIG 51

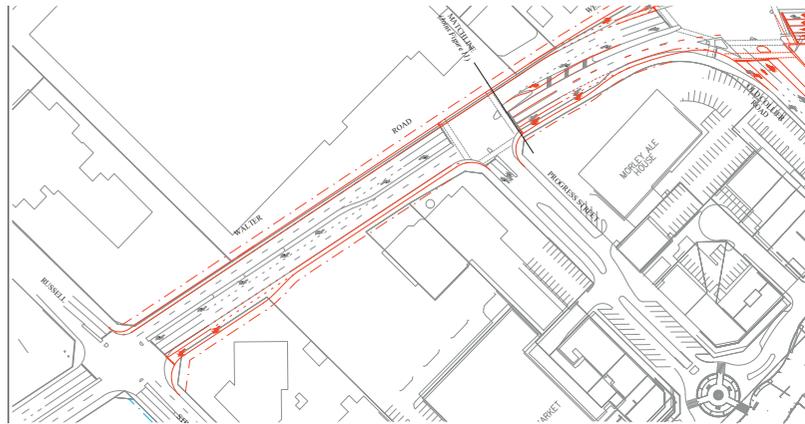


Figure 51: continued

4.4.8 Wellington Road

Wellington Road will eventually be widened to accommodate two lanes of traffic in each direction between Morley Drive and Walter Road West. Wider shared paths for pedestrians and cyclists are proposed in the short to medium term. In the longer term it is proposed that future bus/cycle lanes will be provided as depicted in Figure 52.



Figure 52: Wellington Road Proposed Cross-section (Walter Road West to Morley Drive)

4.5 Intersection Upgrades

In order to accommodate the development proposed by this Activity Centre Plan together with the ongoing growth of general traffic flows within the surrounding metropolitan area, a series of road and intersection upgrades may be required. The extent of works largely depends on the progress of development in the Morley Activity Centre and the growth of regional traffic along the boundary roads. The City of Bayswater will continue to monitor traffic within the Centre and undertake intersection upgrades as needed. Moreover, developers will be required to undertake detailed traffic impact studies for major developments and in the case of significant traffic impacts will need to contribute to intersection upgrades.

The intersection improvements are classified into one of four categories (as shown in Figure 53), as follows:

1. Minor Upgrades

Extensions of turn lanes, or other minimal roadworks, with no land-take requirements.

2. Significant Upgrades

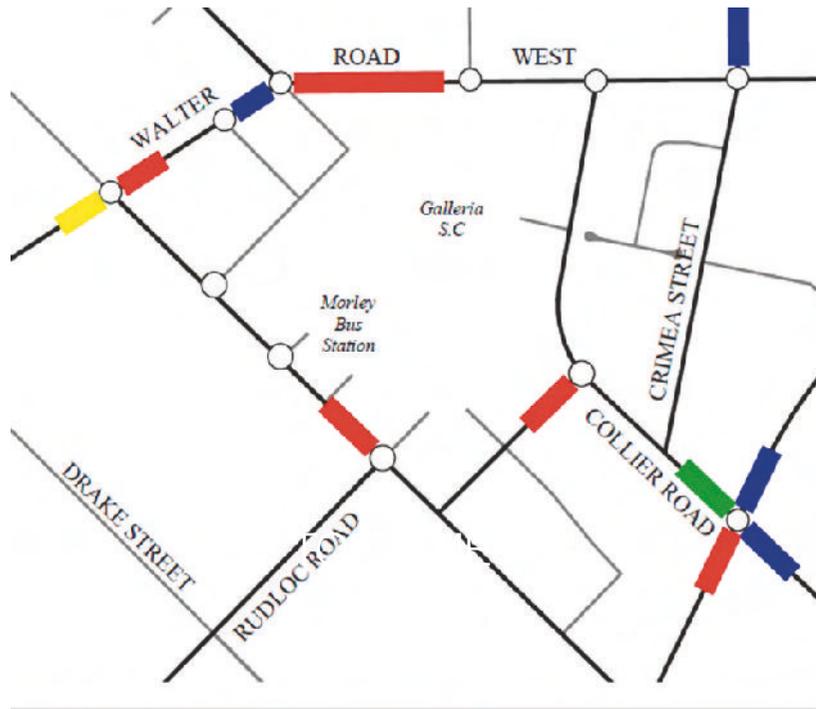
Minimal roadworks as described above, but with land-take requirements.

3. Considerable Upgrades

Road widenings for additional lanes, or other significant roadworks, with no land-take requirements.

4. Extensive Upgrades

Significant roadworks as described above, but with land-take requirements; or multiple additional lanes or major reconfiguration of intersections, with or without land-take requirements.



LEGEND

- | | |
|--|---|
|  Minor Upgrades
(Minimal Roadworks, No Landtake) |  Considerable Upgrades
(Significant Roadworks, No Landtake) |
|  Significant Upgrades
(Minimal Roadworks, with Landtake) |  Extensive Upgrades
(Significant Roadworks, with Landtake, or
Major Roadworks, with or without Landtake) |

Figure 53: Future Intersection Upgrades (for 2031)



Figure 54: Progress Street and Walter Road East Intersection



Figure 55: Rudloc Road and Russell Street Intersection

4.5.1 Broun Avenue/Collier Road

Future modifications to this intersection are considered necessary to accommodate the forecast growth in regional traffic. The modelled intersection scenario and depiction of the potential space requirements are illustrated in Figure 56. The works required to accommodate the traffic growth include the following:

- Lengthen right turn lane on Broun Avenue (NE) approach (Minor).
- Lengthen turn lanes on Collier Road (SE) approach (Minor).
- Widen Broun Avenue (SW) approach to accommodate two right turn lanes, two through lanes and one left turn lane (Extensive).
- Widen Collier Road (NW) approach to provide a left turn auxiliary lane (Considerable).



Figure 56: Broun Avenue/ Collier Road – Modelled Scenario

4.5.2 Walter Road West/Crimea Street

The modelled intersection scenario and depiction of the potential space requirements are illustrated in Figure 57. The works include the following:

- Lengthen right turn lane on Crimea Street (N) approach (Minor).

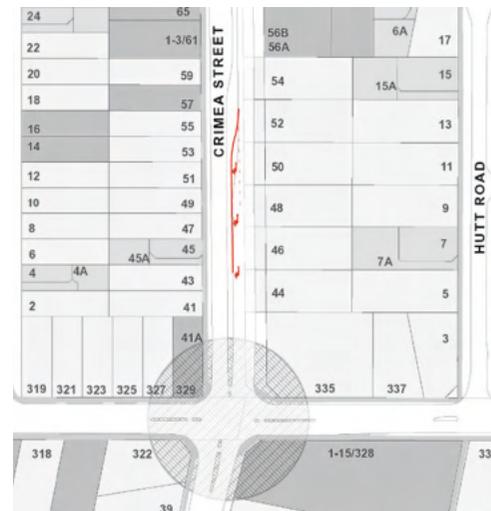


Figure 57: Walter Road West/Crimea Street – Modelled Scenario



4.5.3 Walter Road West/Wellington Road

This intersection is projected to carry a significant volume of right turning traffic from Walter Road into Wellington Road and a corresponding left-turn demand from Wellington Road. Its location between Coventry Village and the Galleria Shopping Centre attracts significant pedestrian volumes and therefore controlled pedestrian phasing should be incorporated into peak signal operation.

The modelled intersection scenario and depiction of the potential space requirements are illustrated in Figure 58. The works include the following:

- Modify right turn lane on Walter Road West (W) to maximise queuing space (Minor)
- Widen Walter Road West (E) approach to provide additional right turn lane (Extensive).

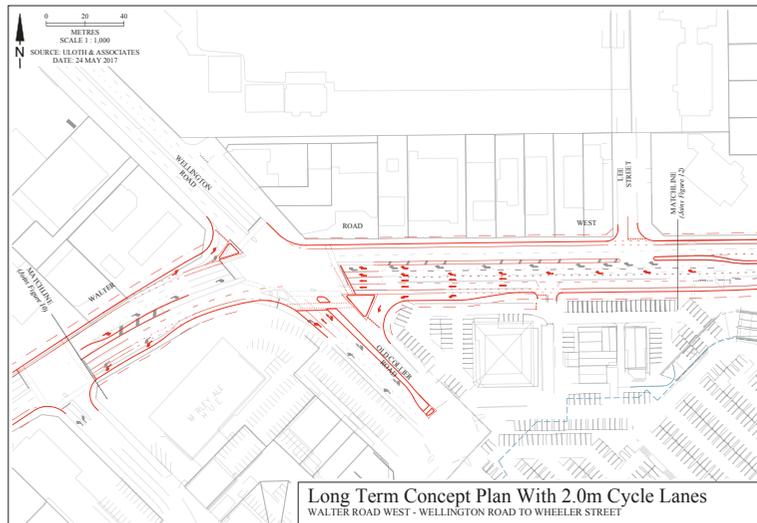


Figure 58: Walter Road West/Wellington Road – Modelled Scenario

4.5.4 Broun Avenue/Russell Street

A large increase in regional traffic has been modelled along the Broun Avenue corridor. The modelled intersection scenario and depiction of the potential space requirements are illustrated in Figure 59. The works required to accommodate the traffic growth include the following:

- Widen Russell Street (W) approach to provide left turn auxiliary lane plus one right turn bus/cycle lane and two right turn lanes (Considerable).
- Lengthen turn lanes on Broun Avenue (NE and SW) approaches (Minor).



Figure 59: Broun Avenue/Russell Street – Modelled Scenario

4.5.5 Walter Road West/Russell Street

Proposed modifications are illustrated in Figure 60, alongside a depiction of the potential space requirements.

- Widen Walter Road West (E) approach to provide left turn auxiliary lane (Extensive).
- Lengthen right turn lane on Walter Road West (W) approach (Significant).

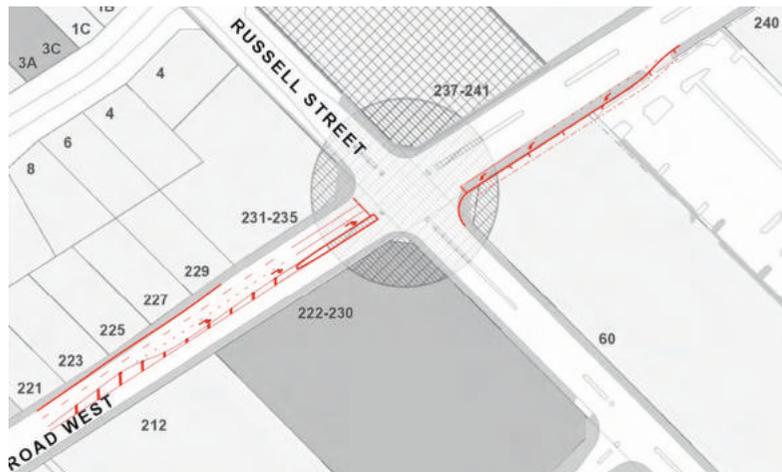


Figure 60: Walter Road West/ Russell Street – Modelled Scenario

4.5.6 Walter Road West/Collier Road

The proposed mitigation measures are intended to improve intersection operation and limit queue lengths. The modelled intersection scenario and depiction of the potential space requirements are illustrated in Figure 61. The mitigation measures recommended for this intersection are as follows:

- Installation of new cycle lanes on Walter Road West in both directions;
- Extension of the existing right turning pocket on Walter Road West; and
- Modification of signal phasing to accommodate pedestrians.

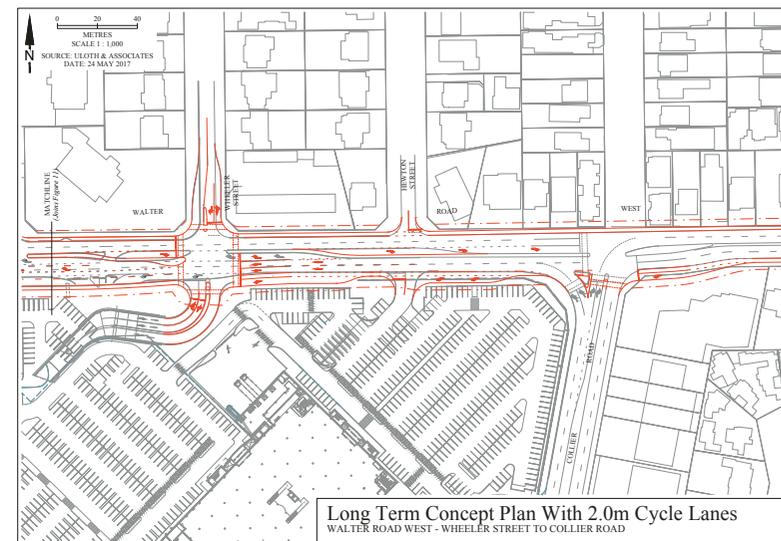


Figure 61: Walter Road West/ Collier Road – Modelled Scenario



4.5.7 Walter Road West/Coode Street

The works required to accommodate the traffic growth include the following:

- Lengthen right turn lanes on Walter Road West (W) approach (Minor).
- Widen Coode Street (S) approach to provide one right turn lane, 1 shared right turn lane and one left turn auxiliary lane (Significant).



Figure 62: Walter Road West/Coode Street– Modelled Scenario

4.5.9 Collier Road/Dewar Street

The works required to accommodate the traffic growth include the following:

- Introduce a traffic signal controlled intersection at Dewar Street and Collier Road.
- Widen Dewar Street (W) approach to provide one left turn lane and one right turn lane (Considerable).



Figure 63: Collier Road/Dewar Street– Modelled Scenario

4.5.10 Russell Street/Rudloc Road

The works required to accommodate the traffic growth include the following:

- Widen Russell Street (N) approach to provide right turn lane (Extensive).



Figure 64: Russell Street/Rudloc Road – Modelled Scenario

4.5.11 Old Collier Road/Bishop Street

The works required to accommodate the traffic growth include the following:

- A roundabout is proposed at the Bishop Street/Centre access intersection.

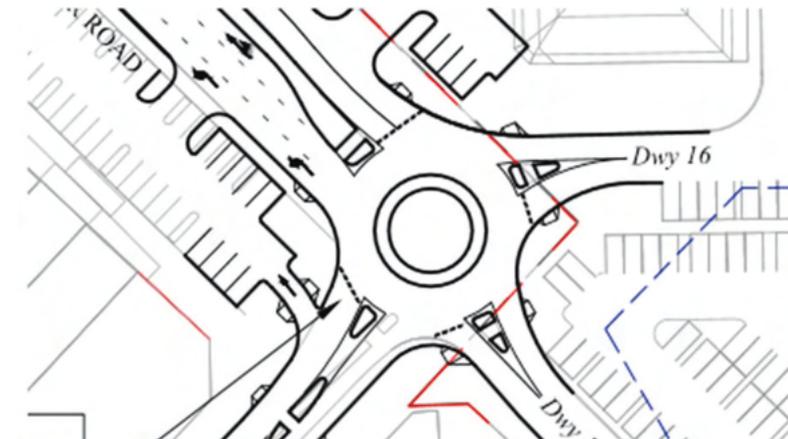


Figure 65: Old Collier Road/Bishop Street – Modelled Scenario



4.5.12 Walter Road West/Wheeler Street

A new traffic signal controlled intersection is proposed at the intersection of Walter road West and Wheeler Street. Wheeler Street provides an important local access road function to the residential area north of Walter Road West. These traffic signals will also provide pedestrian/cyclist linkages across Walter Road West, helping to encourage non-motorised travel between land uses within the overall Activity Centre.

However, the traffic signals may encourage 'rat-running' through the residential area to Wellington Road. The intersection type and location will be further investigated in consultation with the local residents.

Intersection type and location is subject to further investigation.



Figure 66: Walter Road West/Wheeler Street - Modelled Scenario

4.6 Parking

In order to address traffic congestion and improve the environmental sustainability of the Morley Activity Centre, it will be necessary to engender a shift toward sustainable modes of transport such as cycling, walking and public transport. The Activity Centre has a large commercial precinct at present with significant growth in commercial and mixed use development planned in the future. It is expected that there will continue to be a consistently high demand for short-stay parking and some commuter parking, in addition to residential parking requirements.

4.6.1 Parking Management Principles

The following fundamental principles are considered important for the development of the Centre:

- Parking should be shared between multiple land uses, providing benefits where peak operating times differ;
- Development should be located such that multiple destinations can be accessed by foot, reducing the need for parking at each destination (reciprocal parking);
- Parking should be located adjacent to primary approach routes to minimise vehicular traffic in pedestrian zones;
- Parking should be monitored and constrained to achieve the balance desired between economic, social, cultural and environmental goals;
- Parking management should consider both supply and demand (this may include time restrictions and/or paid parking);
- Parking should be provided for various modes and uses, including private vehicles, freight/delivery, people with disabilities and bicycles, and located appropriately; and

- Public parking represents the most efficient and equitable use of a scarce resource, and also allows the most control over the quantum and target consumer (note that 'public' parking may also include large scale private car parks which operate as de-facto public parking for the Morley Activity Centre as a whole such as the Galleria Shopping Centre).

A parking management plan will also need to be introduced to maintain a level of supply and demand which can be sustained by the local road network.

4.6.2 Parking Rates and Future Cap

This Activity Centre Plan provides for minimum parking rates in lieu of maximum parking rates as specified under SPP 4.2, the parking rates for specific land uses are significantly less than those required under the former town planning scheme. It is anticipated this approach will encourage business and investment in the Morley Activity Centre in the short term. However, as the Activity Centre develops an ever-increasing provision of parking infrastructure will become both unsustainable and undesirable. It also implies that there can be an ever-increasing level of road capacity to cope with the corresponding increase in traffic.

The alternative method is to apply limits or 'caps' to the amount of parking that can be provided throughout the overall Activity Centre. Parking caps are implemented to provide an acceptable overall balance of parking infrastructure, roads and intersections, public transport, cycling and pedestrian facilities, to achieve a balanced transport outcome for the long term. The Transport Assessment Report 2016 recommends that the introduction of parking caps is considered as part of an overall parking management plan to be implemented in the medium term.

Parking rates for community land uses are to be determined at the discretion of the local government. In considering such applications regard should be given to the specific nature of the use, parking requirements for similar uses and the availability of public parking in the vicinity. The local government should have regard to the context of the Activity Centre and the objectives of this Activity Centre Plan when considering discretionary parking rates. For further guidance the New South Wales Roads and Traffic Authority Guide

to Traffic Generating Developments provides a detailed study of standard parking requirements for a range of land uses.

4.6.3 Parking Distribution

An assessment of potential parking structure locations has been undertaken based on development scenario modelling. Figure 67 shows potential locations for large public and private parking, to be supplemented by smaller-scale parking at the individual development level.

Commuter Parking

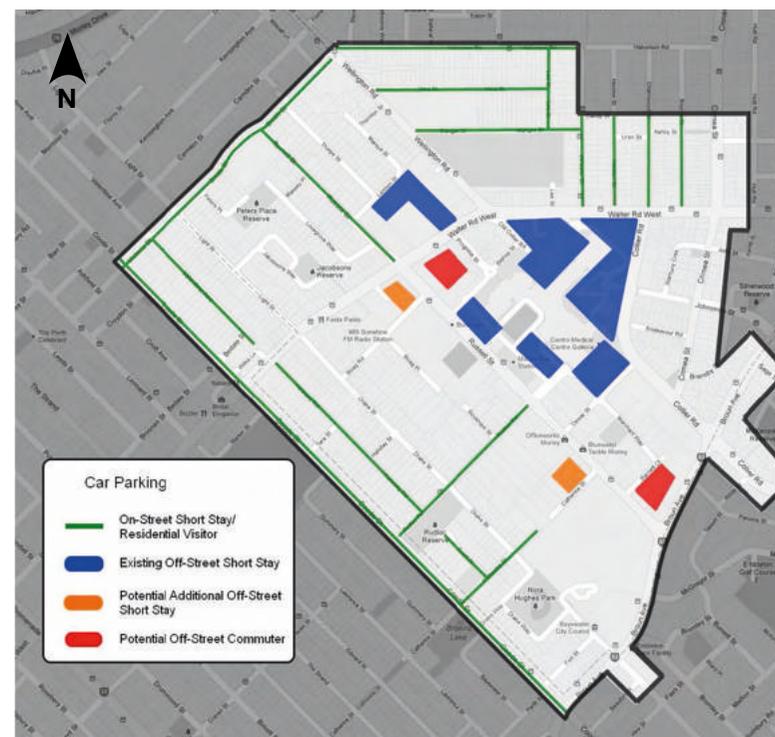


Figure 67: Location of Potential Car Parking Facilities



Commuter parking is of lesser value to the Morley Activity Centre and should be supplied in large-scale parking structures priced to support all-day parking. Ideally, these will be located outside of the active pedestrian areas. Removing this parking type from the main activity areas improves pedestrian and cycling safety, public transport efficiency and intersection operation.

An ideal location for large scale commuter parking is towards or within the Mixed Business zone; along Dewar Street, Marchant Way or Barnett Court. Upon designation of any major commuter parking areas, the local government will need to ensure that there is a pedestrian friendly environment which links the commuter parking with the Morley Bus Station. Commuters are also more willing to walk long distances if the pedestrian environment is comfortable and attractive. Access to commuter parking will be primarily via major approach roads (such as Broun Avenue) outside of the Central Core, to minimise the impact of commuter traffic on the operation of the internal road network.

Residential Parking

Residential traffic is generally not considered to impact significantly on the Activity Centre road network due to its prevailing contra-flow direction. However, to ensure that residential traffic does not become an issue in the future, parking provision in line with the R-Codes is proposed as part of this Activity Centre Plan. This will assist in supporting sustainable transport through reduction in private vehicle trip generation.

As the Centre develops, consideration may be given to the introduction of an 'unbundled' parking policy which would provide tenants or owners with the opportunity to rent or sell parking spaces. This means owners are able to purchase additional parking if required or sell parking spaces which are not required. This may reduce the total amount of parking required for a residential development. It is expected that residential development will provide sufficient parking on-site, therefore on-street parking for residential uses is not supported. Short-stay on-street parking will be available for visitors.

Short-Stay/Visitor Parking

Currently, visitor parking within the Activity Centre is free of cost and provided by on-street and off-street retail parking facilities. Retail parking should be located adjacent to, but outside of, areas with high levels of activation. Parking is expected to be provided in primarily public or private multi-deck parking facilities adjacent to these areas. The Galleria Shopping Centre will likely remain the primary site for retail parking and continue to operate as a de-facto public car park. The remainder of short-stay parking bays will be distributed across the Centre.

The on-street parking supply will primarily be reserved for visitor parking, through the use of timing restrictions. On-street parking within the Centre is encouraged in the majority of access streets, as well as along Rudloc Road and Coode Street. Parking along Russell Street is acceptable only beyond Walter Road West. Where suitable, embayed on-street parking is preferred to minimise pedestrian crossing distances and allow street trees to be planted closer to traffic lanes, thereby reducing the street's perceived width.

Bicycle Parking

In activated streets and any streets with on-road cycling facilities, bicycle parking is recommended to be located in on-street corrals to provide sufficient capacity and prevent pedestrian conflicts, as shown in Figure 68.



Figure 68 - On-street Bike Corral





DRAFT

5 - Activity Centre Plan

OBJECTIVE

- Provide a framework for the coordinated provision and arrangement of land use, subdivision and development.
- Coordinates the provision of transport networks, public open space, utility and service networks, urban water management, development standards and community and other infrastructure investment and staing programs.

ACTIVITY CENTRE PLAN

5.1 Activity Centre Plan

5.1.1 Precincts

The Activity Centre Plan has been formulated using a precinct-based approach to promote and control development. Five precincts have been determined based on grouping areas with similar character; activity and land use; role and function, and future potential. The Activity Centre Plan outlines a vision for each precinct and provides place-based and specific development requirements on matters such as: building height, setbacks and other development standards. The precincts are summarised as follows:

- Central Core: The most diverse of the precincts with mixed use development and a focus on retail, with active street frontages, after hours activity, and serves as the community hub.
- Outer Core: Transitional areas between the Central Core and Inner City Residential precincts, with a focus on apartment living and where buildings are stepped down.

- Mixed Business: This precinct will transition from light industry to innovative office, research and development activities.
- Civic and Education: No significant changes are anticipated, while connectivity and integration with the Core will be improved.
- Inner City Residential: Quality medium density residential development connected to quality public space

5.1.2 Street Hierarchy

The Activity Centre Plan proposes a variety of street types, reflecting both their function and adjacent land use. Russell Street provides primary access and is proposed as the Centre's green boulevard and will be upgraded with generous sidewalks and landscaped verges and central median. Progress Street and Bishop Street are situated at the heart of the Central Core and are home to the Activity Centre's street front retail and alfresco dining. Progress Street is designated as the Activity Centre's 'main street' and both Progress Street and Bishop Street will be upgraded to support a dynamic mixed use urban environment.

The major roads surrounding the Activity Centre are designated as City Avenues. As urban corridors and gateways into the Activity Centre, the treatment of these streetscapes is essential in distinguishing the Centre from surrounding suburban development.

5.1.3 Public Spaces

The character of streetscape and open space are essential in transforming the Morley Activity Centre into a place to live, work and socialise. A range of parks and urban squares will provide focal points and the open space needed for residential dwellers in an intense urban environment. Tree lined streets,

comfortable pedestrian pathways, and green links will ensure these public spaces are connected to the broader green space network and key activity areas in the Activity Centre. Accessibility is a key aspect of successful public spaces and public transportation and parking will need to be coordinated.

5.1.4 Activity Centre Plan Boundaries

Prior to the preparation of this Activity Centre Plan, the boundaries of the Morley Activity Centre (previously known as the Morley City Centre) were defined by the extent of the previous City of Bayswater Town Planning Scheme No. 23 (TPS 23).

One of the key constraints is that the Activity Centre is generally defined by the centreline of major roads, whereby the 'inner' side of the road is included, but the 'outer' side of the road is not. This is currently evident for parts of Collier Road, Crimea Street, Wellington Road and Broun Avenue. This issue was identified within the Morley City Centre Masterplan 2010, which proposed alternate boundaries for the Activity Centre.

Section 6.3.1 of SPP 4.1 notes that the Activity Centre boundaries are to be defined by the following factors:

- Existing zoning in Metropolitan Region Scheme or local planning policy;
- Topographical features;
- Major infrastructure elements;
- Walkable catchment to major public transport stops; and
- Use of rear boundaries are an interface or transition for land use change.

The new boundaries of the Activity Centre have been developed having respect to SPP 4.2 as well as general urban planning principles, and the

boundaries relate broadly to an 800m radius (10 minute average walking distance) from the Morley Bus Station.

A comparison of the previous TPS 23 and the Activity Centre boundaries are shown in Figure 69, with explanatory information in Table 9.



Area	Scope of Change	Reasons for Change
1	Number of Properties: 81 (approximate) Current Zoning: Residential R20/25	<ul style="list-style-type: none"> Suitable for medium density residential development
		<ul style="list-style-type: none"> Properties are generally within 800m walkable catchment
		<ul style="list-style-type: none"> Lots with outlook to public open space suitable for higher densities to increase activity
		<ul style="list-style-type: none"> Lots along Wellington Road are considered suitable for higher density housing to frame entry road
2	Number of Properties: 167 (approximate) Current Zoning: Residential R20/25	<ul style="list-style-type: none"> Lots along major roads are considered suitable for higher density housing to frame entry road
		<ul style="list-style-type: none"> Properties are generally within 800m walkable catchment and/or have access to high frequency bus services
		<ul style="list-style-type: none"> Current boundary is located in the centre-line of major roads supporting inconsistent development along entry roads
3	Number of Properties: 185 (approximate) Current Zoning: Residential R20/25, some R30 and R40	<ul style="list-style-type: none"> Suitable for medium density residential development
		<ul style="list-style-type: none"> Properties are generally within 800m walkable catchment
		<ul style="list-style-type: none"> Lots along Walter Road West are considered suitable for higher density housing to frame entry road

Table 9: Morley Activity Centre Boundaries Explanation

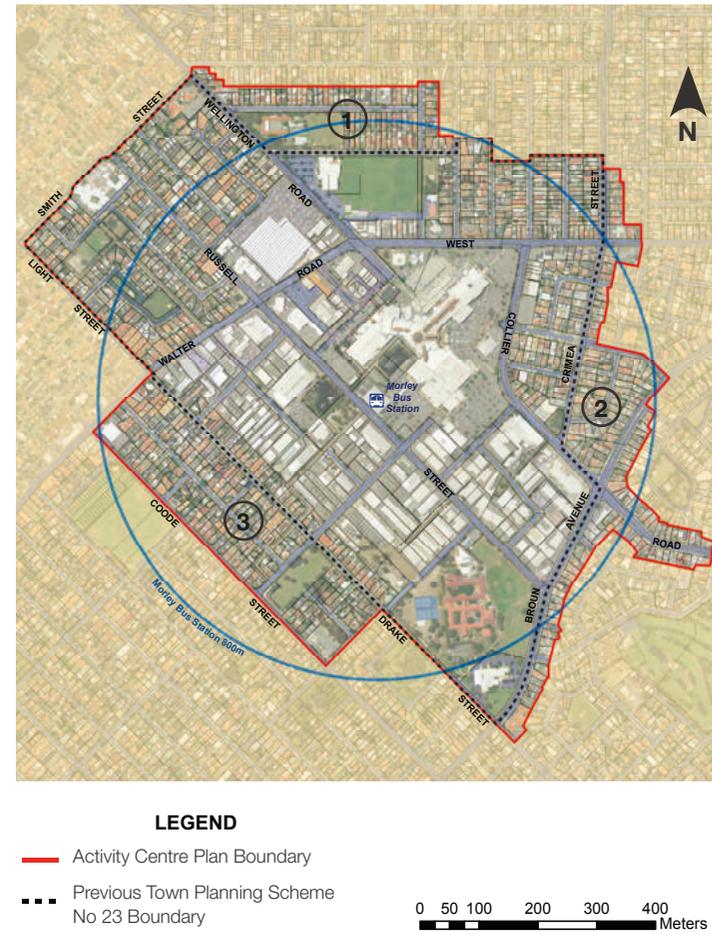


Figure 69: Morley Activity Centre Boundaries

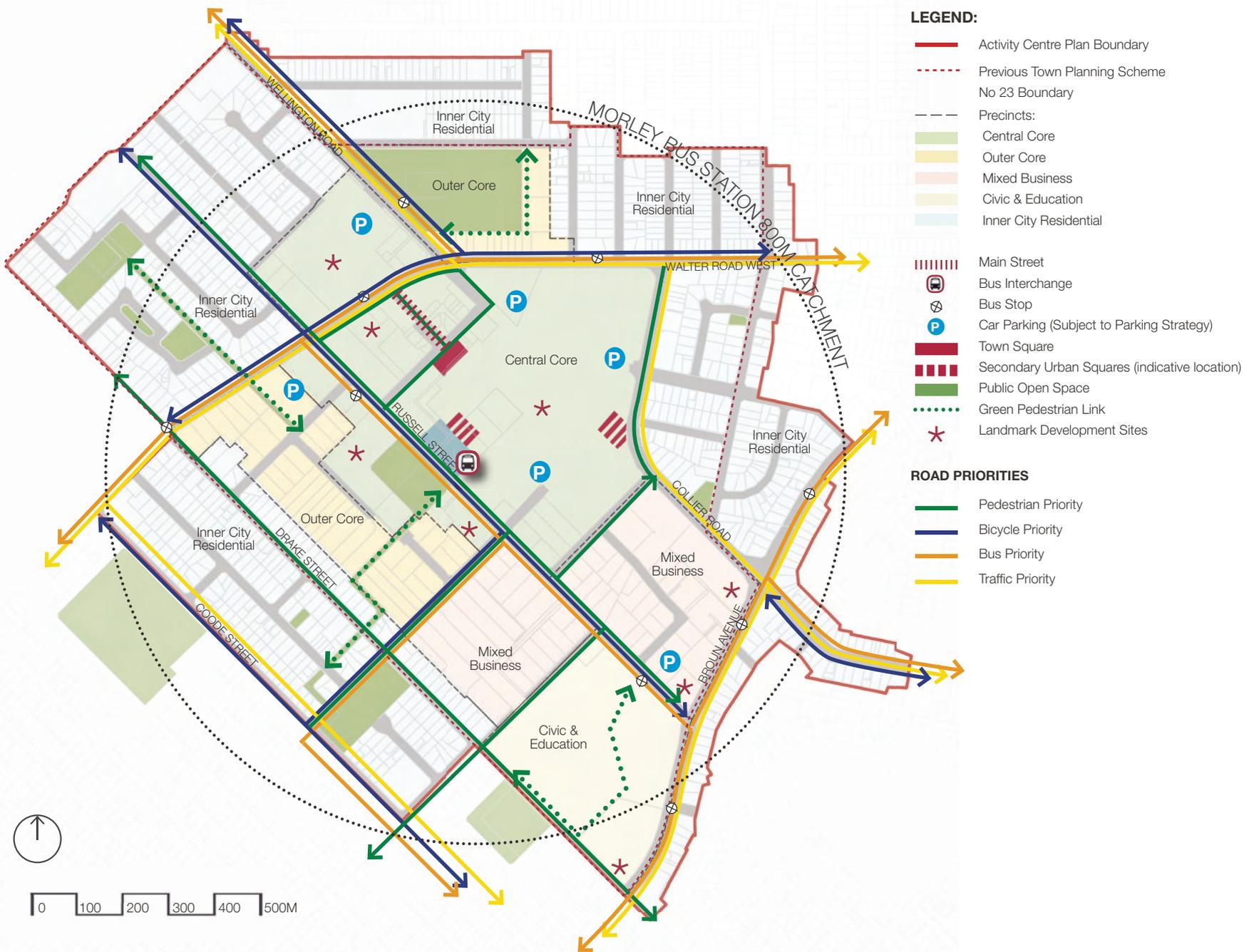


Figure 70 - Morley Activity Centre - Activity Centre Plan Map

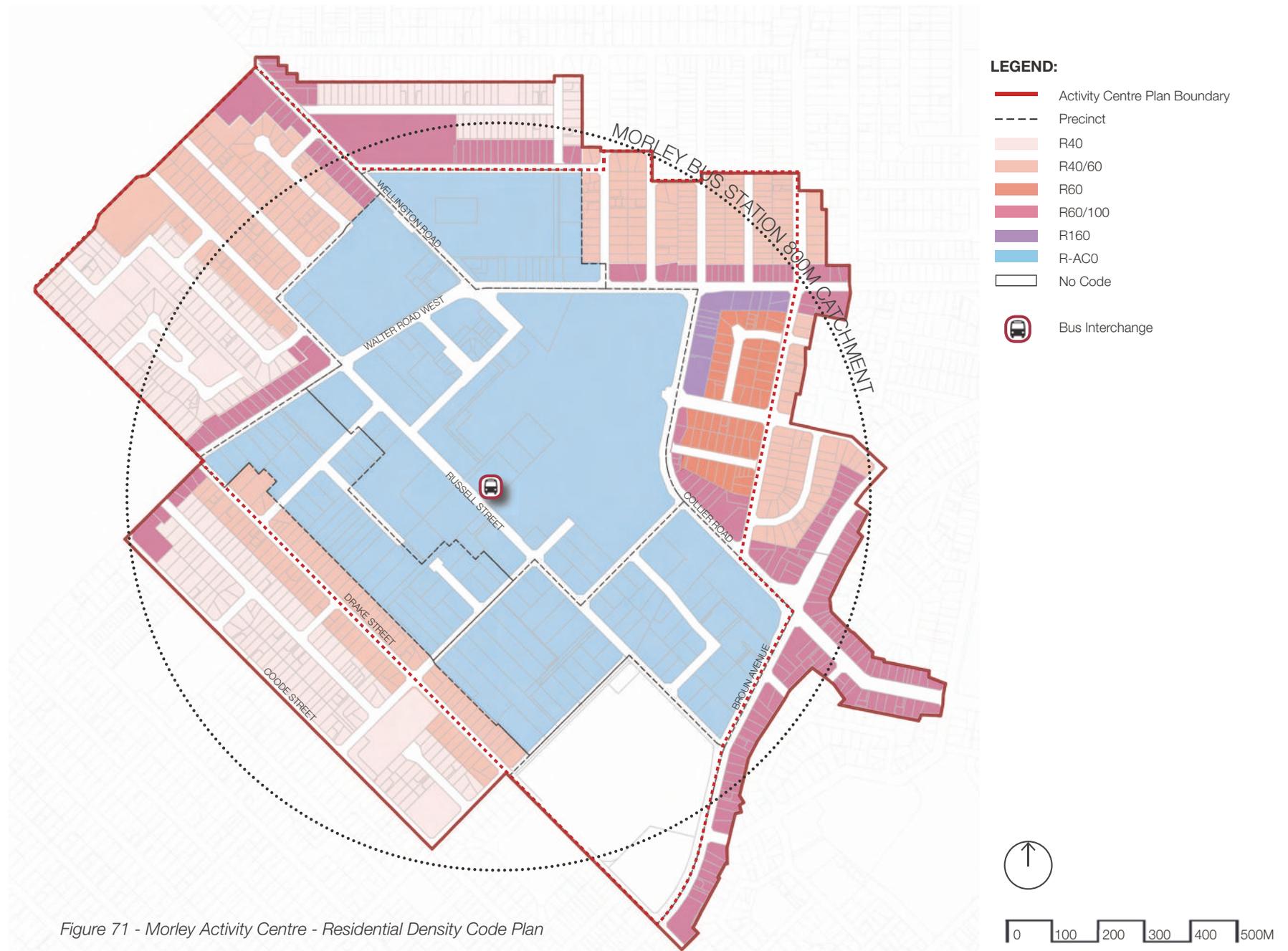


Figure 71 - Morley Activity Centre - Residential Density Code Plan

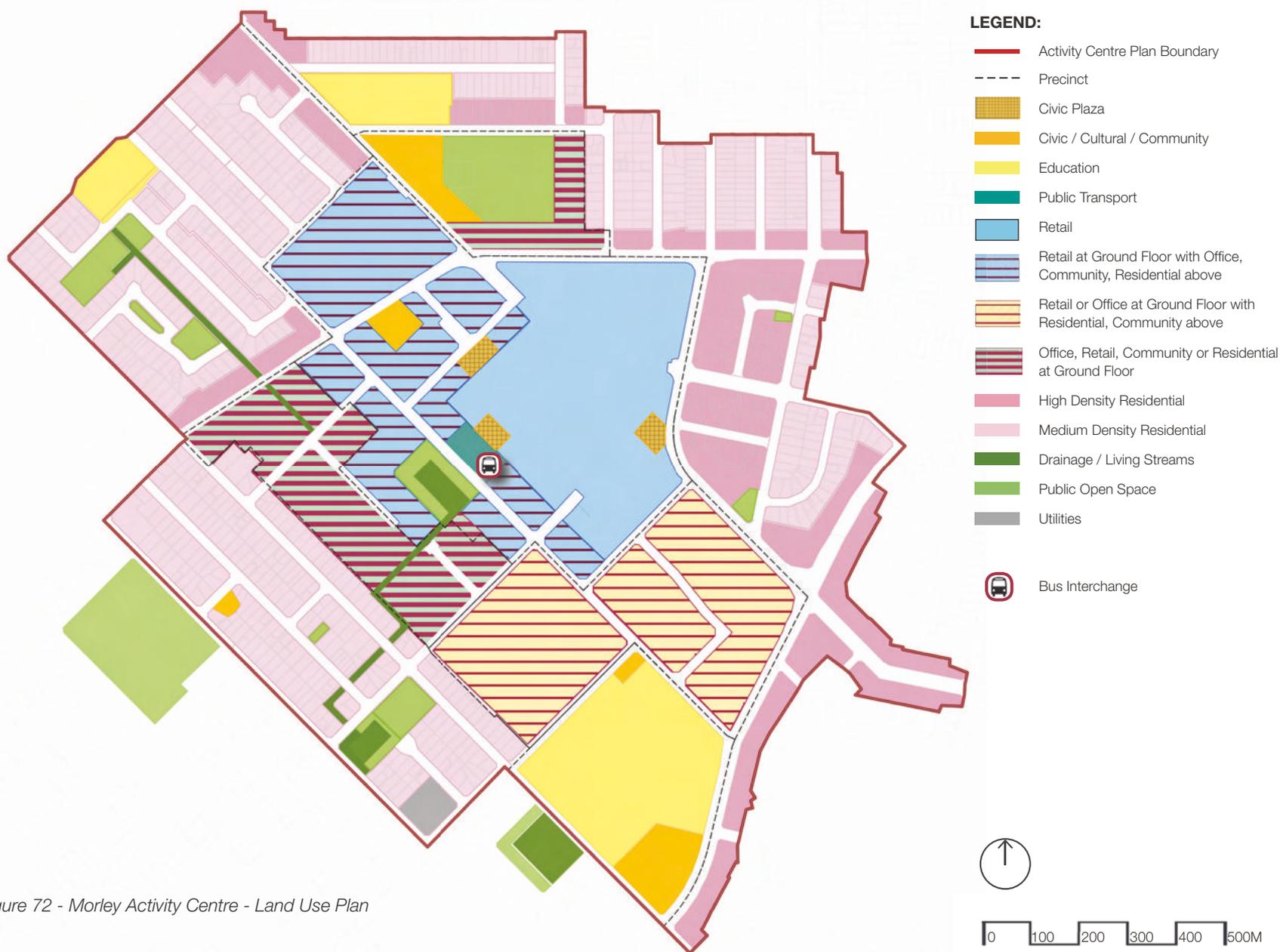


Figure 72 - Morley Activity Centre - Land Use Plan



6 - URBAN FORM

OBJECTIVE

- Plan development around a legible street network and quality public spaces.
- Integrate and connect buildings with streets and public spaces.
- Activate street frontages and improve the pedestrian experience.
- Create a new sense of place with bold and dynamic building and landscape design and landmark development sites.

URBAN FORM

6.1 Urban Structure and Built Form

6.1.1 Existing Form

The existing urban structure of the Morley Activity Centre is dominated by large scale retail and expansive car parking areas (refer to Figure 73). The Collier Road closure and realignment allowed expansion of the Galleria Shopping Centre and while preventing vehicle movement also limited pedestrian access particularly while the shopping centre is closed.

The area is characterised by fragmented land ownership and strata titling which has made coordinated redevelopment difficult. Activities have been located in an ad hoc manner which has resulted in a centre with poor connections and relationships. Public spaces are surrounded by car parking and not well integrated with adjacent land uses, and main streets are lined with parking areas and there is little consistency in building setbacks and treatments.

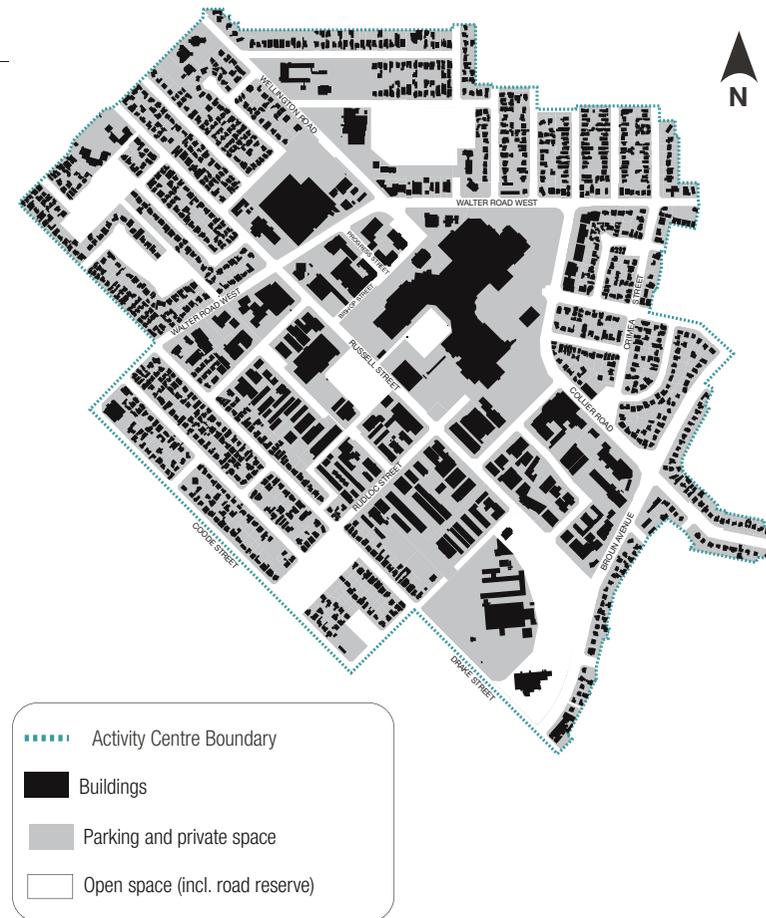


Figure 73: Morley Activity Centre - Urban Structure (Existing)

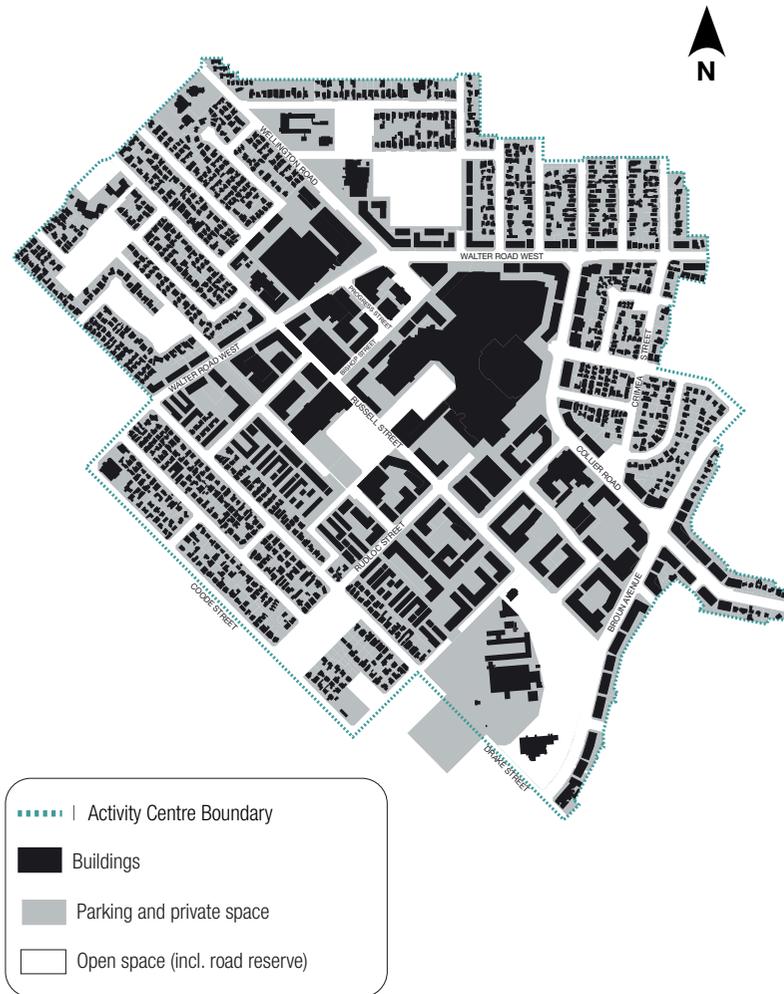


Figure 74: Morley Activity Centre - Urban Structure (Proposed)

The Centre exhibits the typical characteristics of any suburban commercial environment and consists of a wide range of commercial buildings from single storey warehouses and showrooms to the large 2 to 3 storey Galleria Shopping Centre. General attributes include the following:

- Large format retail with a predominately internal environment;
- 1960s - 1970s single storey residential; and
- 1970s - 1980s warehouse and factories, some of which have been adaptively re-used.

6.1.2 Proposed Form

The proposed urban form addresses a number of the constraints within the Morley Activity Centre's existing urban structure (refer to Figure 74). In particular, it shows a greater connection between buildings and public spaces and an integration between buildings and the street. Through streetscape enhancement and private redevelopment with consistency in height and setback, the interface between the public street and the private frontage can be strengthened and the visual character and sense of arrival greatly improved.

There is opportunity to add new open spaces created through redevelopment and to reinvent and integrate existing open spaces. Both the Russell Street compensation basin and the Pat O'Hara Reserve can be transformed to provide good quality city parks and a more attractive setting for future residential and commercial development. The creation of a finer grain walking network that links these public spaces with well landscaped streets and pathways will add a green layer and human scale to the Centre. Pedestrian connection through the Galleria Shopping Centre could also be enhanced in the centre's redevelopment.



The Activity Centre does benefit from 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. Consideration should be given to potentially adverse impacts from traffic in established residential areas, but improved pedestrian and cycle links will encourage residents to walk into and within the Centre.

The Activity Centre Plan has organised the Centre into a series of precincts. These provide further opportunities to improve legibility within the Centre and a unique sense of place and character within each of these precincts as described further in Section 6.2.

Indicative Development Plan

An 'Indicative Development Plan', as shown in Figure 75, has been developed to illustrate the potential outcomes of the Morley Activity Centre Plan. It shows a strong focus on activating key streets and integrating quality open space. Some of the key elements include a town square at the corner of Progress Street and Bishop Street, the redevelopment of the Les Hansman Community Centre, the transformation of the Russell Street compensation basin into a city park, a landscaped boulevard along Russell Street and highrise apartments in the Central Core.

The key design components of this Activity Centre Plan are:

1. Coventry Village as revitalisation catalyst for Walter Road West and Progress Street;
2. Town square at the terminus of Progress and Bishop Streets as key public space;
3. Progress Street 18/7 precinct provides retail, cafes, restaurants and services for new residents;
4. Multiple landmark development sites at key nodes and gateways improving legibility;
5. Les Hansman Community Centre redevelopment improving primary frontage along Walter Road;
6. Improvements to Morley Bus Station including better integration with surrounding land uses and pedestrian connections;
7. Russell Street landscaped boulevard with full-time bus lanes, enhanced streetscape and active building facades;
8. New city park west of Russell Street around 'living stream' drainage reserve;
9. Shared commercial and visitor parking decks located for convenient access and to reduce vehicle movements in core area;
10. Greater intensity of development around Central Core with potentially high-rise apartments, podium parking and activated street edge;
11. Active street frontages focused on key pedestrian links where 'footfall' can support activity;
12. Improved pedestrian links between malls and attractions such as Morley Bus Station and Coventry Village; and
13. Pat O'Hara Reserve open space integrated into Centre with new mixed use development.



Figure 75: Indicative Development Plan



6.1.3 Character and Sense of Place

Sense of place is the unique identity and character of a place defined by community, history, geography, environment, built form and other identifiers.

There is limited unique or identifiable character within the precincts or common to the Morley Activity Centre area. The surrounding suburban residential areas do have some consistency of age and style and are generally characterised by good quality brick and tile family housing stock in attractive street settings.

In order to move toward a true regional centre, it is important to engender a change in character towards a more integrated urban environment. While this lack of existing physical characteristics presents its challenges, without such constraints there is a unique opportunity to establish a new identity reflecting the Morley Activity Centre's future vision and local community. With no heritage or character constraints there is opportunity for bold and innovative building and landscape design to create a new visual image for the Centre.

A sense of place for the Activity Centre will be developed through high quality building design for both commercial, office and residential uses, landmark developments, signature streetscapes, community gathering places, and public art reflecting the character of the local community. The variety of precincts within this Activity Centre Plan provide opportunities for further character distinction and are discussed in Section 6.2.

6.1.4 Legibility

Legibility relates to how people understand the layout of a place, where facilities are located, and how to find them.

Spatial Framework

The existing Morley Activity Centre has generally poor legibility and is segmented into disparate precincts by way of wide and busy roads and expansive areas of car parking. These linkages do not reflect spacial relationships within the Centre and create barriers to ease of pedestrian movement.

This Activity Centre Plan provides a strong focus on activating streets within the Central Core by focusing on existing and proposed spacial relationships and pedestrian movements. This Activity Centre Plan identifies several key attractors within the Activity Centre as follows:

1. Coventry Village;
2. Les Hansman Community Centre Redevelopment
3. Galleria Shopping Centre;
4. Morley Bus Station;
5. City of Bayswater Civic Centre;
6. Morley Sport and Recreation Centre; and
7. Bunnings Warehouse.

It is important to focus on the links between each of them and their connections with the Morley Bus Station as they are likely to form the busiest pedestrian areas. These linkages are shown in the 'Legibility Plan', Figure 76. It is critical that each of the 'linking streets' are provided with active frontages as well as attractive public realm elements to encourage walkability, legibility and activity.



Figure 76: Morley Activity Centre Legibility Plan

Pedestrian access to the Centre may be improved by enhancing the existing and adding further linkages that traverse the Central Core, along with improvements to the higher-order road network connecting the surrounding residential areas. The legibility between the Morley Bus Station and the Galleria Shopping Centre consists of a covered walkway situated within a carparking area, and would greatly benefit from improved integration with surrounding land uses.

Block size is a significant contributor to pedestrian movement and smaller block sizes of 70x120-240 metres provide the most opportunities for pedestrian accessibility. A typical block size within the Morley Activity Centre is approximately 150x150 metres, therefore new development and parcel consolidation should aim to maintain this level of connectivity and improve wherever possible, especially along activated streets and where pedestrian movement is desired. Consideration should be given to further permeability such as laneways, to improve pedestrian access to key sites.

Gateways and Views

The Centre currently lacks definable views and vistas through its streetscapes. This Activity Centre Plan places focus on key view corridors and vistas (refer to Figure 76) including streets and areas that should be framed with iconic buildings, high quality design and landscaping. Some of the key views and vistas include:

- Wellington Road, looking toward the Galleria Shopping Centre;
- Collier Road, looking toward the Galleria Shopping Centre;
- Progress Street forming a visual link between the Galleria Shopping Centre and Coventry Village;
- Views from Boag Place and Russell Street toward the drainage basin with the prospect of becoming future public parkland;
- Views across Pat O'Hara Reserve; and
- Russell Street vista, with the potential to become a landscaped and active boulevard.



The Activity Centre Plan's provision for higher zoning and residential density along key access roads will assist in creating urban corridors to act as gateways and provide a sense of arrival as people enter the Centre. Forming these views and vistas will contribute to the creation of an identifiable character and sense of place.

Landmark and Corner Sites

There are limited landmark buildings or gateway treatments to clearly define arrival points into the Centre, perhaps with the exception of Wellington Road which provides a clear view corridor toward the Galleria Shopping Centre.

Landmark development sites have been designated in Part One of this Activity Centre Plan. These sites are expected to demonstrate iconic architectural features and provide a visual distinction in the Activity Centre. Examples of landmark buildings are shown in Figures 77 and 78 and are indicative of the type of development that may occur on these sites such as the corner of Russel Street and Rudloc Road as shown in Figure 79.

Development on these sites may be compensated with the allowance of additional building height, or flexible application of other development requirements (through a Local Development Plan). Any variations to the Activity Centre Plan requirements should be considered based on whether they enhance the prominence of the site and the amenity of the locality.

The landmark development sites have been strategically selected based on the following criteria:

- Prominent locations, such as major roads;
- Sites large enough to accommodate development of a suitable scale;
- Sites on the corners of two (2) major roads; and
- Visually prominent sites at the entry points to the Activity Centre, in particular the Central Core.



Figure 77: Landmark Corner (West Perth)



Figure 78: Landmark Corner (West Perth)



Figure 79: Landmark Development Site - Corner of Russell St & Rudloc Rd



Figure 80: Suburban 'Main Street'
(Mt Hawthorn)



Figure 81: Inner City 'Main Street' (Perth)



Figure 82: Building Setback above Fourth Storey
(Perth)

Based on the above criteria, sites were selected as 'landmark development sites'.

This Activity Centre Plan encourages and, in some instances, requires architectural features on street corners. Such features can provide local landmarks and create distinctive building facades to assist people in navigating around a place, and contribute to neighbourhood character.

6.1.5 Building Form

Building form encompasses the scale and articulation of buildings and how they relate to the adjacent street, open space and the precinct character.

Scale

The design of buildings should be contextual and reflect the desired urban scale of the street and character of the precinct. Figures 80 and 81 illustrate a comparison in building massing in relation to precinct and street type. The urban scale is defined by the ratio of building height to the width of the street. The street section should ensure buildings create a consistent street wall at a human scale, while accommodating pedestrian connectivity.

Tall buildings with large massing may be setback above a certain number of floors to prevent them from impacting negatively on street character and comfort and avoid excessive overshadowing of sidewalks (refer to Figure 82). These same principles apply to parks and open space and any area where people activation is desired. Building setbacks are detailed further in section 5.1.7.2.

Particular attention should be paid to the scale of development in precincts bordering existing residential areas to ensure a seamless transition between higher density mixed use and residential buildings and single family homes.



Building Articulation

Articulation in buildings helps to reduce the appearance of building bulk while creating visual interest in the streetscape. Articulation promotes legibility in the built form.

This Activity Centre Plan encourages the design of articulated buildings, particularly where long or high walls are proposed (refer to Figure 83). Articulation may be achieved through several measures such as variations in construction materials, textures, setbacks, height, detailing, opening sizes, entry features, colours and roof design. Buildings should avoid blank walls or be of a single colour or material. Multi-storey parking decks with street elevations should be treated aesthetically with applications such as screening, artwork and green walls to reduce their visual impact (refer to Figure 84).

Within the Central and Outer Core precincts where pedestrian amenity is a priority, the ground floor of buildings should be activated with high levels of transparency and building articulation. For buildings of significant size with street frontages that are not conducive to active street level facades, rather than blank walls these buildings should be wrapped with active uses as shown in Figure 85.



Figure 83: Articulated Building Elevation (West Perth)



Figure 84: Parking Garage Screening (QEII, Nedlands)



Figure 85: 'Sleeved' Ground Floor Development (South Perth)



6.2 Precinct Form and Character

The Morley Activity Centre comprises several precincts, each with their own distinct characteristics to support a diverse community. The following discussion addresses the built form and land use elements, while other contributing factors are detailed in subsequent sections and include:

- public space character;
- building and street interface; and
- street typology.

- PRECINCTS:**
- Activity Centre Plan Boundary
 - Central Core
 - Outer Core
 - Mixed Business
 - Civic and Education
 - Inner City Residential

Figure 88: Morley Activity Centre - Precinct Plan
 Document Set ID: 3237333
 Version: 1, Version Date: 31/08/2018



6.2.1 Central Core

The Central Core precinct includes the Morley Activity Centre's main attractions such as the Galleria Shopping Centre, Coventry Village, and Bunnings Warehouse. The Activity Centre Plan aims to encourage and facilitate a built environment with active street frontages, whilst facilitating increased residential development on upper floors.

Character

Progress Street and Bishop Street will form the 'high streets' of the Morley Activity Centre (refer to Figure 88 and 89). Progress Street forms the link between the Galleria Shopping Centre and Coventry Village and is expected to become a vibrant entertainment/dining precinct with active uses at both day time and night time (refer to Figure 89). There will be a transition away from the existing internalised 'big box' shopping centre to a vibrant shopping precinct. Russell Street forms the green boulevard and interfaces with the city park and Morley Bus Station.

Land Use

The central core will maintain its primary retail function, whilst incorporating increased residential, office, short-stay accommodation and entertainment venues.



Figure 87: Central Core Precinct - Indicative Development Plan



Figure 88: Desired Character for Bishop St (Claremont)



Figure 89: Desired Interface for Progress St and Galleria Shopping Centre (Rouse Hill, NSW)



Figure 90: Desired Character for Russell St (Perth)

6.2.2 Outer Core

The Outer Core is divided into two sections within the Morley Activity Centre area. The northern outer core encompasses the Morley Sport and Recreation Centre and the commercial strip along Walter Road West. The south-western outer core includes the light industry/commercial area bound by Russell Street, Drake Street, Walter Road West and Rudloc Road.

Character

These areas are the transition zones between the Central Core and surrounding Inner City Residential areas, and building design and massing should respond to this change in land use and utilise ‘step down’ techniques to create a seamless transition.

Residential development is encouraged at ground floor throughout the Precinct, while along major roads a commercial use on the ground floor is required with residential uses above (refer to Figures 92 and 93). Buildings should be designed to interface with streets and open space to provide a pleasant pedestrian environment (refer to Figure 94).

Land Use

Land use will be similar to the Central Core, while less retail intensive. Small retail stores will mix with restaurants, cafés, offices and consulting rooms. The precinct is primarily expected to cater for increased residential dwellings.



Figure 91: Outer Core Precinct - Indicative Development Plan



Figure 92: Desired Character (Burswood)



Figure 93: Desired Character (East Perth)



Figure 94: Desired Character (Subiaco)



6.2.3 Mixed Business

The Mixed Business precinct is located to the south of the Galleria Shopping Centre. Currently, this area is characterised by car sales yards, showrooms and bulky goods retail on the major roads. The local roads provide functions such as warehouses, automotive repairs and other light industrial uses.

Character

A key objective is to attract more strategic employment and therefore the Mixed Business precinct will see a transformation with quality office development (refer to Figure 95). Russell Street is expected to maintain its function as a showroom/bulky goods destination, outside the core of the Morley Activity Centre. However redevelopment will need to ensure that buildings have more inviting and attractive street frontages (refer to Figures 96, 97 and 98) and facilitate a pleasant pedestrian environment.

Land Use

Heavy manufacturing businesses, large scale warehouses, automotive wrecking and other industrial uses are not considered appropriate in the future Morley Activity Centre. This precinct envisages a transition away from these types of industries and towards more innovative office, research and development activities. Multiple dwellings are permitted within the precinct, but are not expected to be a predominant land use until such time as the area transitions away from industrial type activities.



Figure 95: Mixed Business Precinct - Indicative Development Plan



Figure 96: Desired Character (Victoria Park)



Figure 97: Desired Character (Bayswater)



Figure 98: Desired Character (Domain Central, QLD)



Figure 99: Inner City Residential Precinct - Indicative Development Plan

6.2.4 Inner City Residential

The Inner City Residential precinct is situated outside of the main commercial areas of the Morley Activity Centre. The majority of the existing housing was developed in the 1960s and 1970s and a number of dwellings are now approaching the end of their economic lifespan. Some redevelopment has taken place, and continues to occur, which has resulted mostly in one-two storey grouped dwelling developments (refer to Figure 99).

Character

With the absence of historical architecture or a distinct built-form identity, there are no style constraints on future residential development and the emphasis is on quality built form which compliments and activates the adjacent public space.

Development along major entry roads within the precinct will provide for three (3) to four (4) storey residential development creating urban corridors into the Centre. Remaining residential areas will be assigned densities between R40 and R60, being two (2) to three (3) storeys respectively (refer to Figures 100, 101, and 102). This level of medium density development is appropriate for residents who have day-to-day services within walking distance and are less vehicle dependent.

Provisions of this Activity Centre Plan relating to upper floor setbacks, overshadowing and boundary walls ensure that the amenity of existing lower density housing is not unduly affected by the implementation of this Activity Centre Plan.

Land Use

The Inner City Residential precinct primarily caters for residential development. Small scale offices, consulting rooms and the like are generally acceptable on major roads, however the local government will need to ensure that these uses do not form a linear expansion which will draw commercial activity away from the core areas.



Figure 100: Desired Character - Multiple Dwellings (Highgate)



Figure 101: Desired Character - Single Dwellings (Burswood)



Figure 102: Desired Character - Grouped Dwellings (Drake Street, Bayswater)



6.2.5 Civic and Education

The Civic and Education precinct is located at the southern end of the Morley Activity Centre area, approximately 600m from the Morley Bus Station. The precinct includes the City of Bayswater Civic Centre and the John Forrest Secondary College.

There is expected to be limited development or substantial change within the precinct, with the exception of upgrades and additions from time to time. Subject to the outcomes of the local government reform, programmed for mid 2015, the Civic Centre may require additions/modifications if it is to be used as the administration centre for a new or modified local government area.

Development in this precinct will be assessed on a site specific scale, with the provision of local development plans. Opportunities exist to improve the link between this precinct and the Central Core and may be achieved through enhancing and expanding the existing pedestrian connection (refer to Figures 104 and 105) and/or streetscape upgrades to Russell Street.



Figure 103: Civic and Education Precinct - Indicative Development Plan



Figure 104: Existing Connection between Civic Centre & John Forrest Secondary College



Figure 105: Desired Character (Brisbane)





6.3 Building Envelope / Development Controls

6.3.1 Plot Ratio

Plot ratio provisions have not been included in the Central Core, Outer Core, Mixed Business, and Civic and Education precincts of this Activity Centre Plan. It is considered that the bulk and scale of buildings in these precincts can be adequately controlled and mitigated through design provisions including setback of upper floors, landscaping requirements and the like. For development on larger sites, the applicant will be required to demonstrate appropriate building envelopes through a Local Development Plan.

Development in the Inner City Residential precinct maintains plot ratio controls, as per the assigned density/R-Code, to ensure that development is of an appropriate bulk and scale for a primarily single storey residential area and is designed with consideration to neighbouring properties which are primarily single dwellings. These plot ratio controls will also provide owners and developers with greater certainty as to the development potential of a property.

6.3.2 Building Height and Setbacks

The Morley City Centre Masterplan recommended 16 storey maximum building heights within the core of the Morley Activity Centre. This recommendation has been further developed within this Activity Centre Plan, with an unlimited building height allowance for the Central Core precinct.

The highest buildings should be incorporated in the Central Core precinct, with a graded intensity stemming from the residential area into the core (refer to Figure 106). The design requirements of this Activity Centre Plan generally account for buildings up to eight (8) storeys in height, however, it is noted that the Central Core precinct has no height restrictions.

In such circumstances, it will be necessary for the developer to demonstrate that these buildings will not have an undue impact on their surroundings. This could include ensuring that new development is sympathetic to the bulk and scale of adjoining development through 'stepping down' techniques as shown in Figure 107 between commercial and residential buildings. The 'stepping back' of upper floors will ensure that buildings present a 'human scale' to streets and also allow winter sunlight to penetrate ground floor developments on the south side of streets.

6.3.3 Impact on Surrounding Residential Areas

The residential areas surrounding the Morley Activity Centre area generally consist of low density housing (R-Codes of R17.5/25). It is important that the amenity of these areas are not unduly impacted by the operation of this Activity Centre Plan, particularly the impact of higher density housing along transport corridors. The 'Inner City Residential' section of this Activity Centre Plan contains provisions which require overshadowing, boundary walls and setbacks to accord with the lower density requirements. For example, an R60/100 site within the Activity Centre Plan area, which casts a shadow over an abutting R25 coded site would be required to comply with the R25 overshadowing requirements under the R-Codes.

Similarly, side and rear setback requirements for the third storey of a development or above have been set at between 5m and 10m. This will ensure that the new building does not dominate existing single storey dwellings. It is noted that some small or narrow lots may not be able to achieve a third storey with a 5m or 10m setback. Whilst variations to setback provisions may be considered on their merit, the size of an existing lot or the financial feasibility of not providing the required setbacks are not considered sufficient to justify such variations.

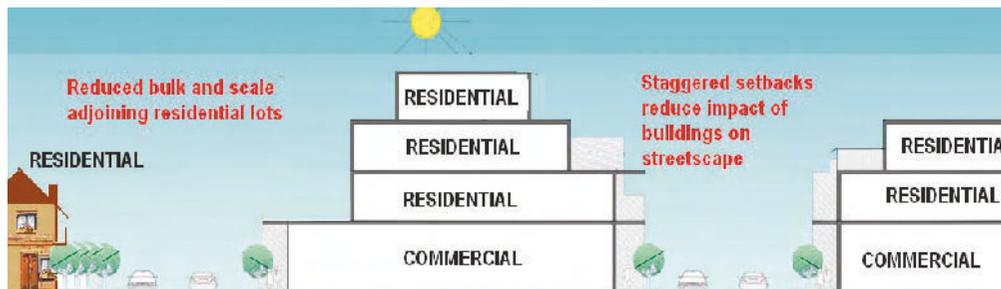


Figure 106: Graded Intensity between Central Core and Outer Residential Areas

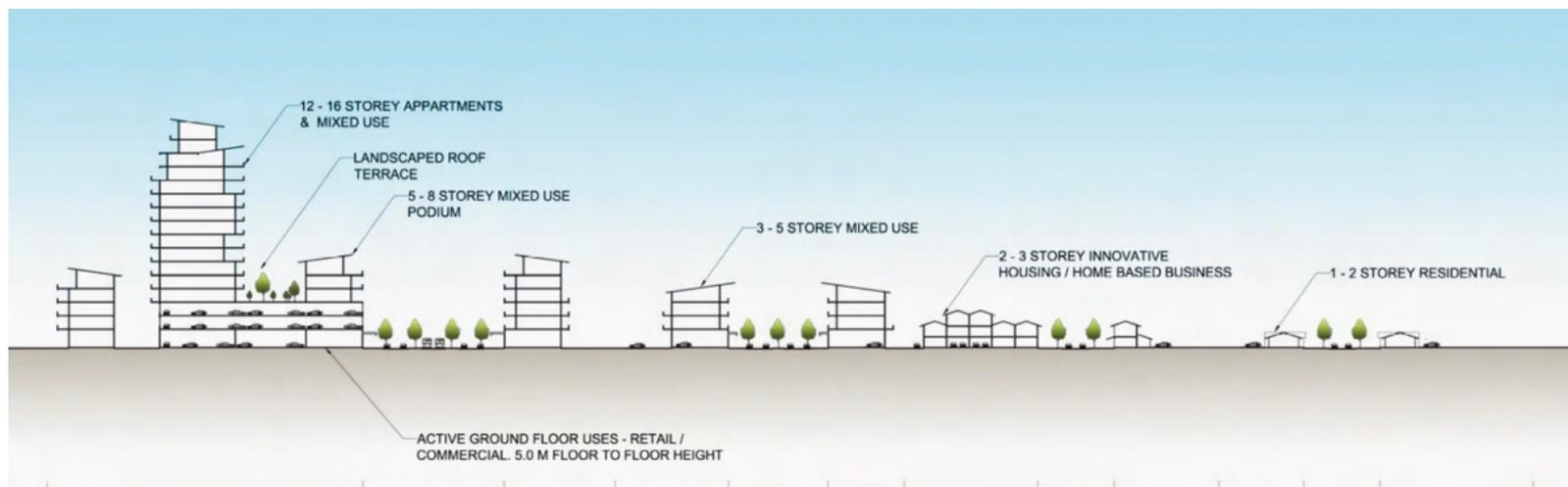


Figure 107: Stepping Down Setbacks to Protect the Amenity of the Street and Adjoining Properties

6.4 Street Interface

As the Morley Activity Centre consists of already developed land and road infrastructure, the required levels of street activation reflect both the desired precinct land use and character and the hierarchy of street types as discussed in Section 6.5.3.

6.4.1 Street Activation

This Activity Centre Plan places a high priority on developing active street frontages within the Morley Activity Centre to create a vibrant urban environment. There are currently very few active street frontages and the commercial areas have especially poor passive surveillance. It is also recognised that it is not realistic that all streets can provide active frontages. The 'Street Activation Plan', shown in Figure 108, categorises street types within the Centre and assigns them desired levels of activation. Active streets are focussed in the central core and encourage active links between the Centre's key attractors, along with the Morley Bus Station.

Streets interfaces are categorised into one of the following groups:

Active Frontage

Active frontages provide the most vibrant built form and most intensive activity. An active frontage is one where the built form abuts the public realm and provides an inviting entry from the street. Ground floor land uses may include retail, entertainment, dining with an emphasis on alfresco dining, office with a shopfront style interface, and other land uses which involve a high turnover of customers. Dwellings should be provided on the upper levels with balconies and windows which face the street to articulate building facades and provide passive surveillance. Future town squares/civic piazzas should also be framed by active frontages. Vehicle access should be limited to rights of way or secondary streets where available.



Semi Active Frontage (Showroom)

Currently, there is a showroom/bulky goods corridor at the southern end of Russell Street and these land uses are expected to continue in the future. While these uses do not typically have an active frontage in the traditional sense, such development will be encouraged to better connect with the public realm with visually permeable frontages, attractive facades, pedestrian connections to the street, and locating car parking behind the building line.

Passive Frontage

Passive frontages occur where uses such as office and residential are provided on the ground floor. While these streets may not exhibit the same vibrancy of the active 'high streets', there remains a strong urban character. The Activity Centre Plan does not generally preclude active land uses within these areas as they can provide focal points and areas of interest within the various precincts, however it is important to maintain the focus of activity on the key active streets.

Service Frontage

This Activity Centre Plan recognises that there is a need to provide for activities such as loading docks, car parks and vehicle entry points. These areas should be designed with respect to an urban centre and may include elements such as screening, landscaping and public art to enhance the streetscapes. Passive surveillance from upper floors is particularly important for streets with a service frontage.

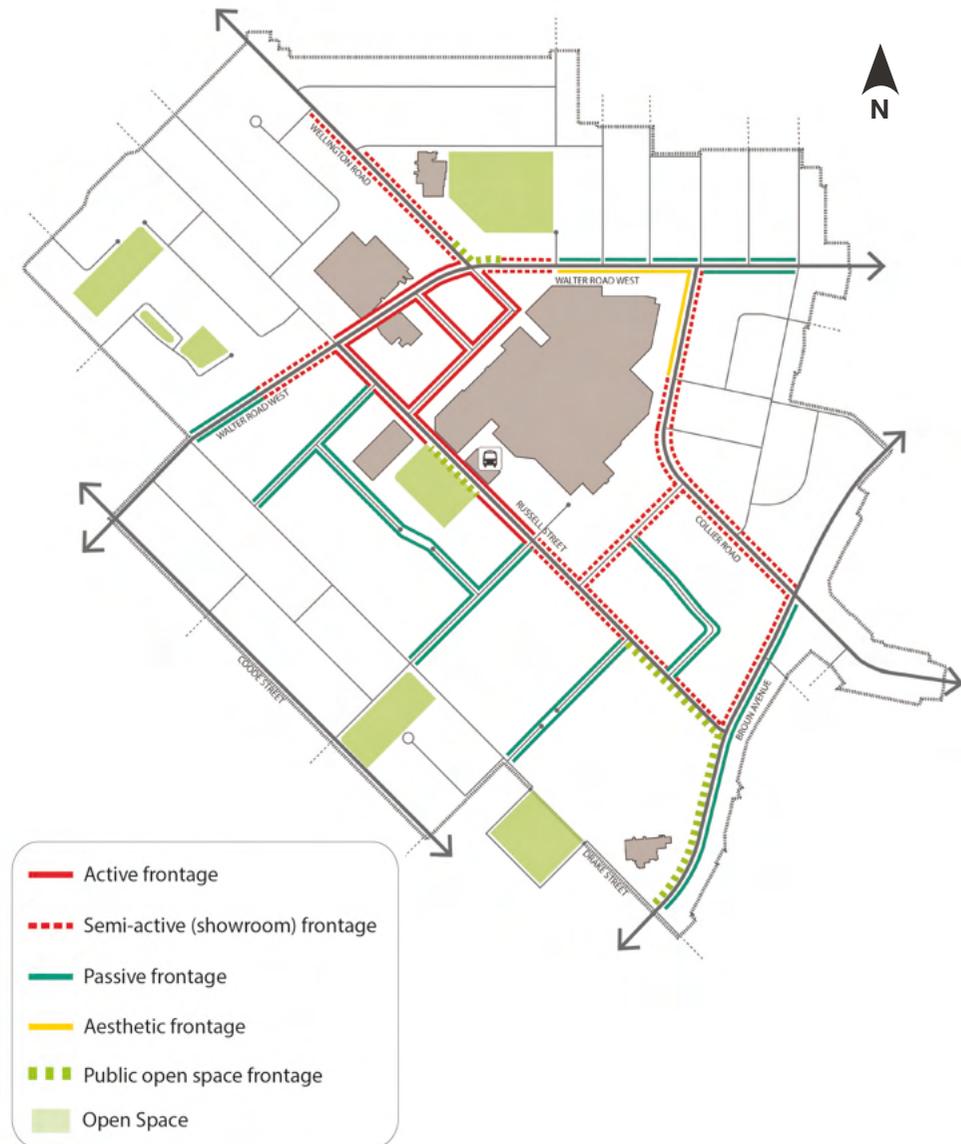


Figure 108: Street Activation Plan



Figure 109: Progress Street - Proposed Streetscape



Figure 110: Russell Street - Proposed Streetscape



Figure 111: Rudloc Road - Proposed Streetscape



Figure 112: Collier Street - Proposed Streetscape



Figure 113: Wellington Road - Proposed Streetscape



6.5 Public Spaces

The Public Spaces Character Plan emphasises the importance of streetscape and open space character in transforming the Morley Activity Centre into a place to live, work and socialise (refer to Figure 114). A range of parks and urban squares will provide focal points and the open space needed for residential dwellers in an intense urban environment. These public spaces will accommodate both passive and active recreation uses and be designed for adaptability and to suit the needs of the community.

Tree lined streets, comfortable pedestrian pathways, and green links will ensure these public spaces are connected to the broader green space network and key activity areas in the Activity Centre. Accessibility is a key aspect of successful public spaces and public transportation and parking will need to be coordinated.

6.5.1 Park Spaces

The Activity Centre is characterised by several parks of significant size that will benefit from upgrades to provide greater amenity to the community. Development should be designed to provide passive surveillance of these reserves, which will help to provide for safer and community orientated meeting places.

Pat O'Hara Reserve

Pat O'Hara Reserve (approximately 63,000m²) is located to the north of Walter Road West and includes the Morley Sport and Recreation Centre. The reserve is currently used as active public open space, serving a number of informal community/sporting activities, and is home ground for the Perth Bayswater Rugby Union Club. This Activity Centre Plan proposes higher residential densities along Mangini Street in order to take advantage of the proximity to the reserve.



Figure 114: Public Spaces Character Plan

Opportunities

- The Morley Sport and Recreation Centre currently ‘backs on’ to the reserve with limited direct access and passive surveillance. There are opportunities to better integrate the Centre with the open space.
- There is potential for a large outdoor children’s playground as an extension of the recreation centre benefiting from close proximity to the retail shopping core.



Figure 115: Russell Street Drainage Basin



Figure 116 & 117: Desired Character for the city park (Kings Park)

- The Morley City Centre Masterplan recommends that this reserve become an integrated city park with mixed use development, short term accommodation and residential apartments (this is a longer term option for the local government to consider).
- Improve links to the core of the Activity Centre by creating green corridors and better walking environments across Walter Road West.

Russell Street Drainage Basin

The Russell Street Drainage Basin (approximately 15,000m²) is owned in freehold by the Water Corporation. The subject land is currently used for drainage purposes as part of the main drain system. There is no public access available to the reserve with the exception of a small boardwalk, accessible from the adjacent Bunnings Warehouse site (refer to Figure 115).

Opportunities

- Prepare an ‘arterial drainage plan’ to support redevelopment of a portion of the site into a city park; and
- Design and develop a city park which provides an opportunity to begin a living stream network.

Due to the high profile location of this basin and the opportunity afforded by adjacent vacant land, its partial redevelopment into a city park will provide a key outcome for the revitalisation of the Morley Activity Centre (refer to Figures 116 and 117). Another key objective for this site is to enhance the wetland design to achieve improved biodiversity and water quality outcomes and convert the downstream open drain into a new living stream, providing in-stream water quality treatment.



Rudloc Reserve

Rudloc Reserve (approximately 15,500m²) is situated to the south-west of the Morley Bus Station along Rudloc Road and provides for passive public open space. Rudloc Road is a key entry point to the Centre and will support higher density residential (R60/100) along this entry corridor.

Opportunities

- Increased passive surveillance of the reserve from surrounding residential developments.
- Better integration with the Morley Activity Centre through development and streetscape upgrades along Rudloc Road.
- There are opportunities to upgrade the open stormwater drain along the street to become a living stream to improve the interface with Rudloc Road and Coode Street and to provide an increase in public amenity.

RA Cook Reserve

RA Cook Reserve (approximately 55,000m²) is situated along Coode Street on the periphery the Activity Centre boundary, but within the 800m catchment of the bus station. It is used as active public open space, most commonly for football and cricket, and serves the surrounding residential areas.

Opportunity

- Better integration with the Morley Activity Centre by upgrading streetscapes along Walter Road.

Nora Hughes Park

The Nora Hughes Park (approximately 17,500m²) is situated on the periphery of the Activity Centre, to the south of John Forrest Secondary College. The park is used as passive public open space and has a drainage basin in the centre which supports wildlife.

Opportunities

- Nora Hughes open drain provides a key opportunity to improve water quality in Nora Hughes Lake through conversion to a living stream providing improved treatment and amenity.
- The drain's location in the Civic and Education precinct makes it ideal for a community demonstration project and improvements to a natural asset would be a valuable outcome as a part of the Centre's revitalisation.

There are also a number of smaller parks and reserves in the Activity Centre Plan area which play a critical role in providing public open space for local residents and may be appropriate for community gardens.

School Sites

The Morley Activity Centre contains two (2) public schools, being Morley Primary School and John Forrest Secondary College. Both schools contain ovals, however the oval to the John Forrest Secondary College is not accessible to the public.

Opportunities

- Providing a community pathway through John Forrest Secondary College will improve links between the school, the City of Bayswater Civic Centre and the Galleria Shopping Centre.
- Allowing and maintaining community access to school ovals as a form of public open space facilitates a sense of community and provides significant health benefits.

6.5.2 Urban Plazas

The Public Spaces Character Plan (refer to Figure 114) indicates several potential 'hot spots' located at primary gathering places within the Central Core that are suitable for urban plazas. These hot spots include:

- Progress Street and Bishop Street terminus;
- Morley Bus Station; and
- Galleria Shopping Centre entry from Collier Road.



Figure 118: Aerial - Terminus of Progress Street and Bishop Street



Figure 119: Town Square Desired Character - Rouse Hill, NSW



Figure 120: Town Square Desired Character - Claremont, WA

This Activity Centre Plan places great emphasis on transforming Progress Street into a 'main street' and improving the integration of the Morley Bus Station. Therefore while the quantity and precise location of urban plazas may vary subject to future development, these two (2) key gathering places are a priority.

Urban plazas should accommodate a range of activities including cafés and restaurants, and attract activity in the evening and on weekends to ensure the Activity Centre is vibrant after typical closing hours. Active spaces with opportunities for play, such as water elements, are great attractors for families and contribute greatly to the sense of community. Urban plazas will feature quality hard and natural landscaping materials and be designed for user comfort to avoid both excessive sunlight and overshadowing. CPTED Safety Principles will be important considerations in these designs.

New Town Square

The proposed Town Square will be located in the Bishop Street-Progress Street area (refer to Figure 118) and marks the junction of two (2) of the Centre's most active streets. Progress Street also acts as the link between the two (2) major retail destinations in the Morley Activity Centre, being Galleria Shopping Centre and Coventry Village, and the proposed town square will need to enhance the view corridor between these destinations. The location and design of the town square will be determined through a future local development plan and/or development applications. The square should be surrounded by active land uses, potentially multi-storey development with a mix of vertical uses to increase activation, and used for occasional community events such as farmer's markets, outdoor movies and the like. The square should be integrated with the adjacent Bishop Street and Progress Street to create a central gathering place to this 'main street' area. Examples of town squares are shown in Figures 119 and 120.



Secondary Urban Squares

Other proposed urban squares include the area between the Galleria Shopping Centre and the Morley Bus Station, and the Collier Road side of the shopping centre which has an important interface with this major corridor and adjacent development. While the bus station interface is a priority, the Collier Road location may vary subject to future development plans for the Galleria Shopping Centre.

6.5.3 Streetscapes

Streets are an essential component of a centre's character and sense of place. The quality of these streetscapes is the major determinant of pedestrian activity which is essential for a vibrant and active centre. The Morley Activity Centre is characterised by a variety of street types, reflecting both their function and adjacent land use, as shown in Figure 121.

Russell Street provides primary access and is proposed as the Centre's green boulevard and will be upgraded with generous sidewalks and landscaped verges and central median. Progress Street and Bishop Street are situated at the heart of the Central Core and are home to the Activity Centre's street front retail and alfresco dining. Progress Street is designated as the Activity Centre's 'main street' and both Progress Street and Bishop Street will be upgraded to support a dynamic mixed use urban environment.

The major roads surrounding the Activity Centre are designated as City Avenues. As urban corridors and gateways into the Activity Centre, the treatment of these streetscapes is essential in distinguishing the Centre from surrounding suburban development.

The existing drainage network will be investigated for transformation into green pedestrian links that will be incorporated into the broader open space network.



Figure 121: Streetscape Typology Plan

6.5.4 Microclimate of Public Spaces

Existing public places in the Morley Activity Centre provide limited improvements in the Morley microclimate. As the Centre becomes more intense, hard spaces are likely to increase. In addition to providing less amenity, these hard surfaces can contribute to the urban heat island effect. Measures will need to be taken to address these issues including the planting of trees in and around reserves and the addition of a green layer to some of the key streets. The application of ‘green’ vegetated roofs and walls to both existing and new buildings is strongly encouraged.

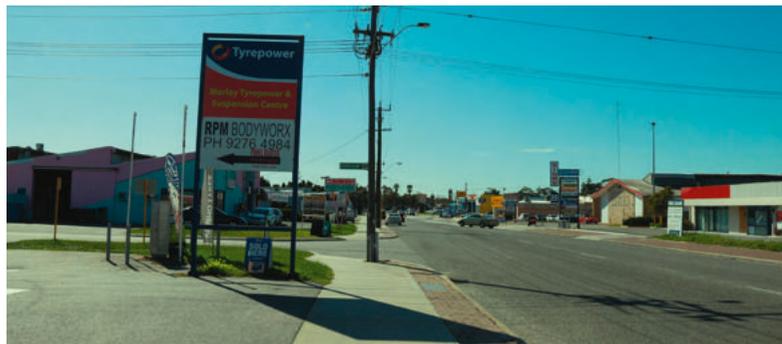


Figure 122: Typical Streetscape in the Activity Centre (Rudloc Road)



Figure 123: Landscaping Desired Character (QLD)



Figure 124: Landscaping Desired Character (QLD)

Awnings

Awnings provide shelter and shade to pedestrians and encourage street activity. They can protect shop windows from direct sunlight and reduce heat, (thereby reducing energy costs) and provide a more comfortable microclimate for pedestrians. Awnings are required for new developments on streets which have active street frontages.

6.6 Landscaping

Landscaping is a key element that contributes to the streetscapes in the Morley Activity Centre. Currently, there is a low standard of landscaping limited to inconsistent street trees along major transport routes around the Galleria Shopping Centre, including Walter Road West, Collier Road, Russell Street and Dewar Street.

This Activity Centre Plan strongly encourages the use of extensive landscaped areas along key roads and pedestrian walkways which will assist in creating a vibrant and active streetscape and greater pedestrian comfort. Consistent street tree planting is important along major roads surrounding the core of the Centre to provide legibility and human scale within an environment of intense development. Where possible, the inclusion of green walls will be encouraged to invigorate the streetscape and soften the pedestrian environment with this urban setting. Figures 123 and 124 show examples of such landscaping.

The actions within the Implementation Plan include a Streetscape Improvement Plan for the Morley Activity Centre with desirable treatments including landscaping, street furniture and public art.



6.7 Designing Out Crime

It is widely recognised within the planning and design professions that the right design and effective use of the built environment can lead to a reduction in the incidence of crime and improve a person's perception of safety and experience of a place. Crime Prevention Through Environmental Design (CPTED) principles are based on the idea that people's behaviour within the built environment is influenced by the design of that place and that good design can reduce opportunities for offending.

A number of elements within Part 1 of this Activity Centre Plan aim to encourage a safer built environment with the following measures:

- Dwellings to provide surveillance of the street;
- Requiring buildings to provide surveillance of parks, pedestrian access ways and other public places;
- Large areas of car parking to be limited and/or sleeved by more active uses;
- A mix of land uses which promote activity day and night;
- Retail uses abutting streets to generate increased activity outside of the main shopping centre;
- Corner buildings to address both street frontages which encourages better surveillance; and
- Preventing blank, expansive walls thereby discouraging graffiti and vandalism.

Crime prevention measures are encouraged within individual designs. Applicants and owners can refer to the Western Australian Planning Commission's 'Designing Out Crime Planning Guidelines 2006' for further information.





7 - RESOURCE CONSERVATION

OBJECTIVE

- Support the development of an environmentally sustainable and energy efficient environment.
- Improve water resource conservation and water quality management outcomes.

RESOURCE CONSERVATION

7.1 Sustainable Development

One of the key objectives for the Morley Activity Centre is to facilitate an environmentally sustainable and energy efficient environment. This Activity Centre Plan encourages all new development to incorporate energy efficient building design and 'water-wise' landscaping measures. Strategies include:

- Building design and orientation to optimise solar access and natural cross ventilation;
- Thermally efficient building materials;
- Photovoltaic solar panels;
- Appliance and fixture efficiency;
- Water-wise landscaping;
- Solar booster residential hot water systems;
- Rainwater and stormwater harvesting; and
- Greywater recycling.

Sustainable building design is incentivised through dual density codes for which the higher density may be applied for energy efficient and sustainable design. The City of Bayswater is in the process of developing a 'Sustainable Housing Guide' which will also provide guidance on sustainable development.

To lessen the heat island effect of highly impervious developed areas, a key objective in the Activity Centre Plan is to create a green space network of public open space and tree-lined streetscapes. The application of 'green' vegetated roofs and walls on both existing and new buildings is also encouraged. Further environmental benefits are achieved through the implementation of the principles of the Local Water Management Strategy and the Transport Assessment - Movement Network Plan.

The Activity Centre Plan establishes minimum design requirements and it is considered that, if adhered to by developers and the community, will assist in creating a sustainable activity centre.

7.2 Energy

One of the key objectives of this Activity Centre Plan is to facilitate an environmentally sustainable and energy efficient environment in the Morley Activity Centre. There are significant opportunities and challenges that will need to be addressed to achieve a truly sustainable activity centre.

This Activity Centre Plan encourages all new development to incorporate energy efficient building design to meet established benchmarks of State and local policies. All new buildings should be orientated to optimise solar access, natural cross ventilation and incorporate thermally efficient building materials.

This Activity Centre Plan establishes minimum design requirements that, if adhered to by developers and the community, will assist in creating a sustainable activity centre.

7.3 Water

The redevelopment of the Morley Activity Centre is relatively unconstrained by water resources as it is already largely developed and contains existing infrastructure in a modified environment. Currently, the stormwater disposal method from existing buildings and parking areas within the Activity Centre is primarily through on-site drainage systems. However, given the vast size of the Activity Centre, consideration may be given to off-site stormwater disposal for areas near drainage reserves following preparation of an urban water management plan as part of a development application. There are also several existing Water Corporation compensating basins where significant improvements to both aesthetic and environmental outcomes are possible, as discussed in Section 6.5.

Stormwater

The environmental characteristics of the Activity Centre area are similar to much of the Swan Coastal Plain, having flat topography, sandy soils and shallow groundwater. There are very few identified contaminated sites in the Activity Centre, as per the Department of Environment Regulation 'Contaminated Sites Register'. However, the Activity Centre is located within the Bayswater Brook catchment area, a priority catchment for water quality improvement in the Perth metropolitan area and existing commercial and light industrial land uses can be a risk to the water quality of groundwater and surface water systems. Therefore, all sites within the Centre are responsible for containing stormwater on site, unless otherwise approved by the local government.

Ground Water

Groundwater is shallow across the Activity Centre area and a combination of surface and subsurface drainage is used throughout the area to manage groundwater levels.

Water Resource Use

Groundwater is used by the City of Bayswater for irrigation of public open space in the Activity Centre area. Water efficient landscape design and irrigation practices will need to be used to limit future public open space irrigation demand to current licensed volumes. As the Activity Centre area is largely developed, there are extensive networks of all major water and sewerage services. However it is possible that future upgrades will be required to provide for the water and wastewater needs of the future population.



7.3.1 Water Sensitive Urban Design

Water sensitive urban design refers to achieving better water resource management outcomes in an urban context by using an integrated approach to planning and incorporating total water cycle management objectives into the planning process. Figures 125 and 126 show examples of such water sensitive design. The key elements of water sensitive urban design include flood mitigation; management of water quantity and quality; and water conservation, efficiency and re-use.

Some of the key actions which local government, developers and landowners can take into consideration include provision of the following:

- Grassed or landscaped swales;
- Infiltration trenches and bio-retention systems;
- Gross pollutant traps, wetlands and sediment ponds;
- Rainwater tanks/stormwater harvesting and reuse;
- Grey water harvesting and reuse;
- Water-wise gardens, rooftop greening and urban forests; and
- Permeable pavements.

7.3.2 Local Water Management Strategy

The City engaged consultants Essential Environmental to prepare a Local Water Management Strategy (LWMS) for the Morley Activity Centre, which was completed in August, 2014. The LWMS proposes that redevelopment associated with this Activity Centre Plan area will achieve the following objectives:

- Improve water quality within the stormwater system while maintaining the flood protection and conveyance capacity of the drainage system;
- Maximise opportunities for creation of living streams to improve water



Figure 125: Low Impact Stormwater Design - Bioswales



Figure 126: Low Impact Stormwater Design - Bio-filtration

quality treatment and amenity outcomes;

- Optimise water use efficiencies including reduced irrigation use and increased water reuse; and
- Achieve water sensitive landscapes (both public and private realm) which incorporate water quality management and reflect the Western Australian climate.

These objectives are to be achieved through design criteria for stormwater and groundwater management, water resource use and appropriate landscaping which responds to local site conditions. The LWMS provides



Figure 127: Proposed Living Stream Enhancement Projects

more detailed implementation strategies to achieve these key objectives.



Stormwater Management

The draft LWMS proposes to promote the enhancement of the stormwater management system through the potential creation of living streams in the following locations shown in Figure 127:

- Russell Street Compensating Basin and open drain;
- Vera Street open drain;
- Jakobsons Way open drain;
- Rudloc Road open drain; and
- Nora Hughes open drain.

The City of Bayswater's Long Term Financial Plan provides for two (2) living stream projects to be undertaken between 2013 and 2023. The projects will be prioritised based on the community benefit which stands to be gained. Further living stream projects will be considered if developer contributions or State government grants are received.

The creation of living streams in these locations can occur in isolation from any surrounding development. However, there are substantial opportunities for better outcomes to be achieved through integration with the planning process. Local development plans in areas near the above mentioned drainage reserves need to be supported by urban water management plans. The development of local development plans and urban water management plans for these sites should incorporate the following tasks:

- Undertake pre and post development modelling of the stormwater system to ensure run-off from future development scenarios is able to be adequately managed by the proposed stormwater system; and
- Design and construct identified living stream pathways with consideration of existing infrastructure capacity requirements and delivery of Activity Centre Plan objectives.

Scenario	Domestic	Commercial	Public Open Space Streetscape Irrigation	Total
Existing	443.3	286.9	161.1	891.3
Future (2031)	1,207.2	431.4	181.3	1,819.9

All quantities are in KL / person / year

Table 10: Annual Water Demands for the Morley Activity Centre

Scenario	Household usage	Domestic irrigation	Total
Existing	63	30	93
Future (2031)	65	15	80

All quantities are in KL / person / year

Table 11: Annual Per Capita Domestic Water Demands for the Morley Activity Centre

A water demand assessment has been developed for the Activity Centre area to consider the impact of proposed development as a result of this Activity Centre Plan. Water demand has been calculated based on the target increases in residential density and commercial floor space.

Table 10 illustrates the annual water supply demands for the Morley Activity Centre for the existing scenario, compared with the target future scenario in 2031.

Table 11 demonstrates the per capita annual water demands for residential properties from the demands assessment undertaken as part of the LWMS. This assessment demonstrates that a residential per capita water use target of 80 kL per person, per year can be achieved. Considering a scenario where an alternative water source can be identified to provide for domestic irrigation and/or in-house non-drinking water demands it is reasonable to expect that a target of 65 kL per person per year could be achieved.

Projected per capita demands identify that the increasing residential density is expected to lead to reduced per capita domestic irrigation demand (through smaller backyard areas and private open space). With the decrease in private open space, it will be important to ensure that high amenity public open spaces and streetscapes are provided in the Centre. This will most likely necessitate an increase in public open space irrigation demand, particularly in the short term to establish trees and vegetation throughout the Activity Centre.

There are significant opportunities for industrial and commercial sites to incorporate rainwater tanks or greywater recycling systems on an individual basis.

7.4 Materials and Waste

7.4.1 Waste Management

Increasing residential development increases waste disposal and the need for prudent waste management. The following is a list of measures, several of which are required within the R-Codes, which should be implemented in an effort to minimise the amounts of waste and material generated during development:

- Establish procedures for the collection and sorting of recyclable construction materials;
- Provision of containers for recyclable materials;
- Mulching and stockpiling of green waste for use in landscaping works;
- The re-use of materials where practicable;
- Erection of screening for dust control and litter containment;
- Provisions for the establishment of a temporary refuse collection site and the collection of daily rubbish from workers;
- Procedures for removal of waste (materials that cannot be reused or recycled) from the site;
- Preparation of a waste management plan for larger scale developments;
- Procedures for removal of hazardous or dangerous materials from the site in accordance with State and Federal legislation including WorkSafe requirements; and
- Purchase of environmentally approved and/or recycled content products.



8 - IMPLEMENTATION

OBJECTIVE

- A collaborative and informed decision making process;
- An engaged local community and stakeholder group; and
- A targeted and strategic approach to initiating and encouraging future development, and the implementation of this Activity Centre Plan.

IMPLEMENTATION

8.1 Implementation Process

8.1.1 Place Led Approach

The City of Bayswater will be undertaking a place led approach to encourage private and public investment in the Morley City Activity Centre. This will involve having a strong focus upon understanding local needs and facilitating the gradual improvement of the Morley Activity Centre, through collaboration with public partners and the private sector.

The approach will take a 'whole of project life' view of the activity centre and will take into account the present day needs and long term requirements that evolve over time. This will include key deliverables in branding, amenity, investment attraction, development quality, strategic partnerships and place activation (see Figure 128).

The City's place led approach will include dedicated resources to manage the delivery of the Morley Activity Centre place program.



Figure 128: Place Led Approach Diagram

8.1.2 Delivery Model

The delivery model for the implementation of the Morley Activity Centre Plan is illustrated in Figure 129.

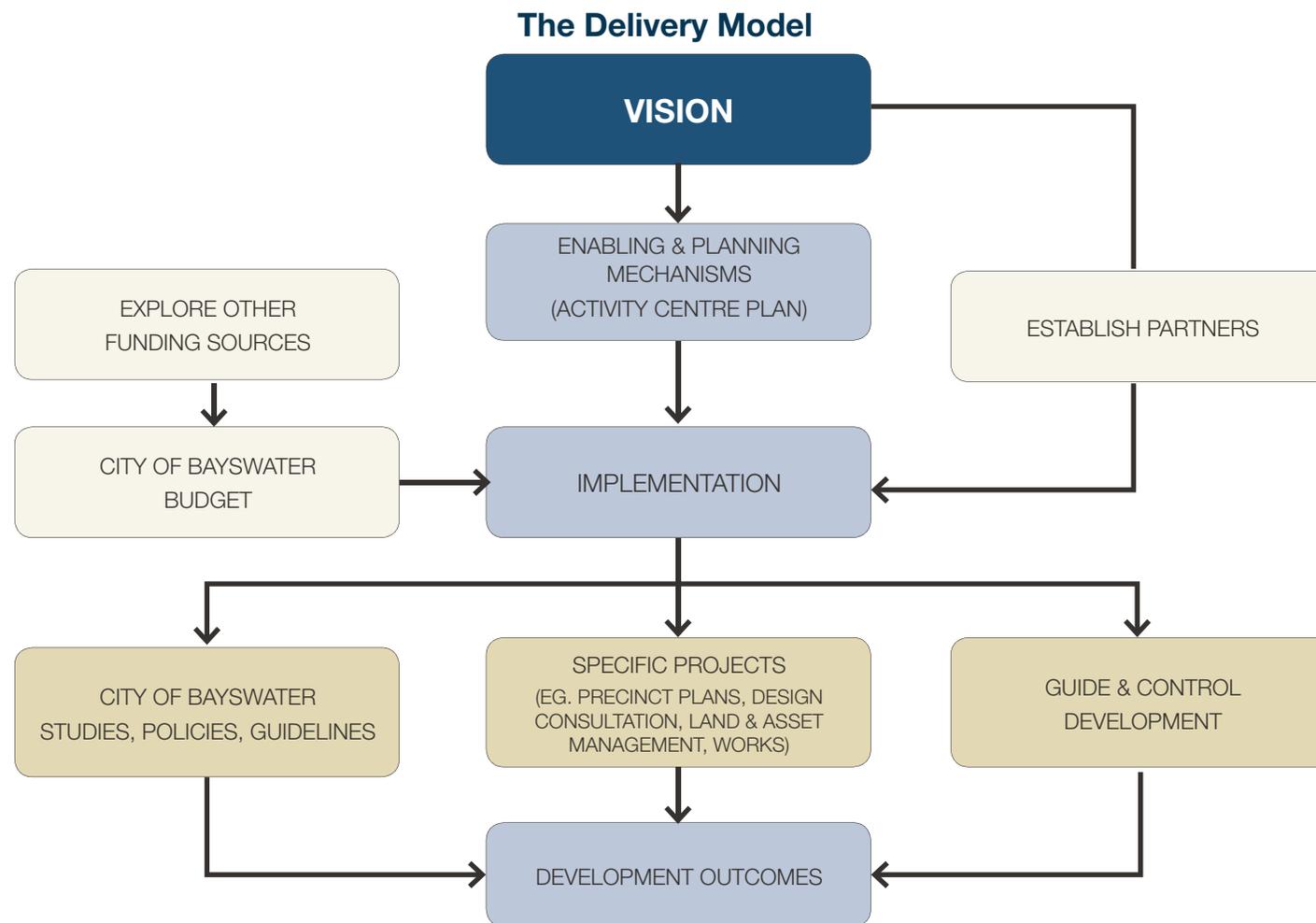


Figure 129: Morley Activity Centre Plan - Delivery Model



The City will undertake the following tasks:

- Engage on a regular basis with:
 - State government agencies responsible for infrastructure;
 - Federation Centres, Wesfarmers/Bunnings, Coventry Village, and other major landowners;
 - Local community;
 - Local business; and
 - Potential property investors.
- Safeguard design quality through various mechanisms such as sustainability policies and design guidelines.

8.1.3 Collaboration

The proposed transformation of the Morley Activity Centre will require collaboration between a number of State government departments, service agencies, landowners and business owners.

In formulating this Activity Centre Plan, the City has collaborated closely with both private and public stakeholders including:

- Federation Centres (Galleria Shopping Centre)
- Department of Planning (Transport Assessment)
- Department of Transport (Transport Assessment)
- Water Corporation (Local Water Management Strategy)
- Swan River Trust (Local Water Management Strategy)

Collaboration will continue with the above mentioned entities, a range of other State government departments, service agencies and stakeholders throughout the development of this Activity Centre Plan and most importantly the future transformation of the Centre.

8.1.4 Capacity building

The City 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 the Morley Activity Centre.

8.1.5 Communication

The City 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.

8.2 Staging and Monitoring

8.2.1 Funding

Implementation of the Morley Activity Centre Plan will be a long term commitment that will require ongoing funding for a wide range of activities and initiatives.

The City will establish the capital funding required through a detailed and costed implementation programme. It 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 Community Centre redevelopment.

The City 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.

8.2.2 Infrastructure & Servicing

The City engaged consultants Cardno to prepare an Infrastructure and Servicing Plan for the Morley Activity Centre. The plan outlines the current capacity of the infrastructure and services (utilities) within the Morley Activity Centre and provides detailed findings and recommendations regarding the future infrastructure and servicing requirements that are needed to accommodate the redevelopment of the centre.

The key findings and recommendations of the Infrastructure and Servicing Plan are as follows:

- The Morley Activity Centre Plan area faces no major identifiable shortages in infrastructure and is therefore able to accommodate new development as envisaged in the Morley Activity Centre Plan.
- In the absence of a major public (Local or State government) infrastructure program, infrastructure will be rolled out over time by service providers such as Western Power and the Water Corporation in response to new development within the Activity Centre.
- As infrastructure is rolled out, it will be largely funded by service providers and developers.
- It is recommended that the City of Bayswater and the Water Corporation work together to plan and coordinate precinct development and staging with any Water Corporation trunk infrastructure capital works.

8.2.2 Timing

The City will establish a critical path for implementation. It will define what actions will stimulate others and what factors critically affect delivery timing with short, medium and long term goals, and will require continual review.

Several key action items early on in the short term phase are discussed in greater detail below.



Implementation of the Morley Activity Centre Plan

Following Council endorsement of the Morley Activity Centre Plan, the Plan will be implemented as a Local Planning Policy. The Activity Centre Plan may then act as a guide to development, but any inconsistencies will be overridden by the current scheme provisions. This will be an interim measure until the endorsement of a scheme amendment to TPS 24 which will give this Activity Centre Plan full statutory effect.

During this interim period, within the TPS 23 area Council will have discretion to vary any development standards, including residential density and permitted uses. In the TPS 24 area, Council will have the ability to vary development standards such as building height and car parking, but will not have the ability to vary density and land use permissibility requirements.

Scheme Amendment to Town Planning Scheme No. 24

A Scheme Amendment to TPS 24 will amend the following aspects:

- Provide Activity Centre Plan and local development plan provisions;
- Extend the scheme boundaries to include the entire TPS 23 area; and
- Rezone the entire Activity Centre area to a 'Development Zone', giving this Activity Centre Plan full statutory effect.

In conjunction with this process, the City will seek to revoke TPS 23. The provisions of TPS 23 will become redundant, given that comprehensive development standards are provided in this Activity Centre Plan and the area will be incorporated into TPS 24.

Streetscape Enhancement Plan

The Streetscape Enhancement Plan will be coordinated with the Transport Movement Network Plan and assist in transforming the Activity Centre's existing vehicular dominated road network into pedestrian and bike friendly streets. The Plan will provide for a hierarchy of streets including the 'green boulevard' along Russell Street and the 'main street' transformation of Progress Street.

Implementation Strategy

The City will prepare an Implementation Strategy that prioritizes key infrastructure projects including both traditional (road, transport, utilities, stormwater) and community elements. The Strategy will include sustainable 'value add' options with comparative analysis of benefits, costs, and policy and implementation barriers.

Developer Contribution Plan

The City will investigate the feasibility of producing a Developer Contribution Plan which will provide for agreements between the local government and specified landowners /developers to share the costs of new infrastructure and streetscape works for the Morley Activity Centre. The plan will be informed by the infrastructure development and streetscape enhancement plans to identify development areas in need of upgrades, and will provide for landowners to contribute to the cost of infrastructure and streetscape at the development or subdivision stage.

The local government will regularly review the Morley Activity Centre Plan to ensure objectives are being met and remain viable, while also periodically assessing the impact of local policies and development applications on the Centre's development.



SHORT TERM ACTIONS (0-5 YEARS)

Completed ✓

ACTION	STAKEHOLDERS REQUIRED	
1. Prepare Activity Centre Plan (in accordance with WAPC 'SPP 4.2 Activity Centres for Perth and Peel' and 'Activity Centre Plan Preparation Guidelines')	City of Bayswater Department of Planning Business Stakeholders Local Community	
2. Prepare Local Planning Policy and Scheme Amendment to TPS 24 to facilitate the Morley Activity Centre Plan, and revoke TPS 23 (revise City policies that reference TPS 23 and replace with Morley Activity Centre)	City of Bayswater Department of Planning	
3. Prepare and adopt a Local Housing Strategy	City of Bayswater Department of Planning	✓
4. Prepare Activity Centre - Transport and Accessibility Strategy	Main Roads WA Public Transport Authority Department of Transport Transperth	✓
5. Prepare Activity Centre - Economic Strategy	City of Bayswater Department of Planning	✓
6. Prepare Local Water Management Plan	City of Bayswater Department of Water Water Corporation	✓
7. Initiate 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	✓
8. Prepare Activity Centre - Streetscape Enhancement Plan	City of Bayswater	
9. Prepare Activity Centre - Parking Infrastructure and Management Strategy	City of Bayswater Department of Transport Owners of Galleria Shopping Centre site Local business owners	

Table 12: Morley Activity Centre Plan - Implementation Plan



SHORT TERM ACTIONS (0-5 YEARS)

Completed ✓

ACTION	STAKEHOLDERS REQUIRED	
10. Prepare a Public Open Space Strategy (as part of the forthcoming City of Bayswater - Local Planning Strategy)	City of Bayswater	
11. Prepare Activity Centre - Infrastructure Development Plan	City of Bayswater Department of Planning Department of Transport Public Transport Authority Main Roads WA Department of Water Water Corporation Western Power	
12. Prepare Activity Centre - Developer Contributions Plan	City of Bayswater	
13. Prepare Activity Centre - Precinct Design Guidelines	City of Bayswater	
14. Prepare Activity Centre - Sustainable Development Policy	City of Bayswater	
15. Investigate options for the redevelopment of the Les Hansman Community Centre and adjoining road reserve (car park)	City of Bayswater	✓
16. Investigate options with Water Corporation to transform 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 Water Corporation Local Community	
17. Investigate upgrading the Rudloc Road Open Drain and the Nora Hughes Open Drain two into living streams.	City of Bayswater	
18. Advocate that the Morley Activity Centre be given a high priority in the State government's Urban Infrastructure Development Program	City of Bayswater Department of Planning	
19. Advocate for State government assistance to provide underground power lines throughout the Activity Centre	City of Bayswater Western Power	
20. Investigate Walter Road / Wellington Road intersection upgrades and/or realignment	City of Bayswater Main Roads WA	

Table 12: Morley Activity Centre Plan - Implementation Plan (continued)

SHORT TERM ACTIONS (0-5 YEARS)

Completed ✓

ACTION	STAKEHOLDERS REQUIRED	
21. Implement streetscape upgrades and beautification to Russell Street as a matter of priority	City of Bayswater Business Stakeholders	
22. Improve pedestrian access to Russell Street Bus Station, remove fences to improve amenity	Public Transport Authority City of Bayswater	
23. Plant street trees and landscaping throughout the Activity Centre in accordance with the Streetscape Plan	City of Bayswater	
24. Upgrade and extend pedestrian footpaths throughout the Activity Centre in accordance with the Streetscape Plan	City of Bayswater	
25. Advocate for the upgrading of local feeder bus services	City of Bayswater Public Transport Authority Department of Transport Transperth	
26. 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	
27. 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	
28. Advocate for potential for light rail to Morley Activity Centre	City of Bayswater Public Transport Authority Department of Transport	

Table 12: Morley Activity Centre Plan - Implementation Plan (continued)



MEDIUM TERM ACTIONS (5-10 YEARS)

Completed ✓

ACTION	STAKEHOLDERS REQUIRED
29. Prepare a Masterplan for the use and development of the Morley Sport and Recreation Centre and Pat O'Hara Reserve	City of Bayswater
30. Advocate for the provision of bus lanes on Russell Street, Broun Avenue and Beaufort Street	City of Bayswater Main Roads WA Public Transport Authority Department of Transport
31. Advocate for Rapid Transit Services to central Perth and Ellenbrook	City of Bayswater Public Transport Authority Department of Transport
32. Advocate for the provision of 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
33. 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
34. Advocate for Rapid Transit Services to Edith Cowan University and Alexander Drive	Public Transport Authority Department of Transport
35. Investigate John Forrest Secondary College for potential community use or access to the school ovals with the College and Department of Education and Training.	City of Bayswater John Forrest Secondary College Department of Education

Table 12: Morley Activity Centre Plan - Implementation Plan (continued)

8.3 Local Area Plans

Given the scale and nature of this Activity Centre Plan, it has not been possible to address all issues and details. Local Development Plans (LDPs) provide a mechanism whereby the local government may approve further details prior to the lodgment of a development application. Such details examined in a LDP are generally small-scale and site specific and should not undermine the intent of this Activity Centre Plan.

LDPs address a range of information including, but not limited to:

- Distribution of land uses within a lot;
- The location, orientation and design of buildings and the space between buildings;
- Public and private open space;
- Vehicular access, parking, loading and unloading areas;
- Indicative location and integration with bus stops or other public transport;
- Landscaping, finished site levels and drainage;
- Protection of sites with heritage, conservation or environmental significance;
- Building design features that address the general and precinct specific planning requirements and objectives; and
- Special development controls and guidelines.

This Activity Centre Plan requires LDPs for development on larger sites. Within the Central Core, Outer Core and Mixed Business precincts LDPs are required for development on sites greater than 2,000m². Applications for minor additions (less than 200m²), change of use applications or temporary development are generally exempt from requiring LDPs.

LDP's are to be submitted to and approved by the local government prior to the lodgment of a development or subdivision application. Once approved, an LDP constitutes a variation of the Activity Centre Plan.

8.4 Conditions of Use

The local government will apply conditions to local development plans and/or development applications to ensure that new development is commensurate with the provisions and objectives of this Activity Centre Plan. Requirements of this Activity Centre Plan which are unable to be addressed at the local development plan or the development application stage may be stipulated through planning conditions. The planning conditions will deal with those items that reasonably relate to the proposed development.

8.5 Planning Obligations and Incentives

8.5.1 Major Development Requirements

Section 5.2.1(5) of SPP 4.2 states the following:

'The responsible authority should encourage the inclusion of a mix of land uses in Activity Centre Activity Centre Plans and, where appropriate, major developments. It should consider the diversity performance target as a guide, having regard to factors such as the extent of land in common ownership, the proposed scale of development and the extent to which the Activity Centre or its catchment has already developed.'

The City's Commercial, Retail and Industrial Analysis shows that the Morley Activity Centre is performing below average for diversity of uses. In accordance with the above, it is appropriate that this Activity Centre Plan requires major developments to assist in the contribution of elements which are critical to the overall vitality of the Morley Activity Centre. This will assist



Morley to develop into a mixed use regional centre.

Major development is defined in SPP 4.2 as any building or extension/s to an existing building to be used for shop-retail purposes and where the net lettable area of the:

- proposed building is more than 1,000m²; or
- extension/s is more than 5000m².

For the purposes of this Activity Centre Plan, the definition of major development is simplified as 'a new building or extension/s to an existing building where the additional shop/retail NLA exceeds 10,000m²'.

It is expected that major development would be limited to larger sites such as Coventry Village or the Galleria Shopping Centre. The major development requirements for the Morley Activity Centre area include:

- Road and intersection upgrades which are required as a result of the proposed development; and
- Precinct specific major development requirements.

Precinct specific major development requirements refer to the Central Core, specifically Lot 213, No. 4 Collier Road, Morley (Galleria Shopping Centre), and include:

- A town square/piazza at the terminus of Progress Street and Bishop Street, of sufficient size to support the function of a town square, and comprised of both hard and natural landscaping and quality materials;
- Buildings surrounding and fronting onto the town square/piazza on the Galleria Shopping Centre side of Bishop Street which accommodate land uses that encourage activity outside of normal business hours; and
- Improved integration between the Morley Bus Station and surrounding land uses including building interfaces and a significantly visually appealing, integrated and covered pedestrian connection between the

bus station and Galleria Shopping Centre.

8.5.2 Dual Coding

This Activity Centre Plan provides 'dual density coding' where the higher code is applied for dwellings upon meeting certain criteria. There are two (2) criteria for dual coding: environmental sustainability and extinguishing a non-conforming use. The applicant is required to meet one (1) of these criterions in order for the higher code to apply.

Sustainability / Energy Efficiency Criteria

Energy efficiency and sustainable design was a key theme in the Morley City Centre Masterplan and is a key objective of this Activity Centre Plan. Under the energy efficiency requirements, the applicant is to demonstrate that the development meets three (3) out of six (6) requirements. The requirements provide a range of benefits including water efficiency and increasing the energy efficiency of a development. In the long term, these incentives will assist Morley in becoming a sustainable and energy efficient centre.

Non-Conforming Uses

A non-conforming use is a land use which was lawfully approved prior to this Activity Centre Plan coming into effect, but is now a prohibited (X) use under this Activity Centre Plan. Non-conforming uses remain prevalent in the Morley Activity Centre, with a number of industrial uses still operating. It is appropriate to provide incentives to assist in removing non-conforming

uses from the Morley Activity Centre to encourage a transition toward higher density residential and appropriate uses in the Centre.

8.4.3 Cash in Lieu of Car Parking

The Morley Activity Centre Plan makes provision for cash in lieu of car parking. Whilst there is a minimum parking requirement for most developments, it is acceptable that the applicant/owner provide a proportion of the minimum parking on site and pay cash in lieu for the remaining shortfall. Cash in lieu payments are held by the City and may be used to provide public car parking facilities, including on-street parking, at-grade parking and/or multi-storey parking. Cash-in-lieu does not apply to residential or industrial development.

The City's 'Cash in Lieu of Car Parking Policy' provides further details in relation to how cash in lieu may be applied. The required fee is calculated using the formula below.

$$\begin{array}{ccc}
 \boxed{\begin{array}{c} \text{Cash in lieu} \\ \text{contribution} \\ \text{rate per car} \\ \text{bay} \\ \text{(specified in the} \\ \text{Schedule of} \\ \text{Fees and} \\ \text{Charges)} \end{array}} & \times & \boxed{\begin{array}{c} \text{Shortfall in} \\ \text{the number} \\ \text{of on-site} \\ \text{car bays} \\ \text{(based on TPS} \\ \text{or parking} \\ \text{policy} \\ \text{requirements)} \end{array}} & \times & \boxed{\begin{array}{c} \text{Percentage} \\ \text{of parking} \\ \text{shortfall} \\ \text{applicable} \\ \text{(determined by} \\ \text{Council} \\ \text{resolution)} \end{array}} \\
 & & & & \\
 & = & \boxed{\begin{array}{c} \text{Total} \\ \text{Financial} \\ \text{Contribution} \end{array}}
 \end{array}$$



APPENDICES

A - Activity Centre Activity Centre Planning Checklist

B - Morley Activity Centre Plan Map

C - Supporting Information:

- Residential Density Calculations
- Landmark Sites Explanatory Table

D - Pre-Lodgement Consultation

Supporting Technical Documents (Separate Documents):

Appendix No.	Document Title	Nature of Document	Referral/Approval Agency	Summary of document modifications
E	Morley City Centre - Transport Assessment - Cardno 2013	Transportation	Dept. of Transportation, Public Transport Authority	Proposed Russell Street section revised and Activity Centre Plan updated
F	City of Bayswater - Commercial, Retail and Industrial Analysis - Pracsys 2013	Economic		
G	Morley Activity Centre - Local Water Management Strategy - Essential Environmental 2014	Environmental	Dept. of Water	
H	Morley Activity Centre - Economic Development Strategy - Pracsys 2014	Economic		
J	Morley Activity Centre - Infrastructure and Servicing Plan - Cardno 2015	Infrastructure	Local Service Providers	

A - ACTIVITY CENTRE ACTIVITY CENTRE PLANNING CHECKLIST

MODEL CENTRE FRAMEWORK CONTENTS		ACTIVITY CENTRE Activity Centre Plan REQUIREMENTS	R E L E V A N T SECTIONS *	COMMENTS	CENTRE PLANS		
					Compliance Y/N	More Info	
2. Centre Context	Regional Context	2.3 (1)	Table ES1				
		2.3 (2)	1.2, 2.1				
	Local Context	2.3 (3)	5.1.4				
		2.3 (4)	2.3.3				
		2.3 (5)	2.4.1, 2.4.2, 5.1				
		2.3 (6)	4.2				
		2.3 (7)	2.2, 2.3				
3. Movement	Regional Perspective	3.7 (1)	4.1, 4.2, 4.3				
		3.7 (2)	4.2				
		3.7 (3)	4.2, 4.3, 6.1.4				
	Public Transport	3.7 (4)	4.3, 5.1				
		3.7 (5)	4.2.2, 4.2.3				
		Pedestrian Movement and Cycling	3.7 (6)	4.2.4, 4.2.5			
			Vehicle Movement and Access	3.7 (7)	4.3		
	3.7 (8)	4.3					
	Parking	3.7 (9)	4.6				
		3.7 (10)	4.6	Parking Strategy currently underway			
4. Activity	Land Uses and Diversity	4.5 (1)	3.3, 3.3.2, 3.5, 3.6				
		4.5 (2)	3.3.2				
		4.5 (3)		City owns very little land in MACSP. Local Planning Strategy due 2015/16 to identify community needs			
	Retailing	4.5 (4)	Sect 3, 3.6	Included in appendices			
		4.5 (5)	5.1, 6.4				

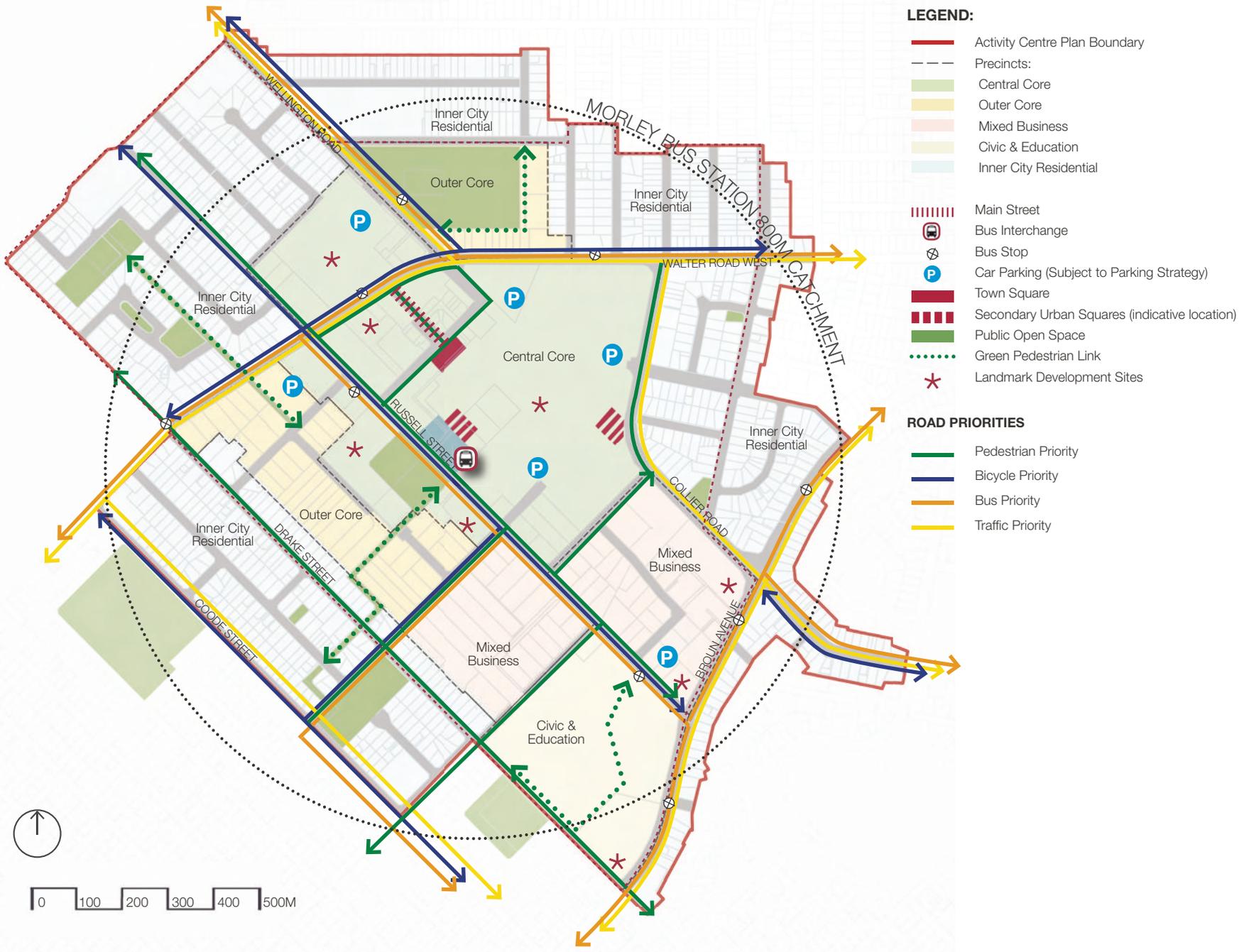
* Unless noted otherwise, sections refer to the Explanatory Section of the Activity Centre Plan



A - ACTIVITY CENTRE ACTIVITY CENTRE PLANNING CHECKLIST CONTINUED...

	Employment	4.5 (6)	Sect 3, 3.4			
	Dwellings	4.5 (7)	3.7			
5. Urban Form	Urban Structure and Built Form	5.4 (1)	2.3, 6.1			
		5.4 (2)	2.2.3			
		5.4 (3)	6.1.4			
		5.4 (4)	Part 1 - Implementation			
		5.4 (5)	5.1	Residential Density Coding Map		
		5.4 (6)	Part 1- Implementation	Zoning Table 1 shows land use permissibility		
	Street Interface	5.4 (7)	Part 1- Implementation - 7.0, 6.4			
	Public Spaces	5.4 (8)	6.5, 6.5.4			
		5.4 (9)	6.5			
	Landscaping	5.4 (10)	6.6			
	Key Nodes, Landmarks and View Lines	5.4 (11)	6.1.4			
6. Resource Conservation	Energy & Water Conservation	6.4 (1)	7.1			
		6.4 (2)	7.3.1			
		6.4 (3)	7.3			
7.0 Implementation	Collaborative Working	7.5 (1)	Appendix D			
	Staging and Monitoring	7.5 (2)	3.2, 8.2			

* Unless noted otherwise, sections refer to the Explanatory Section of the Activity Centre Plan



B - MORLEY ACTIVITY CENTRE - ACTIVITY CENTRE PLAN MAP



C - SUPPORTING INFORMATION

CALCULATIONS FOR RESIDENTIAL DENSITIES (SECTION 3.7):

Total Activity Centre Area 800m radius from Morley Bus Station = 201.06 hectares

Deduct Regional Reserves -19.31 hectares

Gross Area = 181.75 gross hectares

Minimum Density 30 dwellings per gross hectare = 5,452 dwellings

Desirable Density 45 dwellings per hectare = 8,179 dwellings

LANDMARK SITES - EXPLANATORY TABLE

Site No.	Address	Land Area	Precinct	Comment
1	Lot 1, No. 243-253 Walter Road West, Morley (Coventry Markets)	46,678m ²	Central Core	<ul style="list-style-type: none"> Site is currently used as the Coventry Markets Marks the entrance to the Activity Centre from the North-west. New development should emphasise the frontage to Walter Road West and Progress Street.
2	Lot 213, No. 4 Collier Road, Morley (Morley Galleria)	176,639m ²	Central Core	<ul style="list-style-type: none"> The site is currently the most prominent building in the Morley Activity Centre and future development will need to reinforce this as a landmark. Corner building elements should be provided at the following intersections to mark a sense of arrival to the commercial core of the Activity Centre: <ul style="list-style-type: none"> Walter Road West and Collier Road Bishop Street and Russell Street Russell Street and Rudloc Road
3	Lot 1105, No. 70-84 Collier Road, Morley (Toyota)	14,319m ²	Light Industry Transition	<ul style="list-style-type: none"> Marks the entrance to the Activity Centre from the east, particularly from Tonkin Highway. New development should emphasise the corner of the building at the junction of Collier Road and Broun Avenue.
4	Lot 303, No. 65-79 Russell Street, Morley (Bunnings Warehouse)	18,434m ²	Central Core	<ul style="list-style-type: none"> Bunnings Warehouse has an opportunity to be utilised for higher intensity use such as a major office. The adjacent Water Corporation drainage basin may be redeveloped as part of a developer contribution arrangement. New development would need to recognise and enhance the view corridor along Bishop Street.
5	Lot 28, No. 129 Russell Street, Morley	6,118m ²	Central Core	<ul style="list-style-type: none"> Marks the arrival at the core of the Activity Centre and the start/end of the Russell Street 'showroom strip'. New development should emphasise the corner of the building at the junction of Russell Street and Rudloc Road. Opportunities for high density residential given its close proximity to the Morley Bus Station.
6	Reserve 38328, No. 61 Broun Avenue, Morley (Civic Centre)	20,098m ²	Civic and Education	<ul style="list-style-type: none"> Marks the entrance to the Activity Centre from the south, which is also the primary entrance from the Perth CBD. Redevelopment would need to reinforce the civic nature of the site and recognise the approach from Broun Avenue.
7	Lot 2, No. 2 Progress Street, Morley	3,000m ²	Central Core	<ul style="list-style-type: none"> The existing building presents poorly to the street. The site's Progress Street frontage forms the link between Galleria Shopping Centre and Coventry Village Markets. There are opportunities to improve this link by ensuring that this site has an active and vibrant frontage to Progress



D - PRE-LODGEMENT CONSULTATION

Agency	Preparation of MACSP (Letter)	Preliminary Engagement (Letter & Community Survey)	Public Advertising Draft MACSP (Letter)	Method of consultation	Summary of outcome
Landowners within & adjacent to the MACSP area		29/1/14	27/01/15	Letters	Supported.
Local business owners, tenants, community groups and organisations			27/01/15	Letter	Supported.
Local Government - Stirling		3/2/14	27/01/15	Letters & Meetings	Supported.
Local Governments - Vincent, Bassendean, Swan			27/01/15	Letter	
Department of Premier & Cabinet			24/01/15	Letter	
Department of Planning	8/10/13		24/01/15	Letters & Meetings	
Department of Water	8/10/13		24/01/15	Letters	Requested a District Water Management Strategy which was completed. Supported.
Department of Environment Regulation	8/10/13		24/01/15	Letters	
Department of Education			24/01/15	Letter	Coordination of population estimates.
Main Roads Western Australia	8/10/13		24/01/15	Letters	Awaiting further Road Network & Transport Modelling prior to endorsing.
Department of Transport	8/10/13		24/01/15	Letters & Meetings	Additional information included on cycling infrastructure. Requested parking strategy which is currently underway.
Department of Housing			24/01/15	Letter	MInor change to approved building materials. Supported.
Department of Health			24/01/15	Letter	
Department of Lands			24/01/15	Letter	
Landgate			24/01/15	Letter	
LandCorp			24/01/15	Letter & Meetings	

D - PRE-LOGGEMENT CONSULTATION CONTINUED

Agency	Preparation of MACSP (Letter)	Preliminary Engagement (Letter & Community Survey)	Public Advertising Draft MACSP (Letter)	Method of consultation	Summary of outcome
Tourism Commission			24/01/15	Letter	Supported
Metropolitan Redevelopment Authority			24/01/15	Letter & Meetings	
Public Transport Authority	8/10/13		24/01/15	Letters & Meetings	Additional information provided on Route 950 superbus, clarification of bus priority routes and future rail alignment. Supported.
Environmental Protection Authority				Letter	
Department of Treasury			24/01/15	Letter	
Western Power			24/01/15	Letter	Supported
Alinta Energy			24/01/15	Letter	
Water Corporation	8/10/13		24/01/15	Letters & Meetings	Formal planning review and scheduling of headworks will occur post MACSP approval by WAPC. Supported.
Telstra			24/01/15	Letter	Supported
Optus Communications			24/01/15	Letter	
Synergy			24/01/15	Letter	
Fire & Emergency Services Authority					