

Master Plan

Scarborough



The MRA acknowledges the traditional owners - the Noongar People - the custodians of the land on which we work. We pay respect to their elders both past and present.

SCARBOROUGH MASTER PLAN

Version 2.0
Master Plan Report 18.06.15

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Executive Summary

For generations, Western Australians have had a love affair with Scarborough and its beach life. From family outings to the seaside and picnics in the park, through to the notorious Snake Pit, Scarborough has been a favourite destination on Perth's coastline.

In recent years, the area has suffered from a poor reputation, with a corresponding lack of new investment and ailing infrastructure. As one of Perth's major tourist attractions, Scarborough is a strategically important asset for the State and its revitalisation potential has been recognised by local and state government.



The Scarborough Master Plan is a collaboration between the State Government, through the Metropolitan Redevelopment Authority (MRA), and partner City of Stirling (Stirling). In January 2013, WA Premier Colin Barnett MLA announced a \$30m investment towards the area's urban renewal, to be delivered by the MRA and supported by Stirling's \$27.4m contribution, to transform Scarborough into one of the nation's best beachfront destinations.

The Scarborough Redevelopment Area was gazetted in July 2013, providing the framework for the MRA's activities, including preparation of this Master Plan. The MRA's Interim Redevelopment Scheme was gazetted in July 2014, resulting in the formal transfer of planning (development control) responsibilities from Stirling to the MRA.

A place-led approach

Transforming Scarborough from how it is perceived today to a destination worthy of the iconic status it once enjoyed requires an approach that considers the place holistically – beyond planning, design and physical attributes to define:

- how the place will be used, by whom and when;
- what key destinations, facilities and amenity are required;
- how the area is positioned and marketed to attract investment;
- how Scarborough will be programmed and managed to ensure the place experience delivers on the vision;
- how it can be improved in the short term, while planning for long term change; and
- involvement in, and responsibility for, on-going management to ensure long term viability.

Stakeholder and community engagement

Understanding the future potential for Scarborough was informed by community and key stakeholder engagement undertaken by MRA from November 2013 to January 2014. This resulted in a clear and shared vision to guide development within the area, supported by a proactive and responsive planning and investment framework.

Key stakeholder and community priorities included:

- maintaining Scarborough's identity and soul;
- creating a destination for all seasons;
- improving physical and visual connectivity;
- providing a more creative and flexible planning and design approach to land use;
- providing high quality facilities and amenities for visitors and locals; and
- providing place management, governance and funding to support the Master Plan.

The Master Plan

The Master Plan has been informed by national and international benchmarking from both an urban design and destination development perspective. Findings have been incorporated in design, destination outcomes and implementation strategies. The Master Plan objectives are to:

- reposition Scarborough as a safe, attractive and contemporary beach destination for Western Australians and visitors;

- create a consolidated and accessible destination which connects people to the beachfront through residential, commercial, retail and recreational opportunities and sound transport solutions;
- articulate planning principles, design, development incentives and catalyst projects to promote investment from the private sector; and
- identify governance and management structures, supported by functional design and infrastructure, to maintain activation outcomes into the longer term.

The Master Plan incorporates a broader area than previous master planning initiatives. It builds on previous ideas and strategies considered as part of Stirling's Scarborough Beach Urban Design Master Plan (2011) as well as previous master plan studies dating back to 2005.

Alignment with the Scarborough Beach Urban Design Master Plan (2011)

High level alignment

- re-energised beachfront via new beach front community and activation;
- removal of Maureen Grierson centre and car parking from core user areas around the amphitheatre;
- reconfiguration of beachfront car parks into streets;
- conversion of The Esplanade into a boulevard;
- expansion of areas around the existing amphitheatre;
- minor overall reduction in the number of car bays; and
- retention of the amphitheatre in its current form and configuration.

Key design differences

- extension of The Esplanade as a link to West Coast Highway to enhance beach access and improve connectivity;
- visual impact of the level change between car park and green spaces retained; creation of 'Sunset Hill';
- potential inclusion of 50m Scarborough Beach pool;
- potential transit mall (buses and taxis only) in the longer term; and
- removal of minor portion of dune to re-connect the beach with 'Sunset Hill'.

Key components of the Master Plan include :

- the creation of four new destinations to support visitor attraction and destination development, namely:
 - **Scarborough Square** - the natural heart of the redevelopment, anchored by existing and new food, beverage and retail outlets and programmed to support ongoing daily and seasonal activity
 - **Sunset Hill** - featuring a modern, multi-generational park, anchored by retail and an iconic green hill that connects the uses to the beachfront
 - **Scarborough Clock Tower** - a friendly and engaging welcome to the beachfront; a visual and physical gateway to Scarborough and connections with key activity hubs
 - **The Beach Hub** - featuring a redeveloped Surf Lifesaving facility, a flagship bar / restaurant and all season play facilities

- development of a retail / commercial "main street" that accommodates new businesses, enhances view corridors and focuses on active transport;
- enhanced landscaping, viewing areas and public amenity such as seating, shade, BBQs, shelter etc;
- decked walkways and beach lookouts;
- reconfiguration of car parking in strategic locations to accommodate pedestrian access east to west and improve public amenity;
- identification of catalyst development sites to facilitate economic growth, increase local job opportunities and broaden the mix of uses and activities;
- anchoring catalyst development with higher density residential uses, where appropriate;
- improved integration with the surrounding area; and
- precinct based design guidelines.

Access, movement and parking

Access, movement and parking strategies have been developed to significantly improve pedestrian and cyclist access across the site while maintaining appropriate vehicle access; recognising the strategic role of major arterial roads such as West Coast Highway.

The key focus includes:

- providing a more flexible and connected street network for all users, enabling temporary use for special events;
- alleviating traffic demand on major (signalised) intersections; and
- providing appropriately located parking and vehicle access points.



Public realm

Public spaces and streetscapes will be enhanced to become lively, yet relaxed, with flexible design supporting a range of activities. Walkability will become a key focus through new landscape and streetscape treatments such as pedestrian crossings, boardwalks, shared paths and navigational signage.

High quality public spaces will be designed with a focus on fun and vibrancy while bringing Scarborough's urban beach character to life. Integrated public art will celebrate Scarborough as a destination of international standard while bringing local stories into the public domain.

Economy

Scarborough's multiple functions as a residential area, tourist destination, recreation node and retail and business district provides a unique economic position. Scarborough is undergoing considerable transition and, as such, flexibility regarding redevelopment options for property owners, investors and developers is essential. The Master Plan responds to the following economic strategies:

- a strong mix of residential dwellings and typologies;
- increased densities in key precincts;
- incorporating retail and commercial space as part of mixed use developments;
- an enhanced food and beverage offering;
- investment in tourism infrastructure to drive future visitation; and
- supporting a range of tourism accommodation options.

Implementation and place management

Following adoption of the Master Plan, a rapid transition into project construction will be prioritised. Quick win projects will be scoped and installed focussing on essential infrastructure including shade structures, lighting, bicycle and pedestrian linkages, way finding and signage. A number of early initiatives have already been completed, including clock tower lighting, improved signage, free Wifi, installation of iconic bronze statues and place programming.

A Memorandum of Understanding between MRA and Stirling has recently been executed and will guide the future detailed planning, delivery and functioning of the Scarborough Redevelopment Area in relation to governance, design, project management, maintenance and asset management as well as programming and activation. An operational governance structure has also been established to guide decision making and formalise communications between MRA and Stirling for the Master Plan.

Scarborough's revitalisation will build on its unique identity to create a diverse destination that complements the beachfront and, importantly, broadens its appeal to different visitors. A contemporary beach destination, alive with restaurants, cafés, shopping, entertainment and programmed activities will attract new visitors, local residents, workers and the commercial investment required to enable the vision for Scarborough to be realised.



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1.0 Introduction



1.1 Purpose of the Master Plan

Scarborough Beach is located approximately 16 kilometres from the Perth CBD and is one of the major tourist beaches in the Perth Metropolitan Region. It is recognised as a prime beach destination by international, national and local visitors and is a development of significant importance to the State of Western Australia. It has also been a popular nightlife hub and recreation spot however, in recent times the area has suffered from a poor reputation, with a corresponding lack of new investment and ailing infrastructure

The Metropolitan Redevelopment Authority's (MRA) role as Perth's redevelopment agency enables it to transform urban spaces, creating places where people want to live, work and recreate. It aims to deliver internationally significant regeneration projects that are transforming Perth into a vibrant, world-class city.

The Scarborough Master Plan is a collaboration between the Government of Western Australia through the MRA, and partner City of Stirling (Stirling). In January 2013, WA Premier Colin Barnett MLA announced a \$30 million investment towards the urban renewal of Scarborough by the MRA, which will be supported by Stirling's \$27.4 million contribution, to transform it into one of the nation's best beachfront destinations.

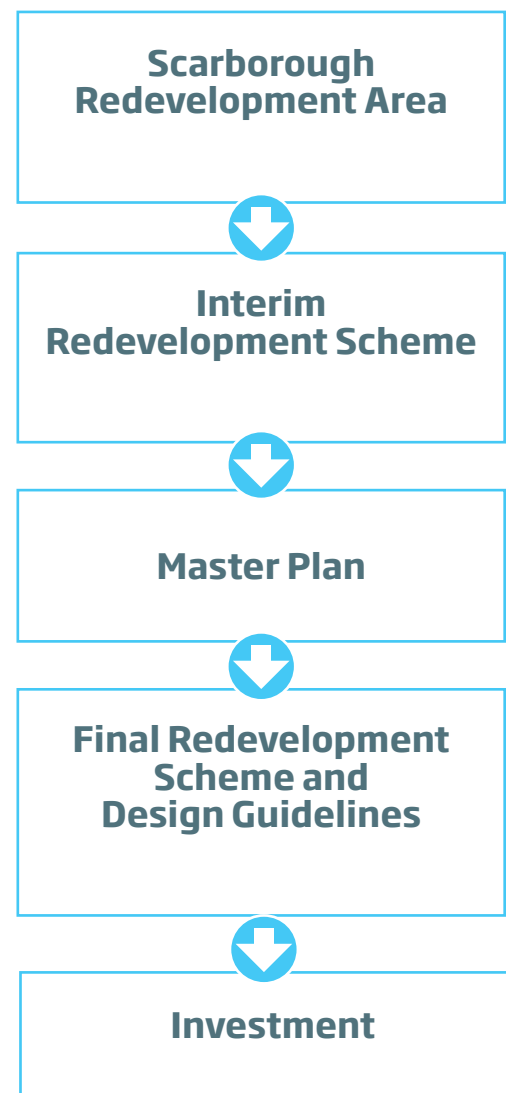
The current Scarborough Beach Urban Design Master Plan, adopted by Stirling in 2011, has provided a solid foundation to inform the MRA's Master Plan.

In addition to place making and economic activation, over-arching aims of the Master Plan include:

- to embed the MRA's Redevelopment Area objectives into the planning and development of the Scarborough Redevelopment Area;
- to ensure the wider context and attributes of the proposed Redevelopment Area are captured and addressed in the Master Plan;
- to elevate the Scarborough Redevelopment Area beyond the local context;
- to provide a catalyst for new investment over time in the locality; and
- to deliver on the stated and agreed vision for Scarborough.

The Redevelopment Objectives may be summarised as follows:

- to **build a sense of place** by supporting high-quality urban design, heritage protection, public art and cultural activities that respond to Perth's environment, climate and lifestyle;
- to **promote economic wellbeing** by supporting, where appropriate, development that facilitates investment and provides opportunity for local businesses to satisfy market demand;
- to **promote urban efficiency** through infrastructure and buildings, the mix of land use and facilitating a critical mass of population and employment;
- to **enhance connectivity** and reduce the need to travel by supporting development aimed at well-designed places that support walking, cycling and public transit;
- to **promote social inclusion** by encouraging, where appropriate, a diverse range of housing and by supporting community infrastructure and activities and opportunities for visitors and residents to socialise; and
- to **enhance environmental integrity** by encouraging ecologically sustainable design, resource efficiency, recycling, renewable energy and protection of the local ecology.



REDEVELOPMENT AREA BOUNDARY



This Master Plan incorporates the Scarborough Redevelopment Area covering approximately 100ha of land, stretching 1.6 kilometres along the Scarborough beachfront and east along Scarborough Beach Road.

The Scarborough Redevelopment Area was gazetted in July 2013, providing the basis for preparation of the planning framework, including this Master Plan and the MRA's Interim Redevelopment Scheme, which was gazetted in July 2014.

This resulted in the formal transfer of planning (development control) powers from Stirling to the MRA. Preparation of a final Redevelopment Scheme and associated Design Guidelines and development policies will commence following the MRA's approval of the Master Plan.

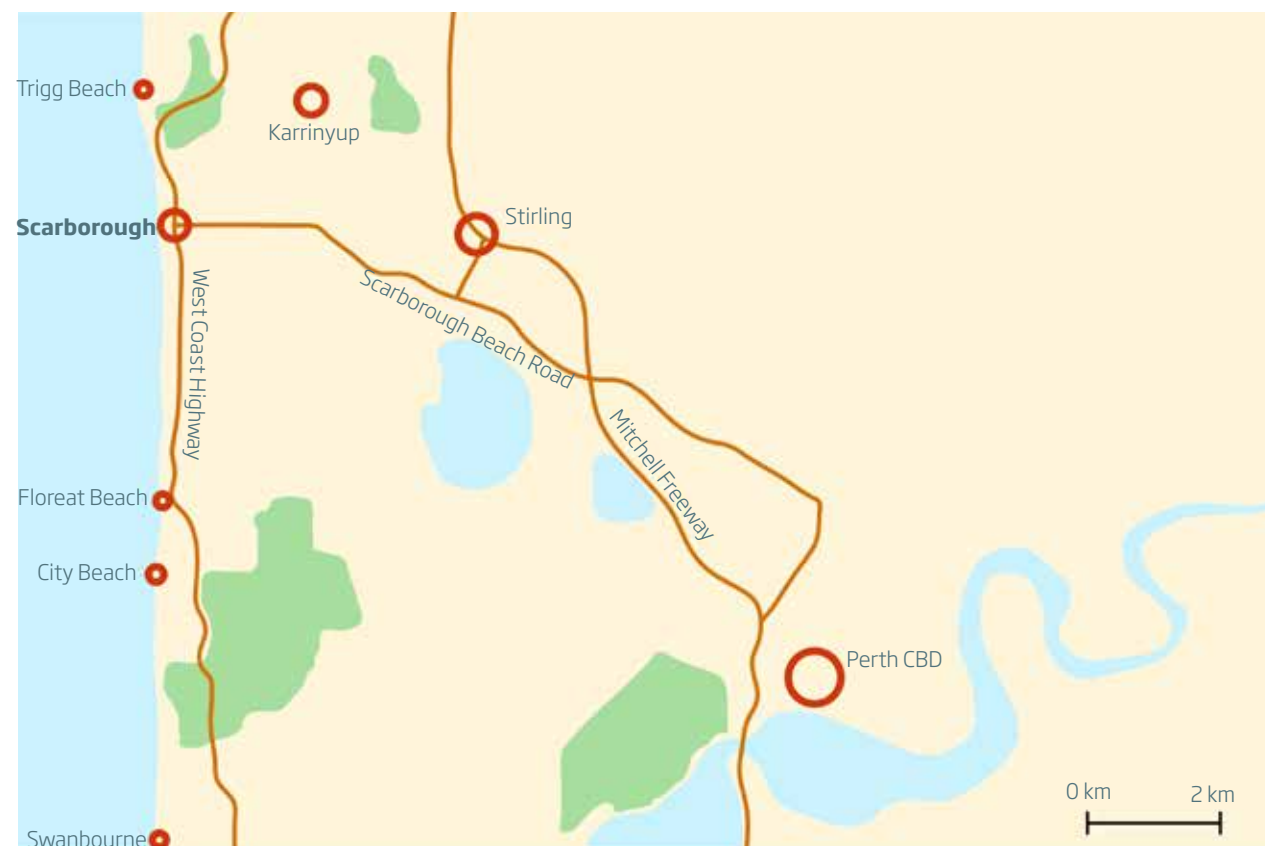
2.0 Context



2.1 Regional and Local Context

Scarborough's revitalisation will draw on its unique identity, increase the residential population and working opportunities and create a contemporary and vibrant beach destination. It will become a hub of activity, with restaurants, cafés, shops, entertainment and a range of events and activities on offer for people of all ages at various times of the day and night. It will also enhance Scarborough Beach's role as a meeting place, providing a welcoming space for families, recreation, leisure, sporting and community groups.

PROJECT CONTEXT



2.1.1 DEMOGRAPHIC AND ECONOMIC PROFILE

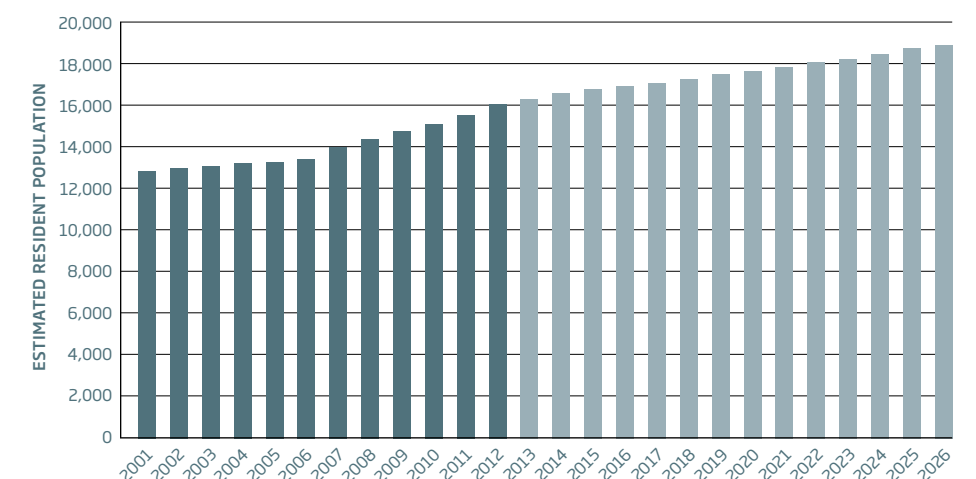
Scarborough's population is approximately 16,055 (ABS, 2012), with an average annual growth rate of 2.0% per annum since 2001. This level of growth is marginally above the broader Stirling local government area (1.9%), but below metropolitan Perth (2.4%) and WA (2.2%).

The population and demographics of Scarborough can be characterised as follows:

- a relatively large young adult population living in single dwellings, with many residents likely young professionals and/or trades people that are working outside of the Scarborough catchment;
- young families and older adult/retirement-age residents, but at relatively lower levels than the metropolitan region;
- a relatively affluent area, which reflects higher discretionary income levels, stimulating spending and activity, especially on restaurants, cafés and entertainment; and
- strong rental (rather than mortgage) market, driven by housing affordability issues, lifestyle, dwelling types, social issues and the desire of young people to remain flexible. This creates an attractive situation for investors in the property sector, consequently putting pressure on housing prices.

Estimated Resident Population, Scarborough SA2, 2001-2026

Source: ABS (2013c), WAPC (2012)



The pace of population growth has accelerated since 2007, which is consistent with the rest of metropolitan Perth and WA. Scarborough's population is forecast to grow to just under 19,000 by 2026 at an average annual growth rate of 1.2%. This forecast is below that of broader metropolitan Perth and WA, indicating that there may be some potential for the population to grow beyond 19,000.

The relatively slow population increase highlights the need to encourage further population growth, and other sources of growth (infrastructure, tourism, etc.) to stimulate development. Local demographics also highlight an opportunity to target a 'desired' future socio-demographic structure, and accommodate this

in terms of the composition of built form, retail offering, housing and local jobs mix.

Scarborough has a dual function as a tourism destination, catering for residents and visitors from outside the local areas, as well as a service centre for local residents, providing opportunities for weekly shopping and other residential services.

Future economic development and activity growth in Scarborough is likely to be driven by both local population growth and by external sources such as tourism and local visitation, infrastructure, public and private investment. Given Scarborough's relatively low unemployment and high incomes, it is likely the majority of highly skilled residents work outside of Scarborough, with many commuting to Perth for work.

The local economy has the following characteristics:

- tourism is a key driver, highlighting the need to leverage the beach, local events and the local accommodation offering. A secondary function services the needs of local residents (i.e. shopping, banking, real estate, etc.);
- retail is the second largest employment sector. The largest proportion of local jobs (almost 25%) are in accommodation and food services (restaurants, cafés, etc.);
- there is strong growth in the number of local businesses, with the accommodation and food sector likely to continue to grow in line with tourism and local visitation;

- there is significant employment in professional services, which supports high income, active, younger, professional individuals, who require a range of housing options and activities to encourage them to deliver on their propensity to spend more discretionary income;
- construction will also be supported further by developments under the Master Plan;
- low unemployment rates are consistent with the social and economic prosperity of the region;
- the nearby centres of Innaloo and Osborne Park are large established office markets, and offer a broad range of office premises to cater for a range of tenancies. Opportunities to compete with these markets are limited and Scarborough should complement these surrounding land uses through a different offering; and
- there is potential to provide commercial space serving the local market, which will require smaller tenancies in the 100-200sqm range, as part of mixed use residential developments.

The future mix of retail and commercial businesses needs to be a key consideration when developing appropriate planning and investment attraction strategies:

- an enhanced food and beverage floor space supply is a key potential retail market, to diversify supply and create a 'unique' offer and atmosphere;
- commercial tenancies will generally be occupied by smaller floor plate areas, up to 100-200sqm, given the smaller nature of businesses; and
- a bias towards rental properties creates an attractive situation for investors in the property sector.

2.1.2 HOUSING AND ACCOMMODATION

Median house and unit prices in Scarborough have been relatively stable since 2007 but have increased over the past year.

- the housing market in Scarborough experienced considerable growth in median prices up to 2007, similar to that experienced across the Perth Metropolitan area. However, over the past six years, prices have remained relatively stable; and
 - median prices for units in Scarborough in general have reflected the performance of the housing market. However, sales activity has been on a downward trend since 2001, with volumes declining more than 35% between 2000-06 and 2007-12.
- Scarborough's high amenity coastal location and proximity to Perth CBD will continue to attract an increasing number of households, with investors expected to play an important and ongoing role. Considerations for the Master Plan include:
- developing medium density dwellings near the coast, with easy inland connections, will enhance the socio-economic mix of the area and broaden its appeal to a range of households;
 - encouraging a range of housing choices focusing on size, including number of bedrooms, and differing affordability to improve equity between owner-occupiers and investors; and
 - new residential development to stimulate activity and / or ease affordability issues, which may potentially also impact tourist activity.

2.1.3 TOURISM

Scarborough is one of the most important tourism destinations in the 'Experience Perth' tourism region. Its strength as a tourism destination and local service hub for residents is demonstrated by employment figures, and its role as an attraction and event location that caters for the demands of international, interstate and intrastate visitors.

- Scarborough is a popular location for sporting and entertainment events which attract spending in tourism-driven sectors including restaurants, cafés and entertainment, as well as business support services;
- Scarborough has historically been a day trip market although there has been a recent trend toward greater overnight visitation;
- visitor numbers are expected to increase considerably over the period to 2031, driven by an increase in international visitor numbers;
- enhancements to existing and the provision of new tourism products, experiences and infrastructure will help to grow the visitor market and increase visitor expenditure;
- apart from the Quest Apartment, there has been no growth in hotel accommodation over the past six years, compared to the Perth CBD's growth rate of approximately 70 rooms per annum;
- future visitor growth will generate additional demand for hotel accommodation and approximately 195 new rooms could be required between 2013-2031, in the form of small, high end boutique accommodation;
- key drivers of demand for hotel accommodation in Scarborough are:
 - **visitor attractions** – a range of high quality visitor attractions and infrastructure to entice leisure visitors
 - **visitor accommodation** – a broad range of accommodation options ranging from affordable rooms for families and leisure visitors, through to luxury accommodation for corporate travellers and high end tourism markets
 - **business visitors** – currently represent approximately 20% of the visitor market, with a majority seeking hotel accommodation
- seasonality of demand is an important factor to consider in terms of feasibility of new hotels and business travellers assist to minimise fluctuations in leisure visitor numbers; and
- additional business events infrastructure can lead to an increase in overnight visitation (amongst business travellers), and also counter seasonal demand. The Rendezvous Grand Hotel Perth Scarborough has recently undergone an extensive refurbishment to add additional conference and business events space.

Source: Population, Economic and Tourism Profile, AEC Group, March 2014

3.0 Stakeholder and Community Engagement

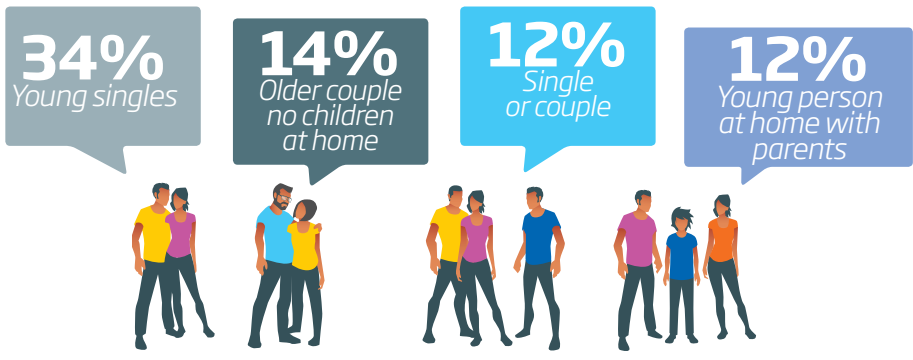
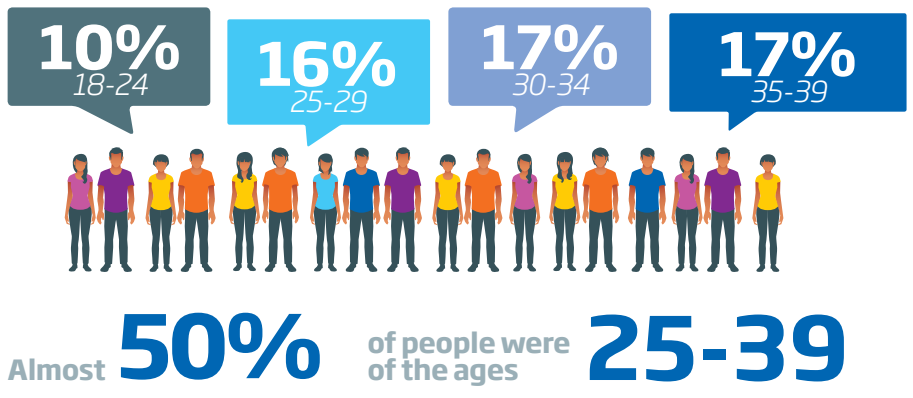


3.1 Stakeholder and Community Engagement

Understanding the future potential for Scarborough was informed by engagement with key stakeholders, through interactive workshops, and with the general community, via a custom built online engagement tool – Scarborough Views – to gather ideas and input for the Master Plan.



We engaged with more than 100 community, business, retail and government representatives at our workshops



They told us...

The best thing about Scarborough is...



People visit Scarborough to...



People wish Scarborough was...





3.2 Key stakeholder and community priorities for the Master Plan

Maintaining Scarborough's identity and soul

Scarborough's beach identity (its surfer culture, West Aussie lifestyle, white sand, bathers and bare feet), as well as its unique lifestyle and history needs to be captured in the Master Plan. The art of leveraging Scarborough's current strengths, managing relationships, inviting new investment into the area and changing perceptions will be required to complement physical changes and align key parties around a consolidated vision for the area.



Tamarama Beach Kiosk

A destination for all seasons

While the beach is the 'anchor' and the 'stage' to revitalise the area, stakeholders articulated the importance of building on this to create more diverse destination experiences that complement the beachfront and, importantly, broaden its appeal; catering for all seasons, all types of people and different times of the day. It will be the visitors (tourists and locals), the surfers, surf lifesavers and kite surfers, beach going families and children, joggers, cyclists and walkers, as well as local residents, workers and retailers who will provide the critical mass to enable the vision for Scarborough to be realised.

Improving physical and visual connectivity

Improving accessibility was a key theme throughout the stakeholder engagement, which is defined as:

- improving accessibility to the beach itself (particularly overcoming the obstacles of the car parking, built form and lack of signage);
- increasing the number of paths and disabled access down to the beach;

- increasing access to the ocean and surf views;
- ensuring a safe and efficient way across West Coast Highway for pedestrians and cyclists;
- improving vehicle access from West Coast Highway, Scarborough Beach Road and other road arterials;
- improving access via public transport, shuttle bus or other transport options into and out of the area; and
- ensuring east-west connectivity, as well as access from northern and southern beaches along the coast.

A more creative and flexible planning and design approach to land use

Leveraging key strategic sites through flexible planning frameworks supported by policies that enable appropriate redevelopment will be critical to support physical design changes. A particular focus on encouraging more tourism and residential development to diversify the current offering, with a reduction in 'red tape' to enable investment, are tools which should be implemented to achieve the desired built form vision.

Providing high-quality facilities and amenities for visitors and locals

Improving facilities and amenities in the area for all visitors and locals was seen as important to elevate the overall appeal of the destination, create a safer environment, encourage people to stay in the area longer and visit year round. The most significant components of this theme include:

- consideration of shade and shelter from wind and rain in a variety of locations (including on the beach);
- quality change rooms, showers and suitable family change areas;
- set down and drop off areas for gear, deliveries and surfing equipment;
- green spaces suitable for picnics and BBQs;
- bike and beach equipment hire options including a bike station (for repairs or consumables);
- promenade walkways with chairs and seating options;

- a skate park, water playground, beach rock or wave pool, exercise area, playgrounds and other family based activities, as well as spaces for carnivals, events and competitions;
- interesting and improved lighting throughout the precinct to improve passive surveillance; and
- maintaining direct emergency access to the beach, including appropriate disability access.

Place management, governance and funding to support the Master Plan

Returning Scarborough back to the iconic status it once enjoyed requires a dedicated management focus. An active place for people that is safe, vibrant, welcoming and energetic requires place management, activation, funding and ongoing governance strategies that work in tandem with improvements to built form, landscape design and physical infrastructure.

Generating new investment and ongoing funding sources will be important for ongoing success.

4.0 Scarborough Place Vision and Values



Scarborough's Place Vision and Values

Our Place Vision for Scarborough is supported by a series of values which are designed to guide the transformation of the area from planning and design through to operational place management and governance. It guides the kind of experience that people can expect to have at Scarborough in the future.

Considering the outcomes of the stakeholder and community engagement, as well as previous planning for Scarborough's redevelopment, the vision and values for Scarborough are:



Enhancing our iconic surf and sand through more diverse activities, accessible connections and compelling investment choices to create a contemporary beach experience.

What will Scarborough look and feel like, and what will we value?





Remarkable / Iconic

As Perth's primary beachfront destination, this place is not afraid to make a statement. Building on its existing character, it will remain boldly Western Australian and uniquely Scarborough.

Enabling

Partnerships and policies work hand-in-hand to make things happen – becoming a place that facilitates investment and leverages opportunity. Embraced by families, residents, businesses and visitors alike, there is a real sense of community ownership.

Enriching

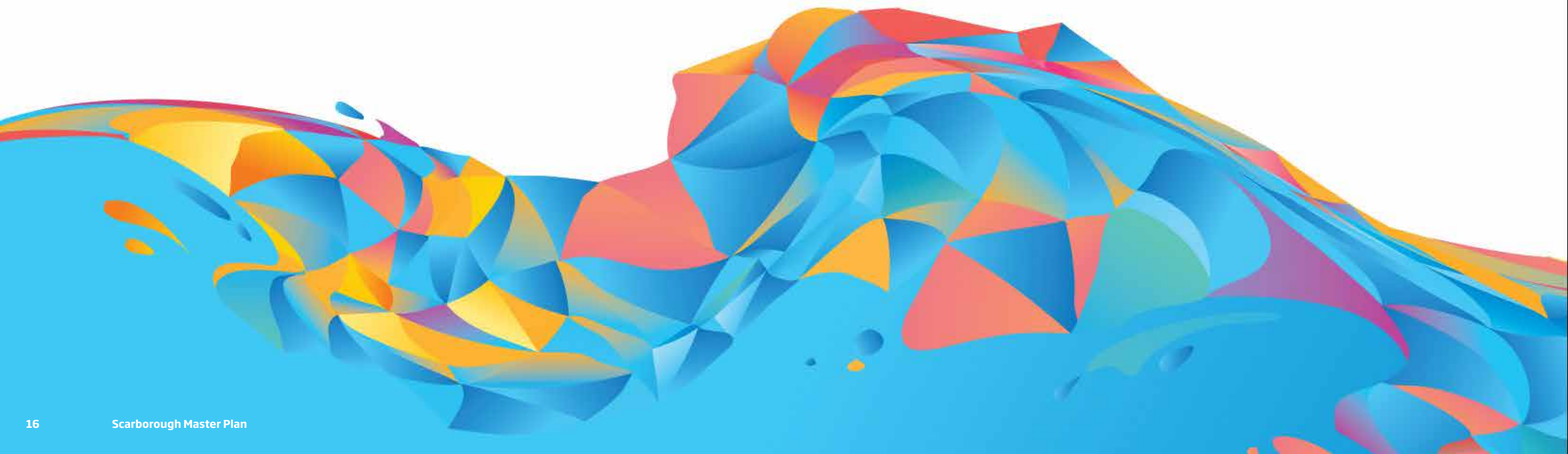
Where the sun, sea and surf enrich the body and exciting experiences enrich the soul. Alive with gatherings, events and attractions throughout the year, a myriad of activities create wonderful memories.

As one

More than just a beach, it's a total destination where residential, commercial, entertainment and recreation all combine. Connecting the beachfront, hubs of activity will allow people to move easily through the place.

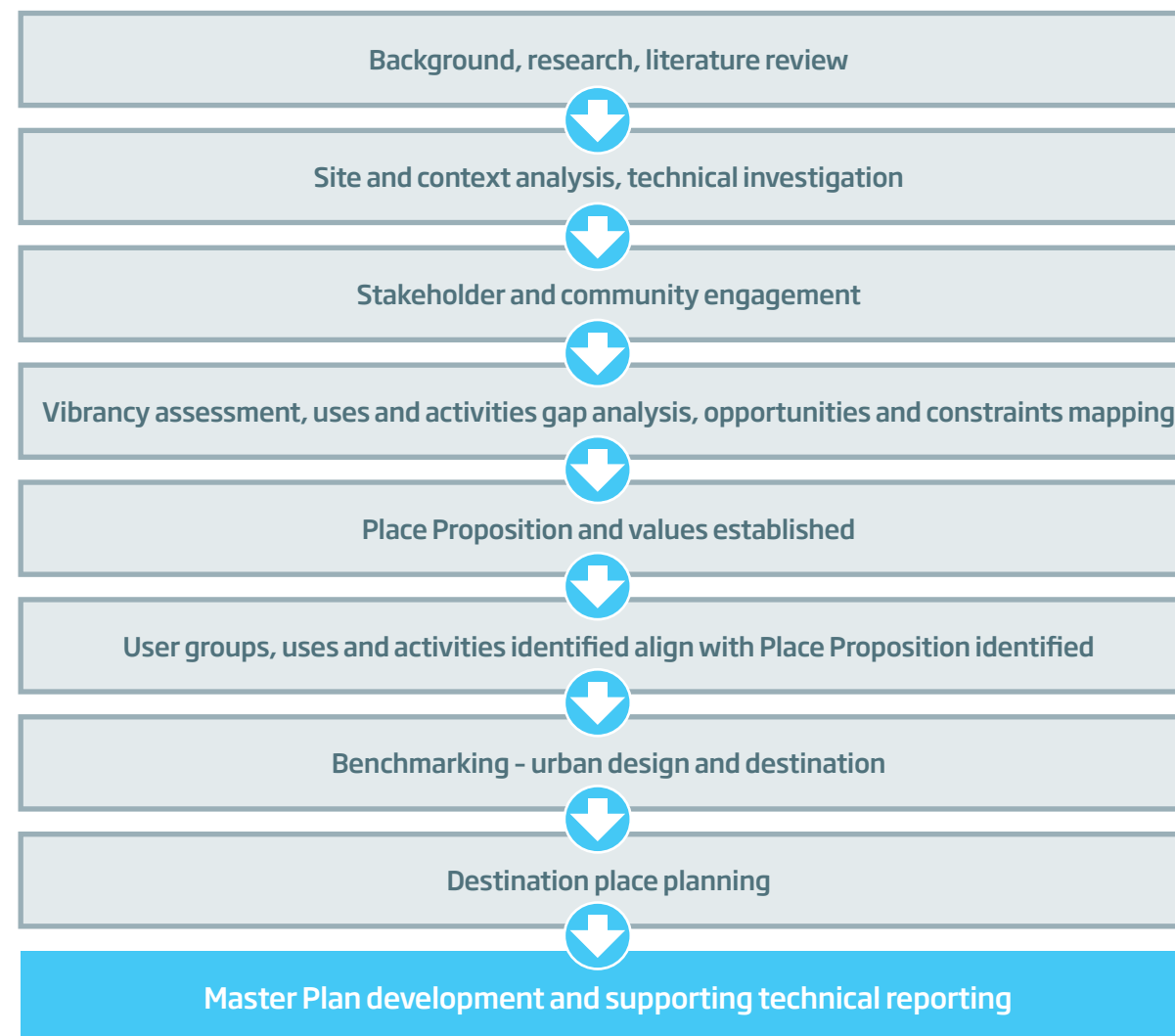


5.0 The Master Plan Brief



5.1 Approach to the Master Plan

The community consultation led to a clear brief for the Master Plan. It confirmed a people focused place-led plan is needed to assist in repositioning Scarborough as a contemporary beach destination. The Master Plan, therefore, goes beyond the traditional priorities of land use, design and built form considerations, making public perception issues and user groups and their needs priorities.



USER GROUPS CONSIDERED IN THE MASTER PLAN



RESIDENTS	LOCAL WORKERS AND RETAILERS
FAMILIES AND CHILDREN	LANDOWNERS AND INVESTORS
DINERS AND SHOPPERS	MEDIA
PEOPLE-WATCHERS	EMERGENCY SERVICES - POLICE, FIRE, AMBULANCE
TOURISTS AND BACKPACKERS	SURF LIFESAVERS
YOUTH AND TEENS	EVENT ORGANISERS, TOUR GROUPS
PEOPLE WITH DISABILITIES	COMMUNITY GROUPS
SENIORS	STREET PERFORMERS, ARTISTS
SKATERS	SUPPLIERS, SERVICE INDUSTRIES
BEACH-GOERS	
JOGGERS, CYCLISTS, WALKERS, FITNESS GROUPS	
EVENT-GOERS	

DESTINATION REQUIREMENTS ACROSS ALL USER GROUPS

- ✓ **A RANGE OF QUALITY PLACES AND OPTIONS TO WINE, DINE AND SHOP**
- ✓ **A DESTINATION FOR ALL SEASONS AND A PLACE TO BE ENJOYED BOTH NIGHT AND DAY**
- ✓ **BETTER FACILITIES FOR VISITORS AND LOCALS - UPGRADED SURF CLUB, CHANGE ROOMS & TOILETS AND STORAGE AREAS**
- ✓ **BETTER MANAGEMENT OF THE AREA TO COMPLEMENT PHYSICAL CHANGES**
- ✓ **NEW OUTDOOR FACILITIES, EVENT SPACES AND FAMILY FRIENDLY FACILITIES AND ATTRACTIONS**
- ✓ **AN ALTERNATIVE TO BEACH SWIMMING AND NEW WATER PLAY AREAS**
- ✓ **GET PEOPLE CLOSER TO THE BEACH - BETTER VIEWS, BOARDWALKS, CYCLE PATHS AND LANDSCAPING**

MORE SPECIFICALLY PEOPLE NEED

LOCAL RESIDENTS

- Pleasant connections and convenient access
- Local cafes / local 'feel'
- Great range of food options
- Always something happening (markets / movies / concerts and regular community activities)

YOUTH AND TEENS

- Draw-card regional recreational facilities
- Surf / skate events
- Drinking fountains and toilets
- Sporting / cultural activities (organised and casual)
- Protected and shaded areas to hang-out

BUSINESS / INVESTORS

- Planning policies that promote investment
- Regular programming to draw large crowds
- Activities that attract a diverse audience
- An agreed vision to encourage future investment
- A commitment by government to continue to invest in Scarborough's future

BEACH VISITORS

- Iconic viewing platforms
- Boardwalks / pathways that are well connected and offer great views
- Separation between leisure and commuter cyclists
- Well-maintained facilities / amenities
- Pleasant places to linger
- Great atmosphere
- Diversity of food and dining options (food vans, cafes, fine dining)
- Varied and unique retail offer
- Improved end of trip, facilities, bike parking

FAMILIES AND CHILDREN

- Safe playgrounds
- Affordable dining options
- Family-friendly activities
- Well protected parklands
- Friendly and welcoming atmosphere

HOW THE MASTER PLAN ADDRESSES THE REQUIREMENTS AND NEEDS

PUBLIC REALM, ACCESS, MOVEMENT AND PARKING

- ⇒ A series of new beachfront destinations and attractions
- ⇒ Shared street environment and improved access for cyclists
- ⇒ Relocated and rationalised beach front car parking
- ⇒ Improved visual and pedestrian access to beach, and across Scarborough Beach Road
- ⇒ Transit access and priority
- ⇒ Improved way finding
- ⇒ Viewing platforms, boardwalks and pathways
- ⇒ More drinking fountains, toilets, locker hire, quality change rooms, improved lighting
- ⇒ Set down and drop off / service areas
- ⇒ Improved access for emergency services, seniors, people with disabilities and service groups

LAND-USE, HOUSING AND BUILT FORM

- ⇒ Balance the multiple roles of Scarborough as a residential area, a tourist destination, a recreation node and a retail and business district
- ⇒ More flexible planning provisions
- ⇒ Complement revitalisation efforts and public investment with a more positive framework to encourage cooperative redevelopment, improvement by multiple landowners and coordinated acquisitions by developers
- ⇒ A creative and flexible planning and design approach to land use that achieves the desired built form vision

ECONOMY AND WORKFORCE

- ⇒ Creation of a visitor ready destination which supports investment
- ⇒ Diversification of the retail and commercial mix, with a focus on food and beverage operators
- ⇒ Ensure that more residential product emerges, which is geared towards attracting a broader demographic, particularly middle to high income earners
- ⇒ Focused efforts to transition day trip visitation to overnight visits, to assist in providing further tourism yield
- ⇒ Development of planning policies that promote investment

5.2 Objectives and Key Themes

1 Repositioning Scarborough as a safe, attractive and contemporary beach destination for Western Australians and visitors

Key themes:

- leveraging the beach as the anchor and stage for revitalisation, the Master Plan creates more diverse destination experiences which complement the beachfront, and broaden its appeal; catering for all seasons, all types of people and different times of the day;
- retaining Scarborough's beach identity (surf culture, West Aussie lifestyle, white sand, bathers and bare feet), and unique lifestyle has underpinned the Master Plan design and key strategies;
- leveraging current assets to achieve momentum early through place branding, activation and management will complement longer term physical changes to support perception change; and
- ongoing engagement with the public and private sector as well as the community around Scarborough's Place Vision will be fundamental to support the Master Plan and to attract new investment.

2 Creating a consolidated and accessible destination which connects people to the beachfront through residential, commercial, retail and recreational opportunities and sound transport solutions

Key themes:

- re-connecting Scarborough with its beachfront through physical and visual connections with a focus on pedestrian and bicycle accessibility;
- improving east-west connectivity and reducing the impact of West Coast Highway;
- a consolidated transport and parking strategy to improve public transport accessibility and relocation of car parking away from the beachfront to improve connectivity;
- creating new connections south at Brighton Road and north at Manning Street;
- prioritising pedestrians and cyclists over cars; and
- addressing barriers to improve connection and both physical and visual access to the water.

3 Planning principles, design, development incentives and catalyst projects which promote investment from the private sector, in line with the broader Master Plan objectives

Key themes:

- planning policies that encourage and promote investment;
- early private sector investment is triggered in key areas, in the short to medium term;
- preferred land uses are identified in flagship locations, to provide clear direction to investors; and
- government investment in catalyst projects which support existing investors and business owners, and provides market confidence to progress redevelopment opportunities on prominent sites.

4 Governance and management structures are supported by functional design and infrastructure to support and maintain activation outcomes, into the longer term

Key themes:

- establishing a formalised and agreed Place Vision, and a new place brand for Scarborough that is embraced by all stakeholders, including government, business and the community;
- management structures with clear roles and responsibilities and appropriate resourcing to ensure that Scarborough can deliver on its promise as a visitor ready destination; and
- creating a friendly and welcoming atmosphere, supported by active and passive programming and well maintained facilities to ensure that Scarborough delivers on its promise as one of Perth's greatest and most iconic places to visit.

CRITICAL SUCCESS FACTORS

- Improve amenities (shade, shelter, toilets)
- Establish a clear vision and deliver it with boldness
- Maintain a community and people focus
- Engage and involve the community
- Reflect the essence of Scarborough and its sense of place
- Deliver innovative built form design and planning
- Prioritise accessibility and visual access to the beach
- Provide more diversity of food and beverage options that suit the area
- Attract a wider demographic and improved visitation all year round
- Deliver events, activity and programming
- Facilitate a greater diversity of tourist and residential accommodation
- Improve perceptions of safety
- Rationalise beachfront parking
- Address West Coast Highway and road networks to improve access and connectivity
- Attract investment to the area through business buy-in
- Achieve east/west connectivity
- Capitalise on landmark sites
- Support the Master Plan with appropriate funding, management and governance models

5.3 Opportunities and Challenges

STRENGTHS AND OPPORTUNITIES

A site analysis shows Scarborough has enormous potential:

Substantial beach front area with potential to accommodate additional activity



Success built on committed community and business groups and associations

Improved transit connectivity and priority

Improved pedestrian access, amenity and safety along the beach front



Further improvements to its relatively good access to services, transport links and employment compared with many Perth coastal locations

High visibility to passing traffic creating commercial opportunities

A strong and active Surf Life Saving Club and associated community benefits



Leveraging already iconic sand and surf to create a contemporary beach experience



Enhanced success of the amphitheatre for performances and events



SPACES	
LEVEL 4	160
LEVEL 3	173
LEVEL 2	134

Better monitoring and parking utilisation



Creation of a visitor ready destination which supports investment



Improved views to the ocean from beach front, entry roads and buildings to encourage development



A more creative planning and design approach to land use to facilitate greater diversity



Excellent pedestrian / cycle connectivity to the north and south to bring people to the area



Redevelopment of under developed land holdings to strengthen local economy

CHALLENGES AND CONSTRAINTS

Restricted access to the beach for pedestrians, visitors, cyclists and other groups



Perceived environmental value of dune areas which limits changes that can occur in these areas



High sand dunes which block views of the sand and beach

Traffic, parking and connectivity

- traffic congestion within the beach front area;
- high volumes of traffic along West Coast Highway create a division between the beachfront and eastern portion of the project area;
- Esplanade dominated by car parking;
- competing demands of local access and district / regional travel requirements; and
- intermodal conflict, from heavy freight traffic to pedestrians.



Challenges posed by the area's topographic features, particularly to the north east



Facilities and amenities do not support visitor attraction and retention

- the area does not cater well to a diverse audience;
- perceptions of safety and security;
- lack of destination mindset;
- a lack of public transport infrastructure;
- lack of activities and attractions as well as things to do at night and during cool or inclement weather; and
- lack of food, beverage and retail opportunities.



Prevailing winds and weather conditions restrict outdoor activity



Potential conflict between certain land uses if not properly managed e.g. permanent residential with short stay residential and entertainment uses



Proximity to other activity centres of size, which restricts potential to grow its retail and office base



Fragmented land ownership, outdated built form and lack of residential and tourist accommodation

5.4 Benchmarking

A comprehensive benchmarking analysis was undertaken to inform the Master Plan, covering land use, urban design, site and scale analysis, and destination planning. Key observations and learnings have been reflected in the Master Plan:

- Scarborough is vast. The urban spaces within the redevelopment area are capable of accommodating Forrest Place many times over;
 - good edges and comfort provide places to linger. If views and interest are added these places can become enjoyable and highly successful;
 - well regarded beachfront destinations provide strong destination anchors and a range of activities beyond the beach including retail, food and beverage, flexible design to accommodate active and passive uses, in addition to coordinated management, marketing and programming; and
 - successful beaches also target a diverse audience with activities that appeal during extended periods (day/night/all season focus).
- opportunities for Scarborough are to:
 - reinforce connections between Scarborough and the beach, creating better links to the beach front and improving proximity to the water;
 - create a continuous street along the urban front;
 - enhance beach access including improved way finding;
 - reinforce and consolidate views, links and edges;
 - improve landscape, shade, seating etc. to create more places for visitors to enjoy;
 - redevelop the Scarboro Surf Lifesaving Club and reshape edges around the community centre to improve the currently disjointed cove; and
 - clearly define the public gathering places, and design and scale urban spaces to provide experiences.

5.4.1 PROJECT CONTEXT BENCHMARKING

National and international examples were assessed against major structural elements including the:

- location of highway/ major road;
- distance from city edge to ocean;
- distance from car park to ocean;
- location/scale of car parking;
- location of structures between beach and city grid; and
- location/ provision of open space.

The analysis demonstrates that many beaches around the world are successful, despite the existence of a major highway or road running through the centre of activity. These beaches bring walkable high intensity urbanism up to the beach, unlike Scarborough where the street front is disjointed and intensity diluted.

International Benchmarks

- Huntington Beach, California
- Brighton, UK
- Santa Cruz, California
- Copacabana, Brazil
- Nice, France.

5.4.2 DESTINATION BENCHMARKING

Destination benchmarking was used to inform planning for the beach front, as well as supporting implementation strategies relating to place management and governance. Each destination was benchmarked to understand audiences, uses and key anchors, function, layout and place management.

The benchmarking identified two key destinations, Dubai Beach and Cairns Waterfront, that successfully integrate a full 'package offer' to complement the beach including retail, food and beverage, family friendly anchors such as water play facilities and playgrounds, youth parks, and flexible spaces for markets and events. These activities are all supported by coordinated management, marketing and programming.

Best practice benchmarking was also undertaken for specific destination anchors including:

- Beach side urban squares and plazas
- All seasons play
- Surf lifesaving and community hubs
- Active and passive beachfront recreation.

DESTINATIONS

DUBAI BEACH

Dubai Beach is a great example of a modern 21st century beach which provides a range of strong destination anchors and alternative activities, beyond the beach. As such, it appeals to a broad audience, particularly families, and is well visited by both locals and visitors alike. Activities offered include:

- grassed areas abutting the beach;
- family-friendly / low rise restaurants and cafes (alcohol free);
- water play (on land and ocean/beach based);
- sand sculptures / beach activities;
- programming / events;
- towels, beach seats and other facilities for hire at 'the club';
- boardwalks and walkways; and
- shopping centre / retail (to open soon).



CAIRNS WATERFRONT

Cairns Waterfront has a multitude of destination anchors to complement its waterfront. Each attracts strong patronage in its own right, because the facilities are designed with flexibility in mind, to accommodate various uses and activities, during all seasons, as well as day night. Key features include:

- family friendly focus;
- 'resort feel' throughout the area, with a water lagoon that appeals to all ages as the primary drawcard;
- various playgrounds and green spaces catering to all ages /all season use, as well as water / dry play;
- urban plaza featuring retail uses, and catering for events, markets, buskers etc;
- skate facility (lighting accommodates day/night activation);
- flexible spaces that accommodate active and passive uses;
- coordinated branding and promotion supported by a comprehensive programming schedule; and
- destination approach to governance and management.



ANCHORS

ACTIVE AND PASSIVE BEACHFRONT RECREATION



As identified above, many of the successful beachfront destinations provide flexible green spaces that are suitable for passive activities, as well as formal programming and events. A range of benchmark examples were identified to illustrate how facilities could be designed with flexibility to respond to Scarborough's site conditions, and cater to a diverse audience. Key features include:

- passive and active uses;
- new-age skate facilities;
- modern, engaging and flexible design;
- responsive to site geometry;
- multi-use (skate, events, recreation);
- suitable for all ages;
- day / night activation;
- steep green spaces that respond to site geometry;
- comfortable inclines for sun bathing and picnicking; and
- family attractor.

ALL-SEASONS PLAY



Community and stakeholder feedback clearly identified the need for a greater range of family-friendly facilities, with both a water based and all season focus. The benchmarks identified demonstrate best practice facilities, in both a parkland and urban environment. Key features relevant to Scarborough include:

- excellent pedestrian access;
- all ages swimming facility;
- shade, shelter;
- friendly and engaging;
- family friendly / multi-use facility; and
- water / dry play.

BEACHSIDE URBAN SQUARES AND PLAZAS



Retail activity within Scarborough is currently disparate and disconnected. Furthermore, streets are not pedestrian friendly. A range of benchmark examples were identified to demonstrate how to better integrate retail with the beachfront and emulate a pedestrian mall environment. Key features of these case study examples include:

- main street with active street frontages;
- waterfront locations - set back from beach;
- promenades;
- unique profile (urban / laid back);
- restaurants / cafes;
- contemporary, urban experience in beach location;
- beachfront malls;
- retail and shopping;
- passive spaces with view lines to beach;
- active programmable space;
- hard stand provides flexibility and diversity of use; and
- a meeting place.

SURF LIFESAVING AND COMMUNITY HUBS



Redevelopment of the Surf Lifesaving Club was identified as an important catalyst and unique opportunity to define the future beachfront experience within Scarborough. There are many best practice examples of excellent surf lifesaving club facilities within other parts of Australia, which demonstrate how the facilities at Scarborough are not currently optimised. Key features of these facilities that could be better applied in Scarborough include:

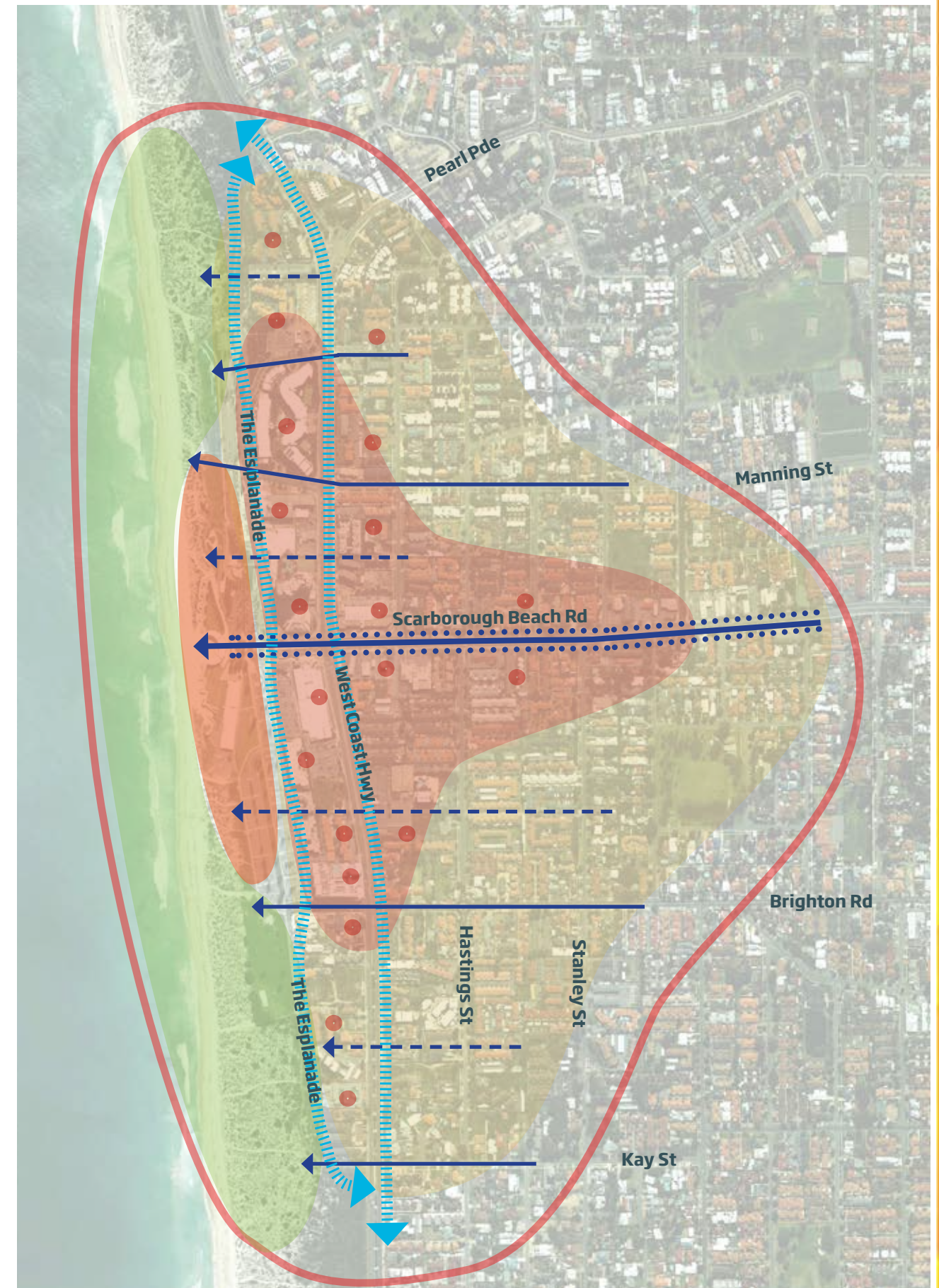
- multi-functional buildings;
- lower-level casual dining, upper level restaurants;
- co-located surf lifesaving and commercial uses; and
- community hub.

6.0 Master Plan



6.1 Master Plan Drivers

- | | |
|--|---|
| <p>1. Transform</p> <p>Reposition Scarborough as a contemporary beach destination experience through new beach front attractions (consolidated and well protected) and contemporary urban experiences away from the water's edge.</p> | <p>6. Enable</p> <p>Provide opportunities for a more diverse housing mix, which enables high quality infill, attracts investment and optimises underutilised sites.</p> |
| <p>2. Activate</p> <p>Create a series of flexible and robust open spaces which respond to the existing local assets and topography, cater for active and passive uses, and are well serviced by quality amenities and infrastructure.</p> | <p>7. Revitalise</p> <p>Encourage a vibrant mixed-use zone (residential and commercial) to serve residents and visitors and support the local economy.</p> |
| <p>3. Arrival</p> <p>Create a boulevard environment along Scarborough Beach Road which prioritises pedestrians over cars and facilitates opportunities for improved alfresco dining, better shade and amenity and enhanced public transport and cycling facilities.</p> | <p>8. Renew</p> <p>Enhance high quality redevelopment to support community's housing needs, attract investment and optimise underutilised sites.</p> |
| <p>4. Enhance</p> <p>Improve West Coast Highway and The Esplanade through landscape, new intersections and traffic calming whilst respecting the traffic movement function of these major roads.</p> | <p>9. Protect</p> <p>Protect the natural setting, environmental richness and cleanliness of Scarborough Beach providing controlled access and supporting rehabilitation.</p> |
| <p>5. Connect</p> <p>Improve east-west connectivity across the site. Enhance view corridors and support streetscape improvements on key coast links. Seek to create new east-west links through large blocks as part of new development proposals.</p> | |

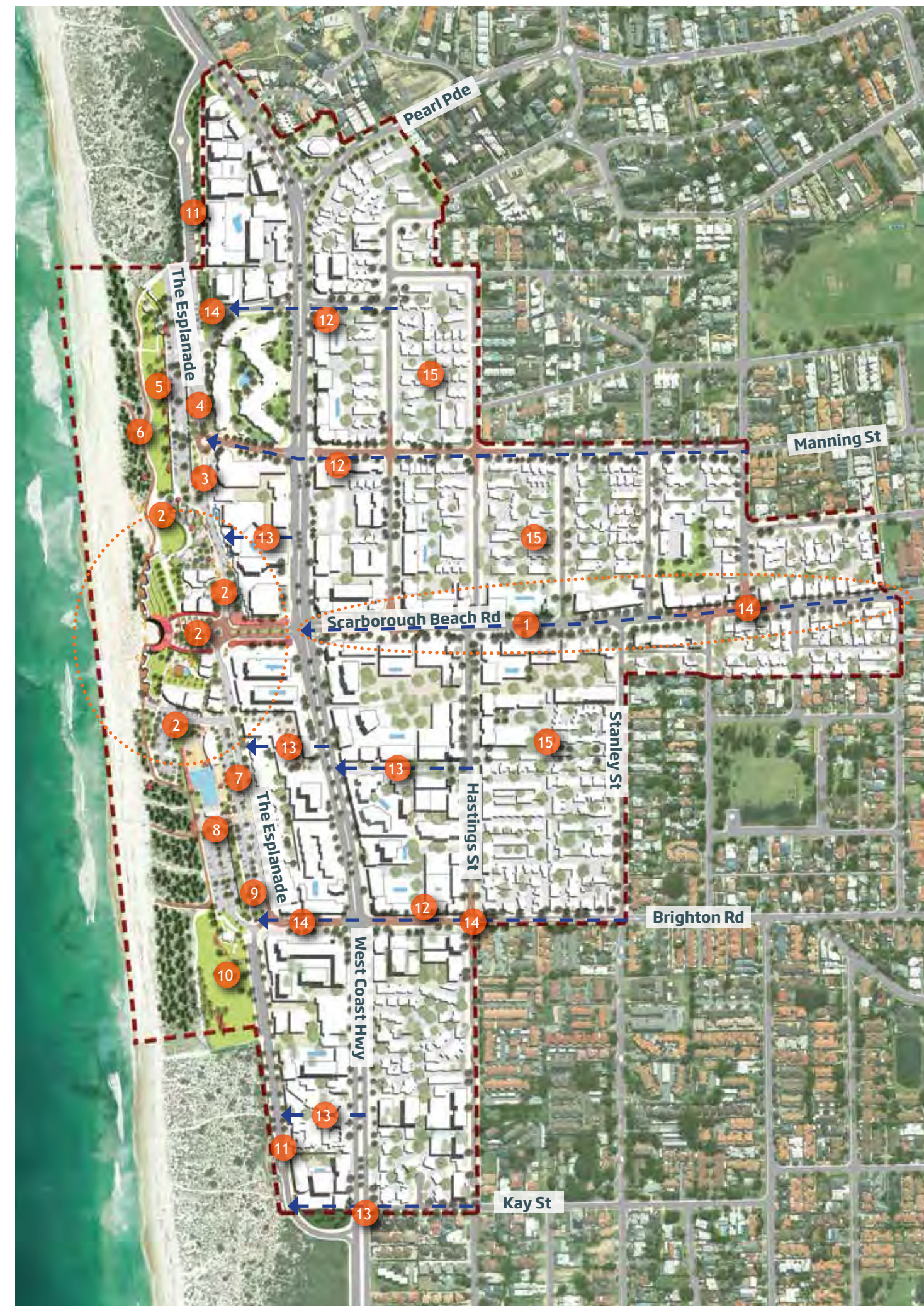


6.2 Master Plan

1. Retail / commercial 'main street' with high quality landscape, iconic design that enhances view corridors and a focus on access for active transport (bus, cycle and walking, including provision for future light rail).
2. Four new destinations underpin the transformation of Scarborough as a contemporary, family-friendly destination. They will provide a consolidated core of diverse activities that ensure Scarborough will become an all-season modern beach experience, with something happening during extended hours of the day and night (refer inset overleaf).
3. The Esplanade, and the overall street network reinforced by landscape treatments to promote a legible, functional, comfortable and attractive environment for pedestrians, cyclists and cars.
4. Upper car park reconfigured as The Esplanade extension with improved pedestrian and cycle access, seating and shelters.
5. Park enhanced with an upgraded kiosk, shade and other features. Improved access and links between the carpark, park and beach.
6. Coastal dunes and walkways provided with beach lookouts.
7. A well shaded, pedestrian-friendly boulevard is created through landscape treatments and reconfiguration of the car park.
8. Improved east-west links through car parks and decked dune walks.
9. Reconfigured links to extend alfresco uses and parkland areas, and improve safety.
10. Park enhanced with an upgraded kiosk, additional shade and facilities such as BBQ's and seating. The enhancements will also take advantage of opportunities for low-key festival events.
11. Extensions to The Esplanade north and south to connect West Coast Highway to create a coherent beach front boulevard, with improved vehicle access and extended on-street parking areas.
12. Access streets landscaped to improve east-west connectivity, pedestrian comfort and beach access.
13. Links through private development promoted to improve east-west connectivity, and increase walkability.
14. Retail and commercial uses promoted as village nodes, to service local needs.
15. Scarborough's unique identity reinforced through development incentives, design guidelines and art contributions.

The Master Plan is indicative of the intent for the area. Consultation and detailed design may result in changes. Some improvements shown may be undertaken over several years.

Development shown on private land is indicative only. The Master Plan does not imply an agreement to the scale and location of any indicative development, including a right to develop. Development will be guided by the MRA Scheme, design guidelines and policies.

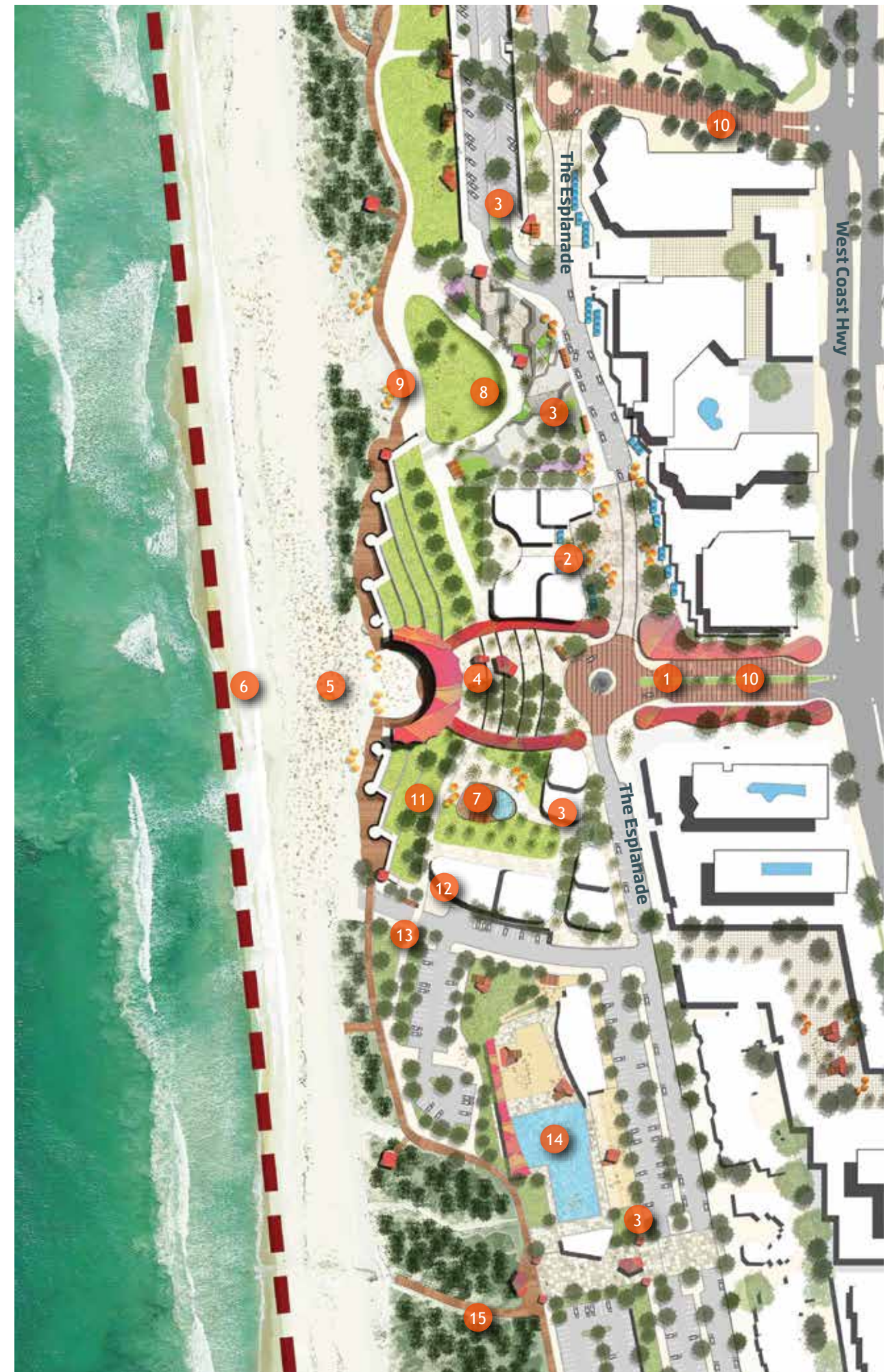


6.2.1 Beach Front Elements

1. A new plaza with a strong urban character and welcoming sense of arrival. Features quality landscape treatments and extended alfresco areas that support sustainable transport, and promote a pedestrian friendly environment and slow traffic movements.
2. A Scarborough Square featuring mix of beachfront cafés, restaurants, bars and shops surrounding by a plaza, which provides protection from the prevailing winds and brings a village atmosphere to Scarborough Beach.
3. The Esplanade is enhanced as a pedestrian-friendly, well shaded boulevard with slow moving traffic and a greater range of alfresco uses.
4. The Clock Tower area is enhanced with edge canopies and walkways that provide improved linkages to the amphitheatre, and the beach.
5. The Amphitheatre is retained and its range of uses extended. A beach boardwalk provided at the base of the beach.
6. Beach activities are promoted including shelters, surfboard and sports hire, deck chairs, and umbrellas.
7. 'The Beach Hub' will become Scarborough's best known destination, featuring a redeveloped Surf Lifesaving Club, overlooking an open courtyard that includes an all-season play space.
8. A modern multi-generational park which provides direct access to the beach, through the dunes. This area, tagged as 'Sunset Hill', is also anchored by adjacent cafes, restaurants and shops providing vitality and passive surveillance.
9. Passive open space featuring a green hill that promotes urban play and beach watching.
10. The overall street network will be reinforced by landscape treatments to promote a legible, functional, comfortable and attractive environment for pedestrians, cyclists and cars.
11. All season play space, featuring children's water / dry play area and deck.
12. Subject to further detailed feasibility and funding the redeveloped Surf Lifesaving Club with direct beach access, featuring additional facilities including quality change rooms, hire facilities for beach goers, café/ restaurant and a function centre.
13. Beach and surf club access.
14. Indicative location of a 50m Scarborough Beach pool.
15. New beach deck and boardwalk providing terraced seating and space for drinks and ice cream kiosks.

The Master Plan is indicative of the intent for the area. Consultation and detailed design may result in changes. Some improvements shown may be undertaken over several years.

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6.3 Beach front Destinations

At the core of the Master Plan are four destinations which support visitor attraction and destination development across the redevelopment area. These will be the driving force behind Scarborough's transformation as a contemporary, family friendly destination, and essential to reposition the area as a destination of State significance:

1. SUNSET HILL
2. SCARBOROUGH SQUARE
3. SCARBOROUGH CLOCK TOWER
4. THE BEACH HUB

The destinations provide complementary yet diverse activities, which ensure Scarborough will become an all season, modern beach experience, with something happening during extended hours of the day and night. Centralising regional attractions will ensure that the area effectively balances the needs of local residents and regional visitors.

These Master Plan destinations will be supported by a range of improvements across the entire redevelopment area, incorporating:

- beach and recreation facilities and amenities e.g. change areas, kiosks;
- improved living and business opportunities; and
- improved streetscapes and connections, including tree species suitable for coastal conditions (ie. salt tolerant, able to withstand wind, be drought resistant and, where required, provide appropriate shade.



Bulcock Beach,
Caloundra, QLD

Beach Front Destinations



Sunset Hill



Scarborough Square



Scarborough Clock Tower



Beach Hub

Beach and recreation - boardwalks, green spaces, amenity, respite and programming

6.3.1 Sunset Hill



EVENT AND
PERFORMANCE
SPACES



BEACH VIEWING
POINTS



AN
INTERGENERATIONAL
PARK



BOARDWALKS,
WALKING AND
CYCLING PATHS



Sunset Hill features a modern, multi-generational park, anchored by retail and an iconic green hill that connects these uses to the beachfront. Its location, adjacent to existing and new retail and cafés, will create activity and passive surveillance, without disrupting nearby residents.

Taking advantage of the existing landforms, Sunset Hill will be protected from prevailing winds and achieve direct beach access from the lawn. It is envisaged as a contemporary space that brings together a range of users, provides a strong connection with The Esplanade and features interesting geometry to address varying levels.

A visible and contemporary park with play and skate elements will be located at Sunset Hill, providing a year-round focus for families and young people. It will be integrated

with the surrounding levels and include other recreation activities such as an integrated half-court basketball court. The facility will also be equipped with events infrastructure to optimise flexibility.

Removal of a small section of existing dune will provide a reinforced connection between the beach front and the beach, and the steep slopes of a grassed bowl area will allow for informal use by families, people and surf watching, and caters for periodic events and overflow activities.

A range of seating, shade and other amenities will provide a comfortable alternative to the beach, including:

- picnic shelters located north of the lawn;
- beach showers and resting points with benches located at beach access points;
- a proposed shared path along the edge of the dune / beach and parkland, connecting Scarborough Square and the amphitheatre, continuing across the front of the hill; and
- public toilets.

BENCHMARKS AND BEST PRACTICE



Geelong Skate Park:
Geelong, Australia



Cairns Waterfront:
Cairns, Australia



Blaxland Riverside Park:
Sydney, Australia



Kakaako Waterfront Park:
Hawaii, USA



Fort Werk aan't Spoel:
Netherlands

Sunset Hill today



6.3.2 Scarborough Square



MARKETS



A MAIN
STREET MALL
/ PEDESTRIAN
PROMENADE



CASUAL
DINING, FOOD
TRUCKS &
STALLS



RETAIL



COMMERCIAL
DEVELOPMENT



Scarborough Square will be the natural heart of the redevelopment. Anchored by existing and new food, beverage and retail outlets, it will be programmed to support ongoing activity throughout the day and across seasons.

Scarborough Square will bring a village atmosphere to Scarborough Beach with a mix of beachfront cafes, restaurants, bars and shops, markets protected from prevailing south-westerly winds. Key features include:

- a strong urban character with shared surface across the road and footpath;
- highlighting the area's urban surf beach identity through selection of landscape materials and sympathetic architecture;
- low speed environment with pedestrian priority and safety including plentiful seating and shelter from the rain and sun; and
- intimacy of scale to ensure the area feels 'active' outside of organised events and activities.

Built form will frame important view lines to the ocean and Scarborough Beach Road. Key features include:

- placement and design of buildings to create a sheltered environment, and a retreat from the sea breeze and winter storms;
- design treatments to create a contemporary town square ambiance to accommodate events, activities, markets;
- low rise, 'light' new buildings on the western side that open out, orientated to the square and providing strong visual connections to the beach; and
- providing a counter point to the Rendezvous podium and tower to the east, assisting in anchoring the space reinforcing its centrality.

Scarborough Square will offer a place that provides a retreat from the beach – and an alternative for beach goers:

- the Rendezvous foyer entrance has been enhanced by new restaurants, bars and café venues, activating the east side of the square, creating a lively day and evening destination;
- flexible spaces, able to be closed to traffic for special events, will also accommodate a range of diverse activation initiatives, including food trucks, markets, buskers, street theatre and other periodic events;
- the food and beverage outlets will be supported to the north-west by a multi-generational park and Sunset Hill that can be seen by restaurant / café goers; and
- provision of new toilet facilities.

BENCHMARKS AND BEST PRACTICE



Las Rumbas Markets:
Barcelona, Spain



Third Street Promenade:
Santa Monica, USA



St Kilda:
Melbourne, Australia



Paseo Nuevo:
Santa Barbara, USA

Scarborough Square today



6.3.3 Scarborough Clock Tower



BEACH VIEWING
POINTS



MARKETS



EVENT AND
PERFORMANCE
SPACES



CASUAL
DINING, FOOD
TRUCKS &
STALLS



RETAIL



As the major entry point, the Scarborough Clock Tower will provide a friendly and engaging welcome to the beachfront. It will be anchored by Scarborough Square to the north, the Beach Hub to the southwest and the Luna Shopping Centre to the east, supported by an upgraded plaza.

Scarborough Clock Tower will be the visual and physical gateway to Scarborough and links the key activity hubs. Key features include:

- the Rotary Clock Tower will remain in situ, with improved seating and access;
- Scarborough's urban surf beach identity will be amplified through built form, pavement treatments and urban elements;
- flexible, open design will provide for improved signage, storage and access for events and accommodate diverse activation initiatives, such as food trucks, markets etc;

- landscape treatments around the Clock Tower and within the surrounding plaza will represent a creative interpretation of the local landforms and flora;
- the view from Scarborough Beach Road to the ocean will be enhanced by pedestrian shade structures leading west to the amphitheatre. A sail-like appearance would enhance the coastal character;
- pavement treatments will promote pedestrian safety and slow traffic movement to ensure easy access across The Esplanade;
- Scarborough Beach Road West and The Esplanade will be redesigned to provide a focal point for the precinct and natural mingling point for visitors;

- a centrally located, street-based public transport hub on Scarborough Beach Road West will make the area easily accessible and place visitors in the heart of the precinct;
- buildings north and south of Scarborough Beach Road will have podiums incorporating shade for pedestrians and retail uses opening out onto the street; and
- retention of the existing Amphitheatre.

BENCHMARKS AND BEST PRACTICE



Venice Beach:
California, USA



Glenelg Beach:
Adelaide, Australia



Manly Pedestrian Mall:
Sydney, Australia

Scarborough Clock Tower today



6.3.4 Beach Hub



BEACH VIEWING
POINTS



COMMUNITY
BUILDINGS - SURF
LIFESAVING CLUB
/ HIRE FACILITY



WATER
PLAY AREA



CASUAL
DINING, FOOD
TRUCKS &
STALLS



COMMERCIAL
DEVELOPMENT



The Beach Hub will become the 'jewel in the crown' of Scarborough. It will feature a redeveloped Surf Lifesaving facility, the City's beach services, a flagship bar/restaurant, and all-season play facilities. It will be designed to facilitate better access and interface with the amphitheatre during events.

The MRA is working with the City of Stirling to ensure there are appropriate interfaces and synergies between the proposed Beach Hub and the City's pool to the south. Redevelopment of the Beach Hub is subject to further detailed design and feasibility assessment.

A redeveloped Surf Club and the City's beach services will become the Beach Hub's primary anchor, with a dual frontage to optimise water views, including the following features:

- access to beach level to facilitate Surf Club operations;
- a retail use that provides hire facilities for beach goers, and potentially an information kiosk;
- quality and well maintained change / shower facilities and toilets;
- a function centre and venue hire, including community spaces; and
- flexibility to explore other community anchors, such as a surf museum and community gym.

The Beach Hub will also be anchored by a flagship bar / restaurant, occupied by a commercial tenant with the vision to create a multi-purpose offer to complement surrounding activities and uses.

Built form surrounding the Beach Hub will be designed to encourage easy pedestrian access, and create a protected courtyard offering uninterrupted ocean views.

Key features include:

- low rise, 'light' new buildings on the west side will frame The Esplanade, and contrast with a new podium and tower to the east within a potential redevelopment of the Luna site;
- new buildings will open out and orient towards The Esplanade level, providing strong connections to the beach;

- a lower / under-croft level will open out towards the Beach Hub courtyard, with retail terraces, cafes, restaurants and alfresco seating areas overlooking the courtyard;
- the courtyard will include garden spaces representing a creative interpretation of the local landforms and flora;
- an open grassed area will also provide a space for community events and places to linger as an alternative to the beach; and
- improved connections will provide a western gateway to the Beach Hub from Scarborough Beach Road, including a potential piazza within the redeveloped Luna site to the east.

BENCHMARKS AND BEST PRACTICE



The Beach:
Dubai, UAE



Sentosa Island:
Singapore



Darling Quarter:
Sydney, Australia



Lincoln Centre Hyatt Pavilion:
New York, USA



Merewether Surf House:
Newcastle, Australia



The Clubhouse:
North Bondi, Australia



Burnie Surf Club:
Tasmania, Australia

The focus of the courtyard is an all-season play space that becomes an attraction that also counters the traditional beach experience, featuring:

- an intergenerational play space, bringing people of all ages together;
- a bold design themed around Scarborough Beach, integrating both wet and dry play elements;
- play elements designed with seasonality in mind, protection from weather extremes and easily viewed from neighbouring alfresco uses enable parental supervision;
- lawn areas with shade structures that adjoin the play space, providing the perfect spot for picnicking, relaxing, games and events; and
- provision of BBQs, seating, kiosks and space for pop ups and temporary events.

The proposed beach pool located to the south of the Beach Hub will be a fun, safe and iconic destination offering a diverse range of recreation and leisure based activities, designed to complement the adjoining Beach Hub.



Beach Hub today



6.3.5 Brighton Road and Reserve Street



BOARDWALKS,
WALKING AND
CYCLING PATHS



BEACH VIEWING
POINTS



EVENT AND
PERFORMANCE
SPACES

To celebrate the local surf and recreation culture, and strengthen its status as an all season destination beachfront, the Master Plan proposes a varied range of attractive, comfortable and durable infrastructure and green spaces which offer places for respite and an escape from the beach, as well as flexible programming opportunities.

Activities and infrastructure will be spread along the beach front and The Esplanade, creating a 'string' of destinations and places with things to do and see, encouraging people to move through the precinct improvements. They include:

- possible shade, shelter enhancements across the beachfront, including board walks and look outs;
- upgrade of existing kiosks and facilities near Brighton Road and Reserve Street;
- an active lawn area at Brighton Road to accommodate special events or enjoyed as a green space; and
- an active lawn space near Reserve Street, linking to the surf beach and accommodating recreational and programmed exercise.
- the longer term intent for the under-utilised car park on the corner of Reserve Street and West Coast Highway is for this land to be developed for a mix of residential, retail and hospitality uses.

The Esplanade / Brighton Road today



The Esplanade / Reserve Street today



NEW
ACCOMMODATION



COMMERCIAL
DEVELOPMENT



CASUAL DINING,
FOOD TRUCKS
& STALLS



RETAIL







7.0 Master Plan Strategies

7.1 Planning Framework

The recent pause in Scarborough's development and evolution as both a successful coastal activity node and a tourist destination can be attributed to many factors. The Master Plan aims to establish a clear and common vision to coordinate development within the Redevelopment Area, supported by a proactive and responsive planning and investment framework to support delivery. The framework outlined is focussed on delivering and facilitating desired outcomes.

7.1.1 KEY ISSUES IDENTIFIED IN THE MASTER PLAN

Sense of place

Scarborough stands out in the Perth coastal landscape. To create an iconic destination that has meaning for Western Australians, sense of place principles should be applied:

- recognise the natural setting of Scarborough. This may mean more support for buildings that help soften the current skyline;
- recognise that views are important to everybody;
- promote taller thinner buildings that enable more of the neighbourhood and centre to enjoy views that might be lost if development is flat and wide. This might mean exchanging bulk for some extra height keeping in mind the effect on views from a distance;

- promote design excellence with an architecture that celebrates the wide blue oceans, winds, sun and light. Upper floors of buildings need to be memorable and expressive with an assured character; and
- at the ground level buildings need to bring the local character feel to the street with clever design, smart shading, places for personalisation and a respect for the fine grain of development.

Development framework

Complex and unresponsive statutory provisions have the potential to deter investment in Scarborough. To facilitate redevelopment of the area and improve the appeal of the built environment; car parking requirements, developer contributions and mandatory requirements for certain land uses must be evaluated to ensure development within the area is not impeded by onerous or unnecessarily restrictive planning requirements.

Scarborough's planning controls need to support good design and local character.

The principle of development control proposed is to:

- establish a flexible scheme;
- develop strong and clear precinct based objectives and design guidelines against which to assess development; and
- establish basic building envelopes with specification of setbacks, height and maximum building width within which development can occur.

Development controls are proposed as a strategic direction aligned with the Master Plan Place Vision. Development of the statutory framework will involve development and refinement of this initial direction as a critical next phase.



Statutory planning and development control

Providing an increased level of amenity to both residents and visitors through an improved retail and commercial mix will, in turn, encourage more residents and visitors to spend time (and money) in Scarborough. Over time, this changing mix will encourage further residential, retail and commercial development and investment. To unlock future potential, planning regulations need to be flexible and encourage a mix of uses, anchored by medium to high density residential (i.e. mix of town houses, small unit developments and larger, multi-storey developments).

- review mandatory requirements for certain land uses
 - review the 25% requirement of short-stay accommodation
 - review the existing developer contributions framework and parking requirements for new developments to ensure that they do not become an unreasonable impediment to development, while continuing to recognise the principle of development contributions for key public infrastructure
- provide a flexible planning framework and policies which:
 - enable height variations within strong guideline controls to maximise appropriate opportunities and ensure better built form outcomes.

- enable appropriate redevelopment that supports physical design changes.
- provide for a mix of uses – in particular ground floor uses which will provide opportunity for outside/street dining
- encourage innovative development and alternative built form outcomes

- establish clear objectives for development and redevelopment and apply a performance based control system to facilitate desired outcomes;
- encourage owners of strata titled sites to develop their land in unison or the acquisition of these sites by single entities.

Achieving an appropriate land use mix

Balancing Scarborough's multiple functions as a residential area, tourist destination, recreation node and retail and business district requires achieving an appropriate land use mix supported by a flexible approach to land use control.

Land use diversification

A focus on a variety of tourism accommodation including serviced apartments and more affordable options will be facilitated throughout the redevelopment area. This will be supported with provision for a diversity of land use types while encouraging consolidation to achieve critical mass. Implementation strategies to support land use diversification include:

- identifying all desired land uses and preferred locations across the Master Plan area considering infrastructure requirements of preferred land uses, encourage more tourism and residential developments to diversify current offering;
- providing incentives for preferred land uses, particularly those with lower commercial appeal;
- Pro-actively pursuing preferred land uses / traders to attract them to preferred locations within Scarborough;
- applying a flexible approach to land use control to achieve Master Plan objectives; and
- focusing short term land use and development objectives on sites to generate redevelopment momentum.

Residential development

Residential development in the Redevelopment Area will be provided through a range of accommodation types with an appropriate mix to interface with non-residential uses.

The Esplanade:

- apartment living above ground floor commercial and retail development will feature strongly, in addition to tourism accommodation; and
- close to the West Coast Highway/Scarborough Beach Road intersection, residential development will play a secondary role from a streetscape perspective with the focus on gateway ground and lower floor commercial uses.
- West Coast Highway and Scarborough Beach Road and surrounds;
- apartments and "shop top" housing will be strongly represented along upper levels along these major entry and connector roads throughout the project area; and
- moderate infill will continue to be supported across the residential areas.

Land tenure and fragmented ownership

Land tenure poses several challenges for Scarborough's revitalisation including:

- vacant and under-utilised land coupled with outdated and poorly designed built form in key locations;
- fragmented land ownership which poses challenges for a coordinated and consolidated redevelopment outcome;
- lack of a clear sense of coastal identity for Scarborough leading to development that could be anywhere; and
- the lack of accommodation choice within the area coupled with ageing infrastructure limits Scarborough's appeal to tourists and weekenders; whilst limited residential west of West Coast Highway has resulted in a high volume of transient visitors.

Overall, revitalisation efforts and public investment will be complemented with a development framework to encourage cooperative redevelopment by multiple landowners and coordinated acquisition by developers.

Specific uses including longer term tenure and management consideration over Crown Reserve 12992 (land between the Beach and the Esplanade) will be the subject of further discussion between the MRA, the City of Stirling and Department of Lands.

7.1.2 PLANNING PRECINCTS

Precinct 1 (Beach Front Precinct)

Forms the central core of the Scarborough Redevelopment Area, providing for a wide range of active recreational, retail, commercial, community, entertainment and tourism uses. As the entry point to the beach itself, it will have a strong sense of arrival and be focussed on the beach, its activities and complementary uses. A permanent population will be provided through the redevelopment of existing sites providing the community with improved 'ownership' of the area.

Precinct 2 (Gateway Precincts)

Creates the northern and southern gateways into the Scarborough Beach area. Their physical form will create a sense of arrival and a transition into the intensity of the beachfront core from the surrounding residential areas. The precincts will cater for high density residential development and tourism accommodation.

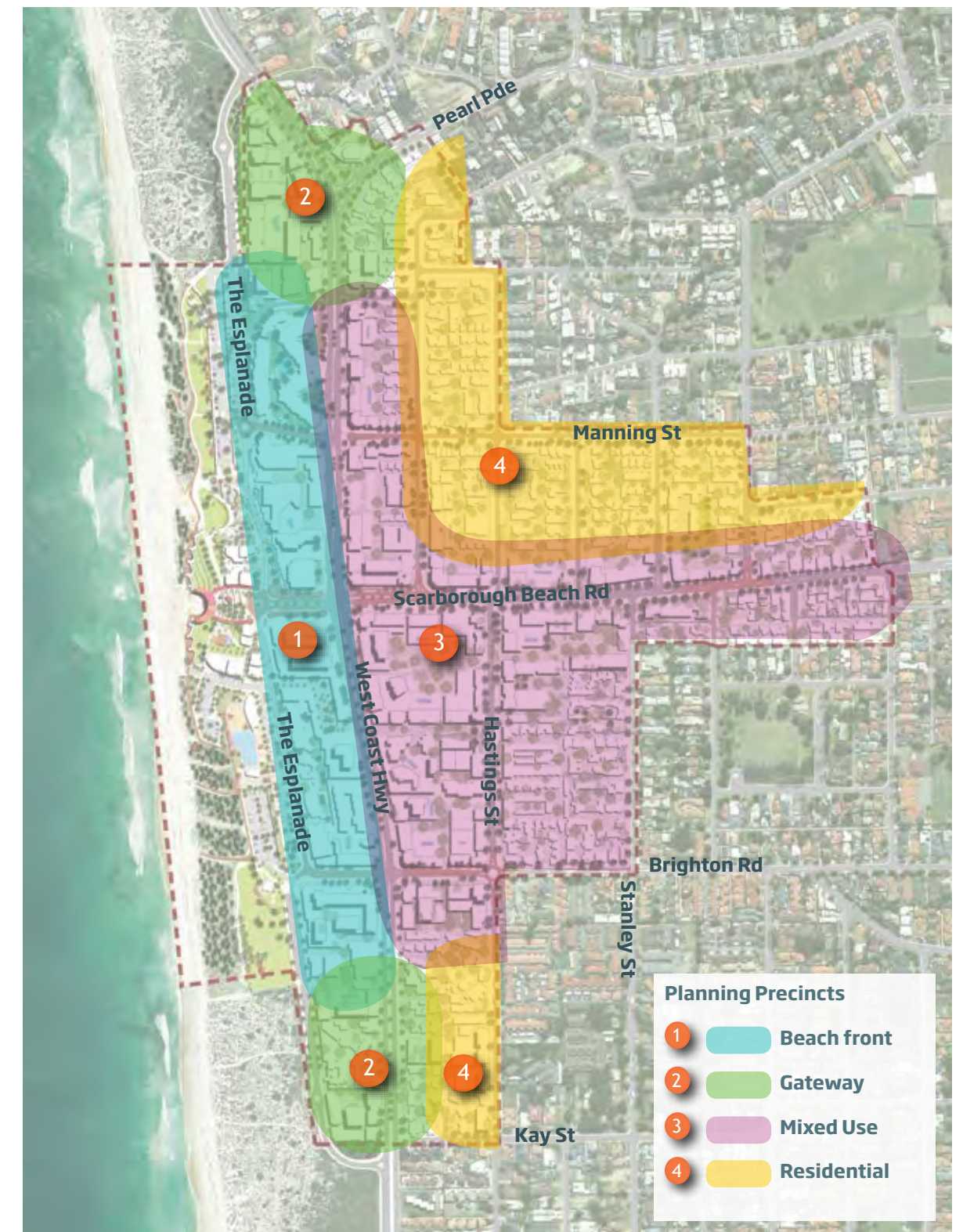
Precinct 3 (Mixed Use Precinct)

Will provide a flexible mixed use environment for a diversity of commercial, tourism and high density residential development. Commercial uses may include district level retail and services, and other commercial development not directly dependent on the beachfront. Commercial development should initially be located along Scarborough Beach Road and West Coast Highway, with the potential for commercial enterprises to establish on consolidated blocks back from these routes in the longer term.

Pedestrian links through blocks will be promoted to create a more interesting and pedestrian friendly precinct.

Precinct 4 (Residential Precincts)

Will provide for high and medium density residential development accommodating both apartments and townhouses to facilitate continued growth of the local community and housing types to suit different family structures.



Character and Design Precincts

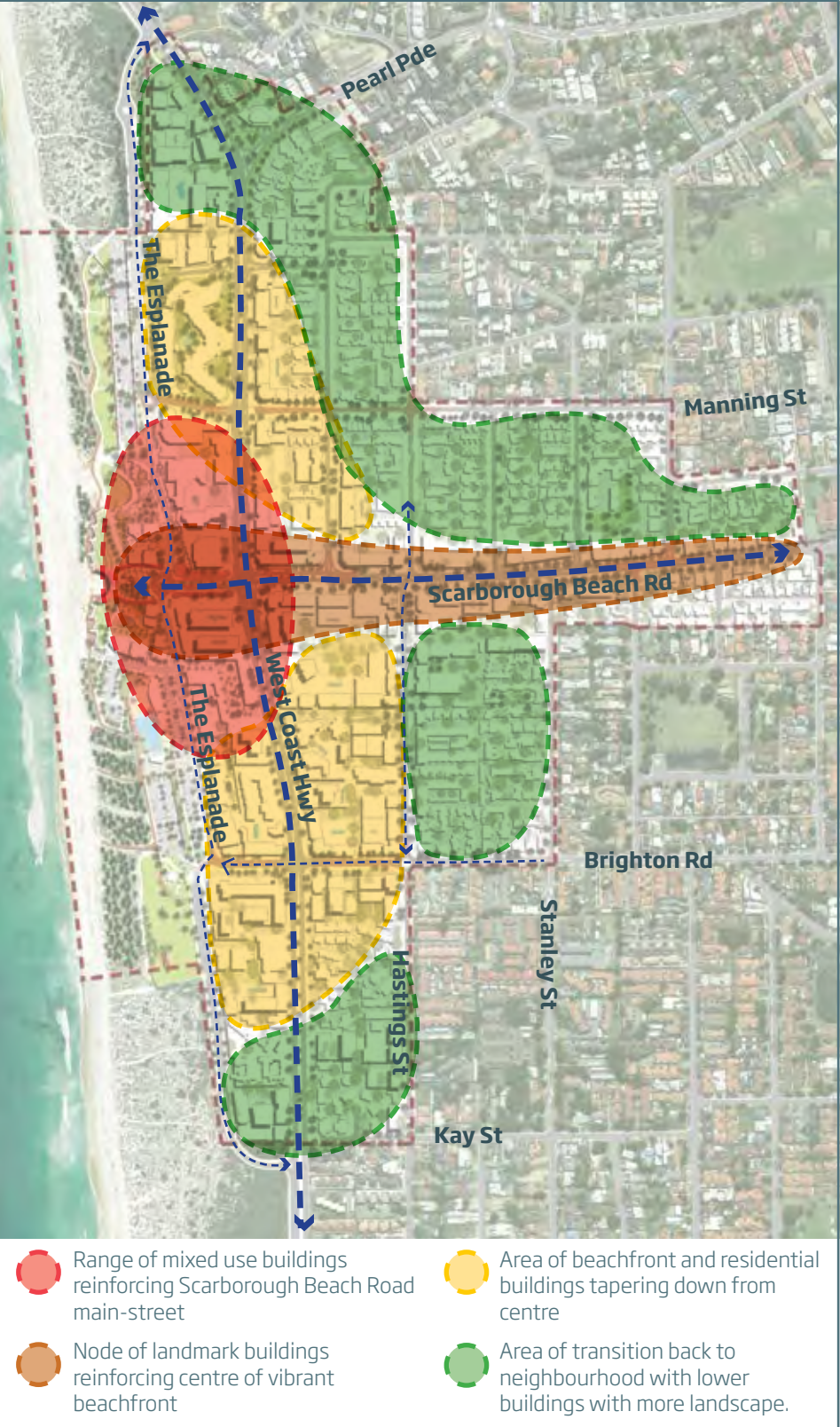
Planning principles by precinct

	Precinct 1 (Beach front Precinct)	Precinct 2 (Gateway Precinct)	Precinct 3 (Mixed Use Precinct)	Precinct 4 (Residential Precinct)
Precinct Size	33ha approx.	9.2ha total approx.	28ha approx.	19.4ha total approx.
Land Use	Flexible mixed use zoning. Concentration of entertainment, retail, tourism and recreation uses. Retail, commercial and non-residential uses required at ground floor. Residential (permanent and / or short stay) encouraged on upper levels.	High density residential and tourist accommodation.	Flexible mixed use zoning. Retail, commercial and non residential uses required at ground floor along West Coast Highway and Scarborough Beach Road, or design provision made for future conversion. Residential (permanent and / or short stay) encouraged on upper levels.	A mix of apartments and townhouses.
Built form				
Character	High quality, light, playful, resort-feel with expression of upper floor terraces. Ground floor to add to interest and vitality.	High quality, light, with strong landscape. Expression of upper floors including terraces.	Beach feel, integration of evocative material; wood, limestone, beach colours.	Sense of a fine grain of development with change along street. Terraces and gardens and outdoor courts to street.
Setbacks	Ground and lower floors – nil street and side setbacks. Upper floors (above 5 storeys) setback from street to ensure bulk is reduced. Setbacks between upper level buildings in order to avoid monolithic development.	Ground and lower floors – limited street setback. Upper floors (above 3 storeys) setback from street to ensure bulk is reduced. Setbacks between upper levels of buildings to avoid monolithic development.	Ground and lower floors – nil street and side setbacks to West Coast Highway and Scarborough Beach Road. Upper floors (above 3 storeys) setback from street to ensure bulk is reduced. On other streets, limited street setbacks.	Limited street setbacks.
Access	Consolidation of vehicle access points to limit interruptions to street movement network. Direct pedestrian access between buildings and the street required to activate the street.	Consolidation of vehicle access points to limit interruptions to street movement network. Direct pedestrian access between buildings and the street required to activate the street.	Consolidation of vehicle access points to limit interruptions to street movement network, particularly along key routes. Direct pedestrian access between buildings and the street required to activate the street.	Consolidation of access points to limit disruption to street.
Parking	Consolidation of parking within developments required to reduce on-street demand. Non-residential parking ratios to target ‘average’ demand recognising that provision for peak demand creates inefficient land use.	Residential parking provision to be reviewed. Parking screened from view of the street.	Simplified commercial parking provision to allow for change of use over time. Parking provision may be reviewed.	Residential parking provision to be reviewed. Standard residential parking standards may apply.
Pedestrian movement & public realm interface	Buildings should provide awnings / shade cover, and passive surveillance and activated façade along pedestrian routes to create a safe and engaging walking environment. New mid-block access (potentially including piazza) promoted through Luna-Maximart site. New mid-block links promoted.	Buildings should provide passive surveillance and an attractive façade along pedestrian routes to create a safe and engaging walking environment. New mid-block links promoted.	Key pedestrian routes along streets, abutting buildings or property boundaries. Buildings abutting West Coast Highway and Scarborough Beach Road should provide awnings / shade over, and passive surveillance and activated façade along pedestrian routes to create a safe and engaging walking environment. New mid-block access promoted.	Buildings should provide passive surveillance and an attractive façade along pedestrian routes to create a safe and engaging walking environment.
Potential yield estimate (short-medium term)*				
Residential	775 dwelling units (approx.)	526 dwelling units (approx.)	1258 dwelling units (approx.)	269 dwelling units (approx.)
Commercial/Retail	9000sqm (approx.)	1000sqm (approx.)	16,000sqm (approx.)	0 sq.m (approx.)

* Sources: AEC Group 2014 and MRA

7.1.3 HEIGHT AND SKYLINE

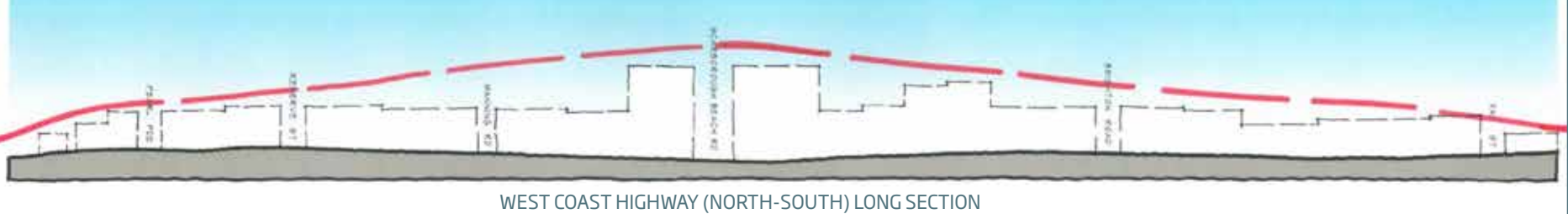
Scarborough sits in a unique location where the coastal dune is broken to form a saddle between two low hills. The intent is to avoid the flat bulky forms that are likely to result from current regulations by creating controls that promote a more attractive skyline and place a greater emphasis on ensuring light and openness between taller elements of buildings.



Site characteristics influencing the location of development intensity and height.

Principles for controlling building height intensity in the area

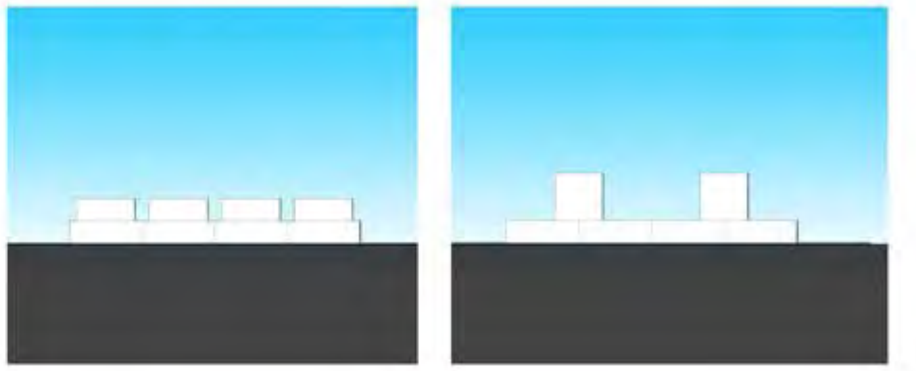
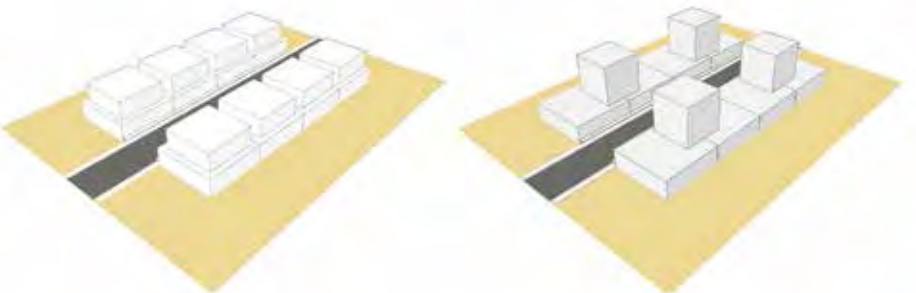
Rising to the centre



Rising to meet the ocean



Rising to embrace Scarborough Beach Road



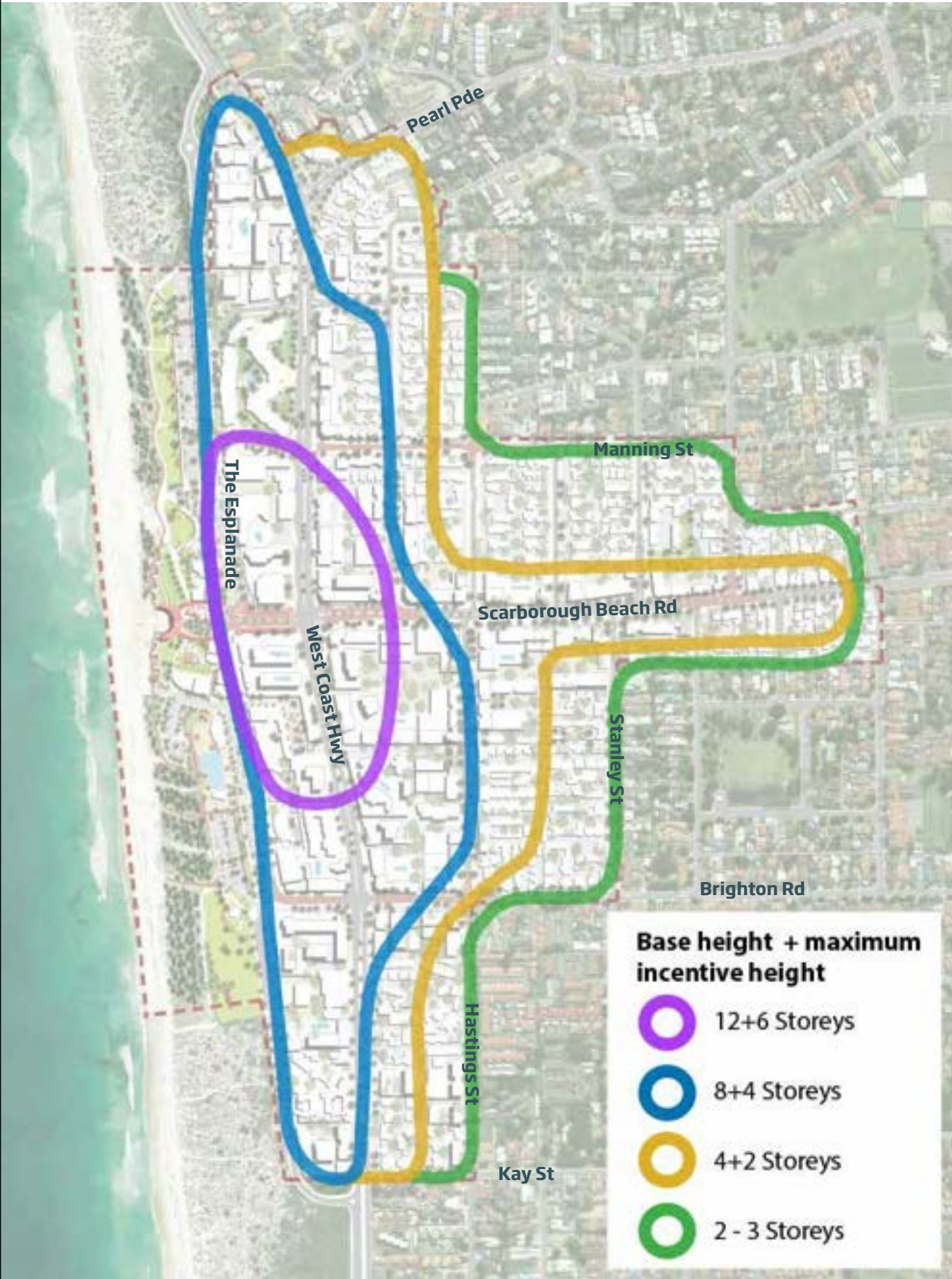
Current regulations allow upper floors to be quite close to the boundary

Future Design Guidelines will seek to ensure larger setbacks and more slender buildings. Some height increases may be allowed



The intent is to work towards a more harmonious relationship between built and natural form.

Proposed place based height controls



	BASE HEIGHT <ul style="list-style-type: none">• COMPLIANCE WITH THE STATUTORY PLANNING FRAMEWORK INCLUDING REDEVELOPMENT SCHEME;• COMPLIANCE WITH DESIGN GUIDELINES, INCLUDING PURSUIT OF DESIGN EXCELLENCE;• COMPLIANCE WITH RELEVANT DEVELOPMENT POLICIES INCLUDING AFFORDABLE HOUSING, GREEN BUILDING, AND PUBLIC ART.	ADDITIONAL STOREYS MAY BE CONSIDERED WHERE THE PROPOSED DEVELOPMENT PROVIDES SIGNIFICANT COMMUNITY BENEFITS SUCH AS: <ul style="list-style-type: none">• EXCEEDING THE BASELINE DEVELOPMENT POLICIES;• PROVISION OF SHORT STAY ACCOMMODATION;• EXCEEDING THE MINIMUM SUSTAINABILITY REQUIREMENTS;• PROVIDING OUTSTANDING ARCHITECTURAL DESIGN AS AGREED WITH MRA;• IMPROVING PUBLIC CONNECTIVITY THROUGH EAST-WEST LINKS;• OTHER SIGNIFICANT COMMUNITY BENEFITS AS AGREED WITH THE MRA.
12-18 Storeys	12 Storeys	+6 Storeys
8-12 Storeys	8 Storeys	+4 Storeys
4-6 Storeys	4 Storeys	+2 Storeys
2-3 Storeys	2-3 Storeys	

- Notes:
- MRA Interim Scheme heights are the base level unless a traffic impact assessment supports the increase in height/ density
 - Design Guidelines will be advertised before adoption and are subject to further analysis. These will refine this table and may limit any height variation on some sites. The guidelines will also consider relevant setbacks, tower separation, potential floor plate area limits on development above four storeys, and interfaces with neighbours. The MRA Scheme allows for development to be approved with some variations to the guidelines, and for development to be refused if it does not meet the objectives of the Scheme and Design Guidelines.

7.2 Access, Movement and Parking

The Master Plan provides a blueprint to significantly improve beach front access for pedestrians and cyclists whilst still maintaining appropriate car access. By spreading transport and parking demand around the site, rather than focussed at the central intersections, a less congested, more permeable and connected area will emerge, which will complement the revitalisation and activation objectives. Core strategies include:

- promotion of a lower speed environment to minimise potential conflicts between people, cyclists and vehicles;
- improvements to accessibility and legibility;
- improvements to walkability and cycle access;
- promotion of public transport patronage; and
- decentralisation of car parking.

The revitalisation and destination objectives for Scarborough need to be balanced with the competing needs for regional traffic movement on both West Coast Highway and Scarborough Beach Road and this is a key challenge.

The Master Plan acknowledges the role and status of West Coast Highway as a Primary Regional Road (major freight route).

7.2.1 KEY ISSUES IDENTIFIED IN THE MASTER PLAN

Access and connectivity

Limited access and connectivity within the project area is a fundamental issue and was highlighted during stakeholder and community consultation, in particular:

- There is a lack of direct access to the beach for pedestrians, visitors, cyclists and other groups
- Poor amenity for pedestrians and cyclists on footpaths on West Coast Highway, Scarborough Beach Road, Brighton Road and Manning Street
- There are a number of competing demands on the road network including a high volume of through traffic on West Coast Highway, heavy freight movements on West Coast Highway, and large turning demands at the West Coast Highway / Scarborough Beach Road intersection
- The significant provision of beach front car-parking in itself encourages people to drive to Scarborough.

Car dominated environment

The abundance of car parking, high order roads bisecting the area, poor pedestrian environment and the lack of quality public transport services and infrastructure has resulted in a car-dominated place which impacts on overall aesthetics, environment and creates management and interface issues

- despite a regular bus service providing good access to Scarborough, few visitors use bus or public transport; the overwhelming majority arrive by car;
- the beach front has confusing cycle routes, discontinuous paths and a high risk of conflict between cyclists, pedestrians and vehicles; and
- there is a lack of suitable shade and sun shelter, and end-of-trip facilities for cyclists and pedestrians.

Parking provision and management

A key challenge will be to rationalise beach front parking given a relatively high supply of free parking currently located in the core of the revitalisation area.

- existing parking within the beach front area is oversupplied relative to demand. Parking surveys undertaken in 2014 show approximately 1731 public bays in the Redevelopment Area, and peak demands in the order of 1100 bays (weekdays, weekends and public holidays in January 2014 were surveyed). The commercial car park in Manning Street has significant spare capacity at most times;
- no substantial amenity is provided for non-motorised modes and shade for pedestrians, facilities for cyclists and public transport users are underprovided;
- the parking locations immediately on the beach do not encourage pedestrian traffic to permeate the retail and commercial areas; and
- some parking is subject to time limits, however a more coordinated and strategic approach to parking demand management is required over the longer term.

Competing demands - local access and regional requirements

Scarborough's road network suffers from competing demands of local access and district / regional travel requirements as well as intermodal conflict from heavy freight traffic to pedestrians. A more efficient use of existing infrastructure is crucial:

- the intersection of West Coast Highway and Scarborough Beach Road is overloaded now, and peak hour queues extend for hundreds of metres either side of the intersection, causing flow on congestion to intersections at Brighton Road and Manning Street;
- a large number of properties currently rely on direct access to and from West Coast Highway and this increases friction between local and through traffic, and vehicle traffic and active transport using West Coast Highway;

- future growth from initial Scarborough activities, events and retail activation is likely to be spread outside of weekday peaks and on weekends, and would largely avoid the need for investment in new capacity on arterial roads; and
- longer term strategies to manage the redevelopment and intensification of residential cells should focus on optimising existing signal operations, finding geometric capacity improvements, and redirecting traffic destined for beach front areas to the other intersections wherever possible.

7.2.2 STRATEGIES AND INTERVENTIONS

Parking supply and management

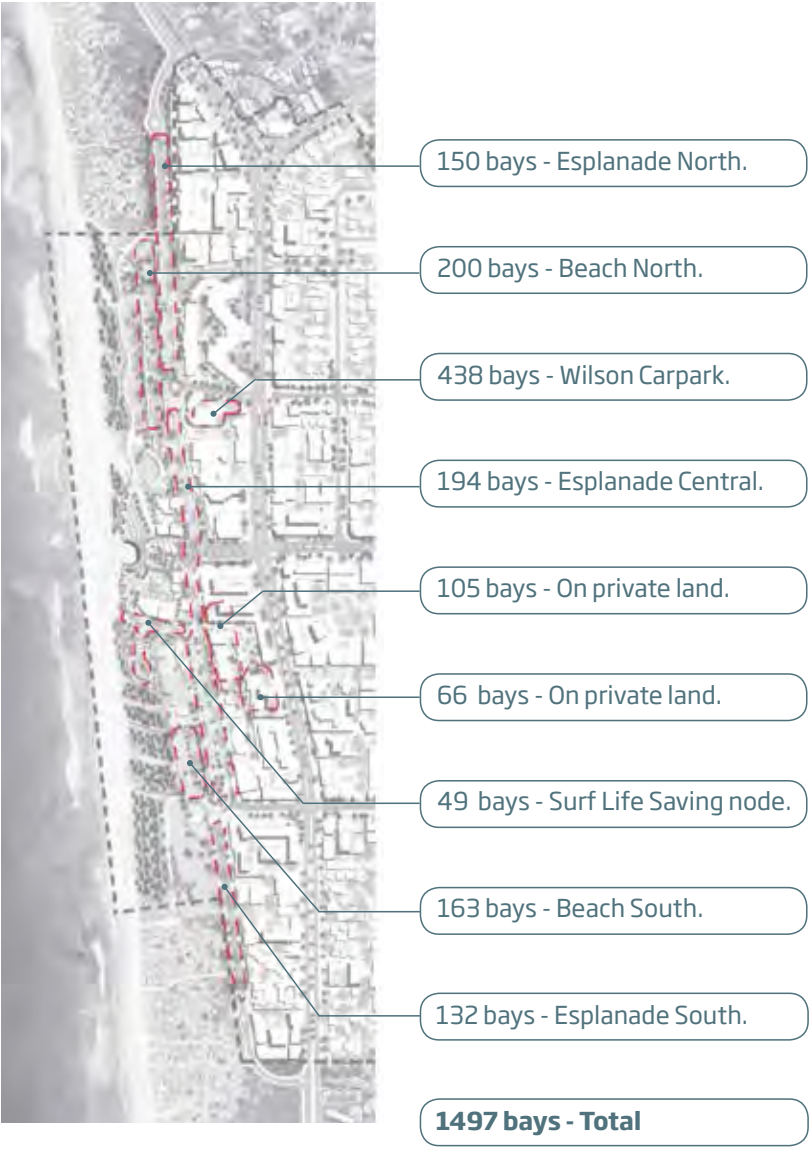
Rationalisation of parking supply within the beach front is proposed, which will be enabled through:

- increases to on-street parking along The Esplanade;
- separation of The Esplanade from parking aisles;
- removal of some peripheral parking along Reserve Street and more emphasis on public use of the Wilson Parking building on Manning street; and
- addition of way finding signage at each access point to the beach front and application of bay occupancy technology to support more efficient use of the parking available.

Current Beachfront Parking Supply



Proposed Beachfront Parking Supply



7.2.3 SUMMARY OF CURRENT AND PROPOSED STREET NETWORK

Street network

The Master Plan aims to create a more permeable network that can be closed temporarily at Scarborough Square for events, if required. Public transport will continue to be prioritised, with potential for general traffic to be removed in future from Scarborough Beach Road (west) to create a transit mall.

Additional flexibility is proposed by extending (in a staged manner) former road reserves in The Esplanade both north and south, in the street network to connect with West Coast Highway.

As part of returning premium public spaces to people, some parking would also be removed from central areas and replaced where possible, with particular replacement opportunities for on street parking in the extended Esplanade.

Changes to key roads

The Esplanade

Scarborough's Esplanade is the centrepiece of the street network. Existing and future retail activity will be supported through the creation of Scarborough Square and The Esplanade piazza near Manning Street, to define a slow moving, pedestrian priority main street which is more people-friendly, and blurs the line between street and footpath, facilitated by slow moving traffic.

Esplanade extensions

The Esplanade will continue to move traffic between the car parks and West Coast Highway, with opportunities for entering and exiting traffic to choose alternatives to the existing busy, signalised intersections at Brighton Road, Scarborough Beach Road and Manning Street. Extensions to The Esplanade north and south to connect to West Coast Highway will result in a number of benefits including:

- creation of a coherent and continuous beach front boulevard, providing excellent access to parking and a busy frontage to retail and cafés along the beach front;
- creation of legible gateways to activities both to the north and south;

- a road designed for slow road speeds to reinforce the pedestrian priority of the beach front area;
- the road realignment will create a network that facilitates better access and movement throughout the area;
- extensions of The Esplanade will provide additional parking opportunities away from the central core and alleviate central car parking congestion;
- opportunity for rear loading of properties west of West Coast Highway, reducing the tension between local and regional traffic using the Highway;
- the creation of a right turn into Reserve Street to further reduce congestion;
- high speed bicycle movements, including commuters and competent recreational cyclists will be directed on-street to the low speed traffic environment in The Esplanade rather than the existing Principal Shared Path (PSP); and
- helping to distribute beach front traffic across various access points to improve movement through intersections, while also being designed to prevent 'rat running'.

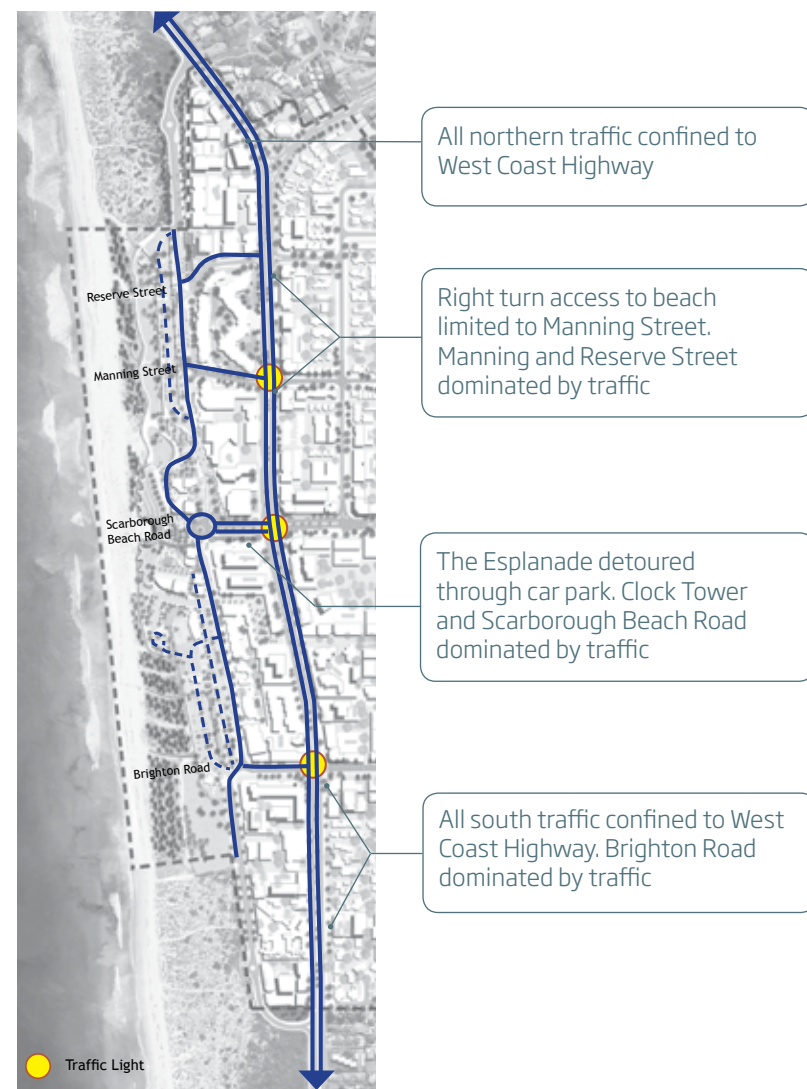
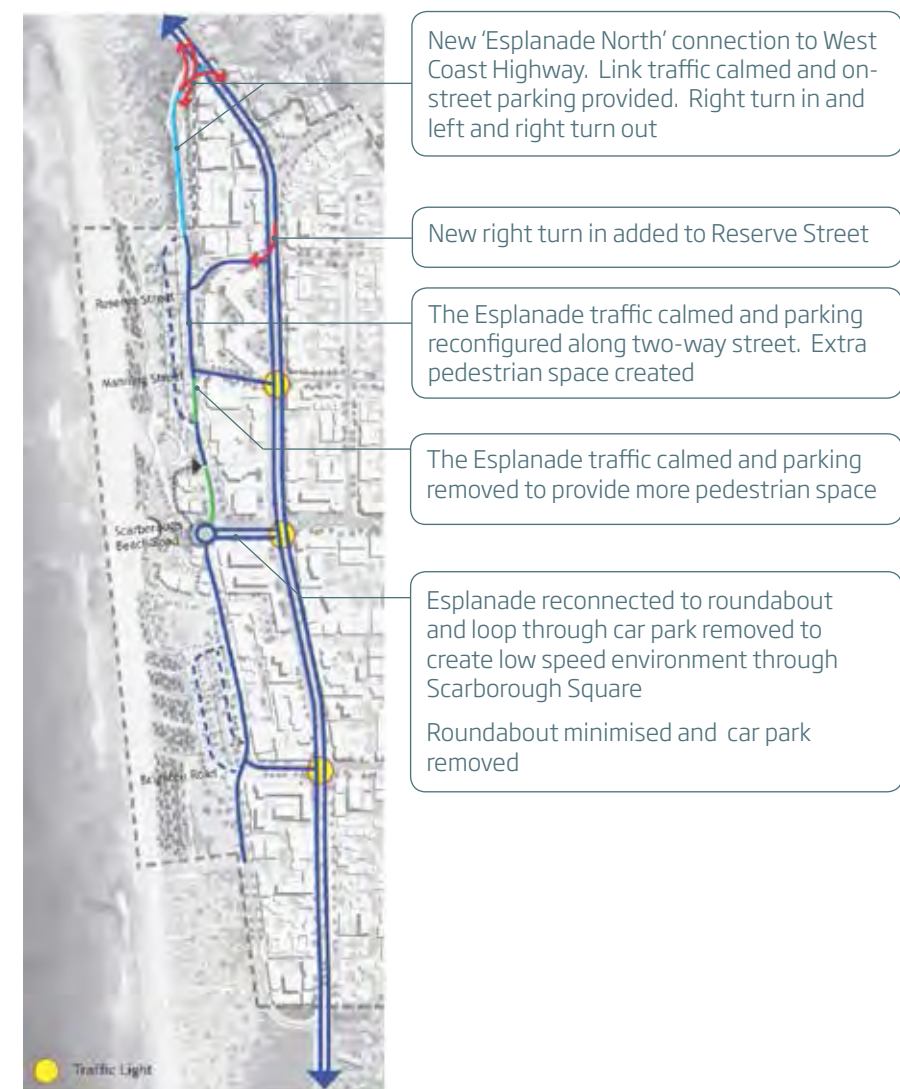
Scarborough Beach Road West

Scarborough Beach Road west is a strategically important street for Scarborough providing a sense of arrival for visitors as well as critical linkages between the retail at Rendezvous, the Luna site, the Sandbar Café and the proposed Scarborough Square. Alleviating traffic demand in this area and through the Clock Tower roundabout are primary objectives of the Master Plan in order to return important spaces to people. Key modifications proposed to this road are:

- relocation of the existing bus layover from the south side of Scarborough Beach Road to a more central median strip position;
- provision of staging flexibility in the future to limit Scarborough Beach Road west vehicle to public transport and authorised vehicles only (including emergency vehicles, taxis, service vehicles, etc.); and
- retention of capacity for bus services to operate with minimal interference, ensuring the functional dimensions and operating standards required by Transperth are delivered.

The creation of Scarborough Beach Road West Plaza will be supported with streetscape enhancements including:

- a strong urban character with shared spaces and textured surfaces across the road and footpath using high quality landscape treatments and elements promoting pedestrian safety and slow traffic movement;
- street trees and shade structures to provide scale and amenity in the streetscape;
- widened footpaths to accommodate more street activity, alfresco areas, seating, art and pedestrian movement; and
- consideration of signature bus shelters and quality trip end facilities at the bus stops and layovers.

Beachfront - Street Network (Current)**Beachfront - Street Network (Stage One)****Beachfront - Street Network (Stage Two)**

7.2.4 TRANSPORT MODELLING

Transport modelling has been undertaken to evaluate the transport strategies outlined, in particular the restructuring of the Esplanade to a low-speed, shared environment with the potential to be closed for events or transit operations. The broader issues around strategic transport planning and traffic engineering need to be considered and mitigating technical responses need to be formulated, but these in themselves are not issues for the Master Plan to solve.

Traffic modelling shows that the proposed extensions of The Esplanade are viable. Compared to existing conditions, there is potential for substantial benefits for the operation of the West Coast Highway intersections. Overall, the transport strategies and interventions proposed in the Master Plan provide better network performance across a variety of metrics including travel time and delay, travel speeds, travel distance and levels of service, particularly in peak periods.

The transport improvements result in benefits that can be applied in a number of ways, with initial conclusions as follows:

- West Coast Highway and Scarborough Beach Road traffic conditions can be managed to facilitate Scarborough's revitalisation;
- new Esplanade connections north and south will:
 - increase route choice options for visitors to Scarborough, and alleviate congestion at key signalised intersections on West Coast Highway
 - provide alternative access for properties with West Coast Highway frontage, increasing safety and reducing congestion on West Coast Highway
 - provide flexibility to stage events, temporarily close streets such as The Esplanade through Scarborough Square, or the transit mall to enable the Place Proposition to be realised;

- the improved network operating conditions seem to provide opportunity for the intensification of key development precincts.

Higher order issues regarding multi-modal strategic transport planning and traffic engineering, including broader parking management and access strategies across the Redevelopment Area, are the subject of further investigations by the MRA, in consultation with the transport agencies and the City of Stirling.



7.3 Public Realm

Building on Scarborough's iconic beach culture, the public spaces and streetscapes will be enhanced to become lively yet relaxed, with flexible design supporting a range of activities to deliver a well-rounded destination experience.

7.3.1 LANDSCAPE AND IDENTITY

The proposed landscape design and treatments of the streets and public realm need to recognise and respond to Scarborough's unique identity. Scarborough Beach is a place of social and aesthetic significance as a landmark, recognised both locally and internationally as a symbol of Australia's popular beach culture.

Scarborough's setting and the people that use the beach contribute to its urban beach character. It is a mix of:

- natural coastline - sand, limestone and local coastal vegetation;
- urban character - beachfront shopping centre, tall buildings and apartments;
- Surf Life Saving activities - instantly recognisable and iconically Australian; and
- surf culture - individual, healthy and laid back.

Scarborough's unique history provides another layer in the interpretation of its identity. The proposed design of the physical space - including the landscape, the treatments, elements and public art is intended to reinforce this unique identity and express the urban/surf culture/beach themes.

The proposed landscape strategies respond to Scarborough's urban, surf culture and beach identity:

- vegetation that responds to the coastal environment will be adopted with a strong emphasis on inclusion of local native plants;
- the landscape of the public spaces and streets will be planned to minimise water use and enhance the local biodiversity through the retention of existing trees and vegetation wherever possible. Tree transplanting will be investigated for trees of a high retention value;
- all vegetation will be maintained and structured over time to encourage clear sight lines, assist in casual surveillance and provide attractive shaded amenity to park activities and facilities;
- where practical, stormwater management will be integrated throughout the landscape of the public spaces using water sensitive urban design principles; and
- a unified approach to landscape treatments and urban furniture will be embraced to strengthen the local identity and simplify maintenance.

7.3.2 STREETSCAPES

The overall streetscape framework establishes the street network. This will be reinforced by a hierarchy of appropriate landscape treatments in order to create a legible, functional, comfortable and attractive environment with a priority for cyclists and pedestrians.

Scarborough Square

- Scarborough Square will have a strong urban character with shared surface across the road and footpath using high quality landscape treatments and elements. Any special treatments, art work or design will be playful and reinforce the urban/surf culture/beach character. The streetscape treatments will promote pedestrian safety and slow traffic movement.

Scarborough Beach Road West

- Scarborough Beach Road and the Clock Tower is the gateway to Scarborough Beach. It will have a strong urban character with shared surface across the road and footpath using high quality landscape treatments and elements. The streetscape treatments will promote pedestrian safety and slow traffic movement.

The Esplanade (between Brighton and Manning)

- the central section of The Esplanade will share the urban character of Scarborough Beach Road west with high quality finishes, widened footpaths for pedestrian movement and alfresco dining and street trees for shade.

Scarborough Beach Road East

- Scarborough Beach Road will be the public domain focus of the mixed use Precinct. Where practical, footpaths will be made more generous to create opportunities for alfresco dining and better pedestrian movement.

West Coast Highway

- where possible, the landscape treatments along West Coast Highway will be improved at the entries to the Scarborough Redevelopment Area to reinforce the sense of arrival. Such treatments may include feature trees and low shrub planting located in the verge and median. Artwork and banner poles may be used in the median to identify the Scarborough Redevelopment Area.

Neighbourhood connectors

- the streetscapes of key neighbourhood to beach connectors such as Kay Street, Brighton Road and Pearl Parade may be upgraded to strengthen the coastal connect between the beach and the residential areas not only physically but also visually.



7.3.3 PRECINCT STRATEGIES AND INTERVENTIONS

Beach front Precinct

- a series of new destinations and public spaces created to provide more opportunities to engage with the public realm;
- creative architectural design will provide a complementary interface between buildings and the streetscape, providing activity, interest, surveillance, weather protection and an active street edge;
- high quality and robust design of public spaces will facilitate pedestrian movement, greening, universal access and street activity such as alfresco dining. Spaces will be designed with materials and vegetation that respond to Scarborough's climactic challenges and seasonal fluctuations;
- a sense of fun and vibrancy will be injected across the precinct through street furniture whilst passive and active way-finding will make the public domain easier to navigate; and
- improved navigational signage will improve pedestrian and vehicle access and circulation around the beach front as well as the more efficient use of parking assets.

Gateway Precinct

- an intensification of landscape treatments located at key entry points of the project area will tell people they've arrived at Scarborough Beach; and
- treatments along West Coast Highway (where possible) will include feature trees and low shrub planting located in the verge and median. Branded flags and banners may also be used to create a sense of arrival along West Coast Highway.

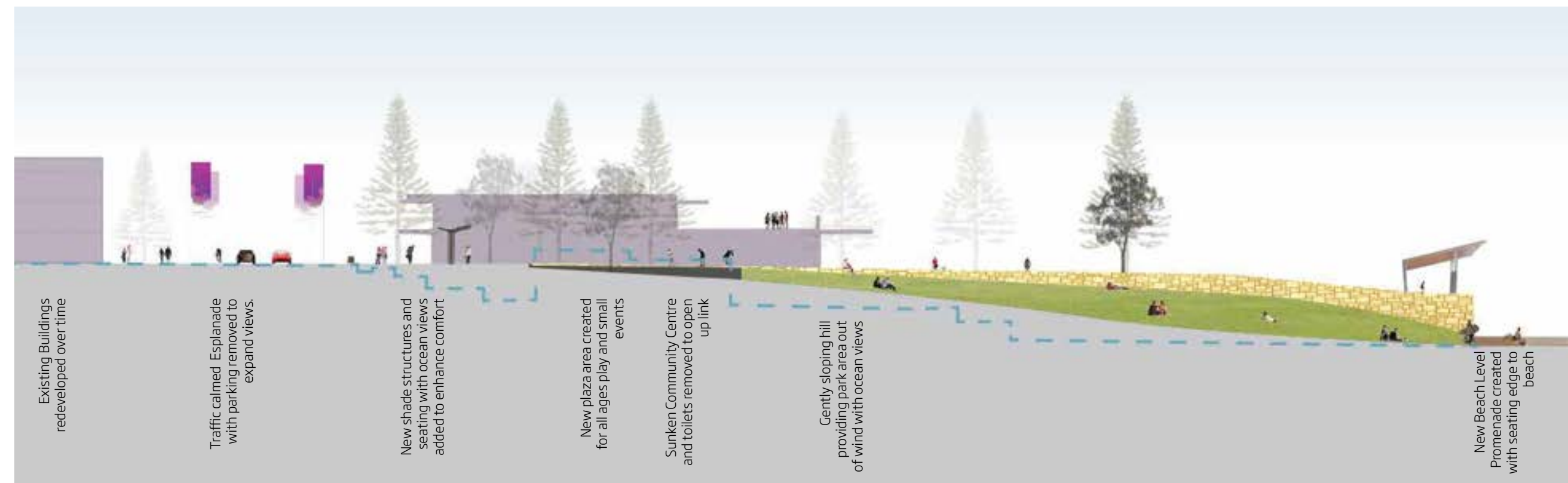
Mixed Use Precinct

- Scarborough Beach Road will be the focus of public domain within the precinct;
- existing local nodes and villages intersecting with Scarborough Beach Road will be enhanced with high quality urban coastal treatments (where appropriate). These include:
 - Scarborough Beach Road and West Coast Highway intersection
 - Hastings and Edgehill Street
 - Joyce and Hinderwell Streets;

- where practical, footpaths along Scarborough Beach Road will be made more generous to facilitate opportunities for alfresco dining; and
- quality built form will provide a much needed consistency along the street edge through setbacks, awnings, windows and door treatments, pedestrian access and podium height.

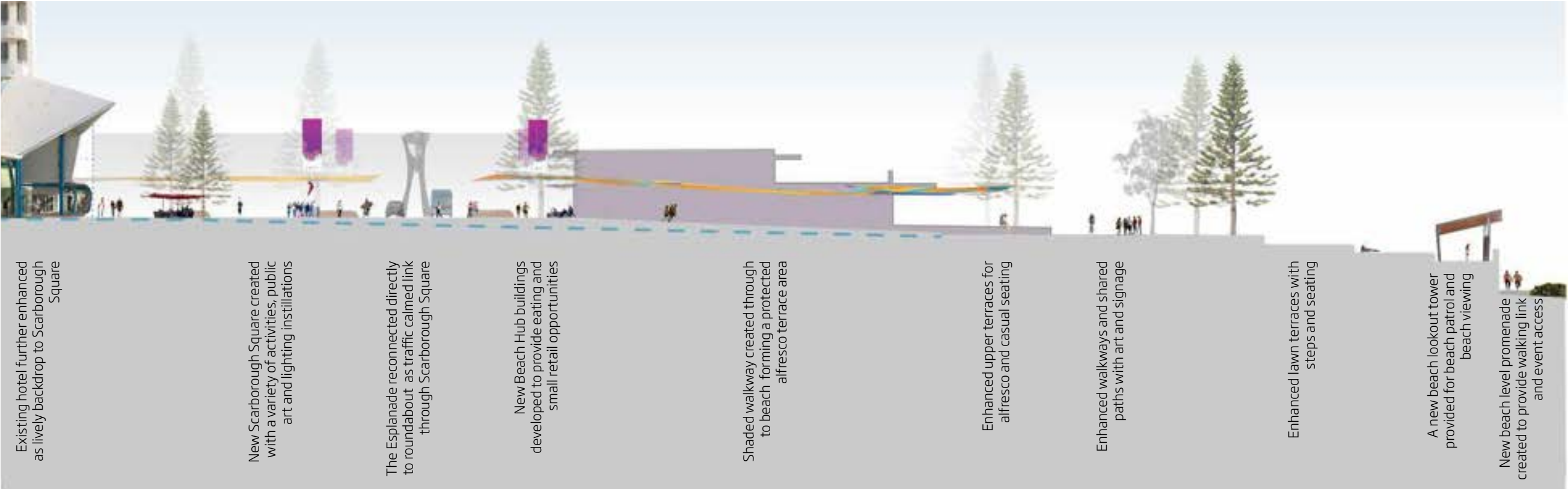
Residential Precinct

- key neighbourhood and beach connectors such as Kay Street, Brighton Road, Manning Street and Pearl Parade will, over time, be upgraded to include street trees and improved landscaping.

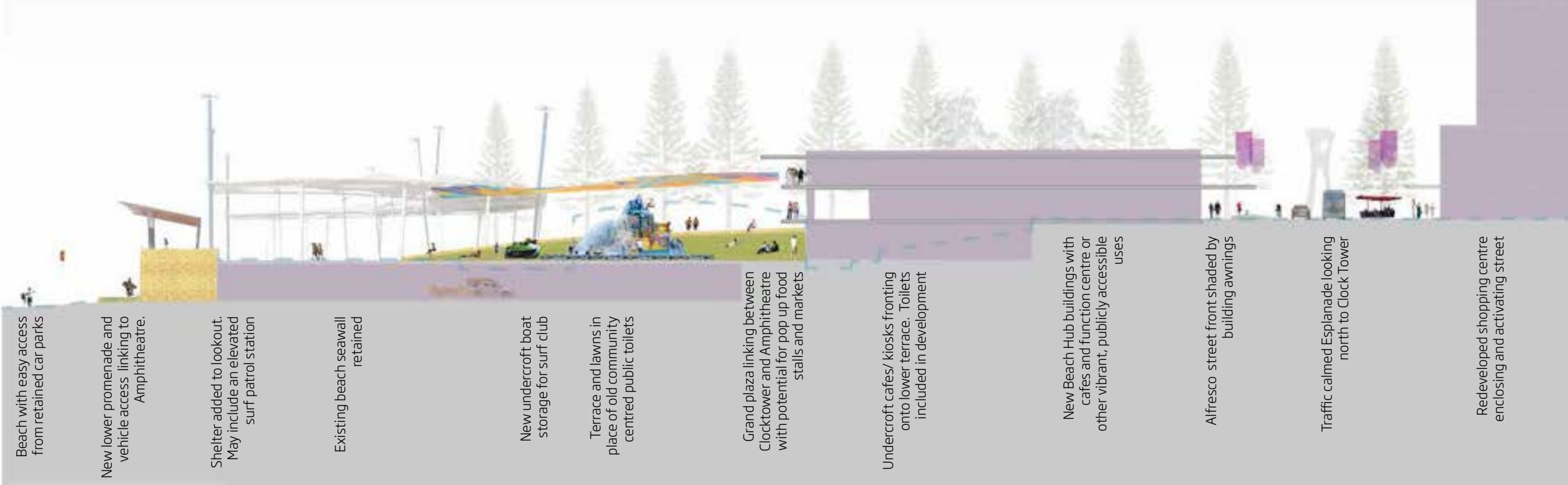


Section showing indicative layout for northern area of Esplanade

— — — — Current ground line



Section showing indicative layout for Scarborough Square



Section showing indicative layout for Beach Hub.

— — — — — Current ground line

7.3.4 PUBLIC SPACE

Destinations

The Master Plan destinations (Section 6) are focussed around a group of interconnected open spaces located on the beach front. The treatment of public spaces within the destinations are outlined in this section.

Clock Tower Public Realm

Scarborough Clock Tower is an identifiable heart in the Scarborough Redevelopment Area. It is a visual and physical gateway to Scarborough and links the key destinations. Scarborough's urban/surf culture/beach identity will be amplified through pavement treatments, built form and urban elements.

Landscape treatments around the Clock Tower and within the surrounding plaza will represent a creative interpretation of the local landforms and flora. The pavement treatments will promote pedestrian safety and slow traffic movement to ensure easy access across The Esplanade.



Beach Hub Public Realm

The built form of the Beach Hub creates a protected courtyard with ocean views. The space is built over the Surf Lifesaving Club retail terrace with cafes and restaurants with alfresco seating areas overlooking the courtyard space. The focus of the courtyard is a bold playground designed around Scarborough Beach themes integrating both wet and dry play elements. The different play areas offer opportunities for all ages.

Lawn areas with shade structures directly adjoin the play space and provide the perfect spot for picnicking, relaxing, games and events. The courtyard will also include garden spaces representing a creative interpretation of the local landforms and flora. Flexible space for BBQs, seating spaces, kiosks, pop-ups and space for temporary events such as badminton, table tennis or whatever the community desires will be incorporated into the space.



Sunset Hill Public Realm

Taking advantage of the existing landform, Sunset Hill is a place with direct access from the lawn to the beach that is also protected from the prevailing winds. A highly visible and contemporary intergenerational park with play and skate elements is located on the street edge. The park is integrated with the surrounding levels. It provides a year round focus for both families and young people within the heart of Scarborough Beach.

A grassed hill overlooking the ocean provides a relaxed sitting area directly associated with the beach. Picnic shelters located north of the lawn provide shaded areas for people to gather. Beach showers and resting points with benches will be located at beach access points. A shared path is proposed along the edge of the dune/ beach and parkland.

The path extends along the top edge of the hill to connect the beach to Scarborough Square and the Amphitheatre. The path also continues across the front of the hill and the existing stone revetments to the central beach.



Paths and trails

Opportunities to extend / improve the existing recreational path network along the coast will be considered to encourage better use. The network of pathways will connect to the key destinations and attractions within the beach front precinct.



Water in the landscape

Effective sustainable water management is an important outcome for the revitalisation of Scarborough. Stormwater management will be integrated throughout the landscape of the public spaces using water sensitive urban design principles. Improvements to stormwater management around the Scarborough Beach Road and West Coast Highway intersections have been commenced by Stirling.

The principles behind the stormwater management strategy are to maintain the existing pre development hydrology by retaining or detaining flows and to infiltrate the stormwater runoff as close to source as possible. The broad level principles that will continue to apply to the landscape and public realm include:

- retention of the one year one hour ARI rainfall event on site; and
- detaining the runoff from the five year ARI through to the 100 year ARI rainfall events so that the post-development peak discharge is comparable to the pre-development peak discharge.

Water sensitive urban design has been incorporated into the streets and parks where possible and practical using the following key mechanisms:

- street tree infiltration pit;
- street verge vegetated swale;
- street median vegetated swale;
- parkland infiltration/sediment basin;
- on-site stormwater reuse using rainwater tanks; and
- carpark with native plants, open kerbing and vegetated swale.

Irrigation water supply

As a major tourism precinct, it is important that the beach parkland is maintained to the highest quality, particularly during summer. Providing a reliable, good quality irrigation water supply is critical to the success of the beach front landscape. The Master Plan proposes a sustainable approach to providing and maintaining a long term supply of irrigation water by addressing three key issues:

- maintaining the status quo - the Master Plan has not increased the area of landscape therefore requiring no further irrigation water than currently supplied;
- the current irrigation water quality, supplied by three bores located within the beach front parkland, is affected by salt-water intrusion. The salinity level has been progressively increasing, impacting the health of existing trees and lawn areas and significantly limiting the variety of suitable plant species for any future upgrade. As recommended in Stirling's Urban Design Master Plan, it is proposed to secure a suitable, long-term irrigation supply by piping water from a bore located east of West Coast Highway. Specifically, it is intended to construct a new bore at Deanmore Square and pipe water to Scarborough Beach along Brighton Road; and
- developing and implementing an irrigation management plan for Scarborough Beach including 'fit for purpose' landscape management, hydro zoning and eco-zoning and seek to improve irrigation efficiency through the application of computerised irrigation systems and water sensors.

Planting and trees

Trees and garden beds form part of Scarborough's beach identity. They make the place instantly recognisable. The careful selection of vegetation also make the environment more enjoyable and sustainable. The Master Plan proposes the following strategies to guide the selection and management of vegetation in public realm.

Tree retention and protection

A large number of mature trees exist in the parks, road reserves and beach front. Wherever possible trees suitable for retention will be identified, retained and incorporated into the future landscape design. Tree transplanting should be investigated for trees of a high retention value, which are conflicting with future development.

Vegetation retention and protection

Vegetation representative of the local native species will be retained in the dunes. Interpretation will be provided in the dunes and conservation areas as a key tool in promoting awareness, understanding, protection and ownership of the natural areas.

The MRA will work with Stirling and the local coast care and environment groups to promote better awareness and understanding of the natural areas.

Water conservation

The landscape of the public spaces and streets will be planned to minimise water requirements for establishment and ongoing management. This will be achieved by:

- retention of existing trees within open space and streetscapes where possible;
- the adoption of hydrozoning of garden beds in streets and parks;
- improving soils with soil conditioner certified to Australian Standard AS4454;
- an irrigation system designed and installed according to best water efficient practices (e.g. irrigate only in hydrozones);
- managing irrigation practises within public open space areas to minimise losses to evaporation (e.g. amount applied is not excessive, timing irrigation to avoid wastage, etc.);
- minimum the amount of turf to areas that are highly visible or have significant recreational value; and
- whenever possible, planting during winter and spring only.

Improved local biodiversity

The landscape of the parkland will be designed to enhance the local biodiversity through the retention of existing vegetation wherever possible and inclusion of local native plants. Interpretation will be provided to promote awareness, understanding, protection and ownership of the local environment.

Weed removal will be undertaken in the dunal areas and replanted with endemic species.

Planting design

All vegetation will be maintained and structured over time to encourage clear sight lines, assist in casual surveillance and provide attractive shaded amenity to park activities and facilities.

Plant selection

Vegetation that responds to the coastal environment will be encouraged with a strong emphasis on local native plants.

Tree selection

The recommended tree selection is consistent with the Materials and Finishes Palette (2012) for Scarborough.

Material selection

A unified approach to landscape treatments and urban furniture will be followed throughout the project area to strengthen the Scarborough identity and simplify maintenance, generally consistent with Stirling's Materials and Finishes Palette 2012. The palette identifies suitable landscape themes and options for landscape materials including urban furniture, pavements, lighting and colours.

An indicative hierarchy for the general landscape treatments is recommended as follows:

- Urban Core: High quality materials and finishes with themed elements;
- Urban: Simple, low key, comfortable to use and easy to maintain and also strengthen the urban beach character; and
- Parkland: Simple, low key, comfortable to use and easy to maintain and also strengthen the parkland beach character.



- Urban Core**
High quality materials and finishes with themed elements
- Urban**
Simple low key, comfortable to use and easy to maintain and also strengthen the urban beach character
- Parkland**
Simple low key, comfortable to use and easy to maintain and also strengthen the parkland character
- Feature Elements**



7.3.5 PUBLIC ART

Public art will celebrate Scarborough as a destination of international standard whilst enhancing its aesthetic and amenity, bringing local stories into the public domain. The overarching public art program aims to:

- enhance the national profile of Scarborough with a centrally located iconic artwork on the beachfront that identifies the location as unique;

→ create opportunities for the artwork to act as a place maker for Scarborough; and

→ provide both permanent and temporary art opportunities. A temporary art program will activate and refresh the visitor experience of the beachfront precinct while the permanent artworks will enhance the amenity and beauty of the public realm.

A public art strategy for Scarborough is currently in development, with four themes proposed as follows:
- **Theme 1 - The body:** Scarborough is a beach where the body is celebrated. It is an active and contemporary place. From backpackers beach activities to make your own bicycle riders, to the beach party dances of the 1950s, Scarborough is a place where all people come to do all kinds of physical activities.

→ **Theme 2 - Popular culture and local histories:** There is strong community identification with Scarborough and many stories from those who visited and loved the beach and social facilities. Public art is an opportunity to share those stories about growing up and spending time at the beach and more general references to beachside activities of the past with a broader audience.

→ **Theme 3 - Aboriginal people:** We acknowledge the Whadjuk people as the traditional owners of this region and respectfully want to celebrate their culture and connection to country. Artworks developed within this theme will take the appropriate cultural research and look to celebrate contemporary Aboriginal art.

→ **Theme 4 - The natural environment:** The natural environment is a strong influence on the usage of the beach throughout the day, as the winds change and across the seasons. The intent is to celebrate the influence of the element on lifestyle of people past and present.



Droplet, 2012, Stuart Green



Falling from heaven to earth; the shooting star, 2011, Matthew Ngui

Precinct One-Beach Front Precinct	Distinct Features	Audience And Key Activity In The Area	Artwork Opportunities
Sunset Hill	Grassed retreat area	Young people, families passive recreation area.	Iconic sculptural work that interacts with the sunset - theme or all ages park. Location for temporary art program.
Scarborough Square	Civic meeting place	All ages walking, shopping, dining	Integrated artwork into the architecture of the new building - percent for art project. Location for temporary art program.
Scarborough Clock Tower	Iconic landmark within a plaza	All ages meeting place, shopping, walking.	Integrated artwork within the shade structure. Iconic artwork to act as location identifier. Location for temporary art program.
Beach Hub - Families	Water feature	Young people, children and families, active recreation area.	Iconic artwork to act as identifier or integrated artwork within the water feature or other gathering place. Location for temporary art program.
Precinct Two - Gateway Precinct	Promenades	Movement	Unique artistic landscape features to act as an area marker. Unique lighting
Precinct Three - Mixed Use Precinct			
Precinct Four - Residential Precinct			



Watch Over You, Scarborough Beach, 2014, Tony Jones Art Projects

7.4 Economy

Scarborough along with Cottesloe play important roles for tourism in Western Australia and are the most visited and iconic beach destinations within the Perth region. Scarborough has a unique economic position as both a tourism and residential destination. Population, economic and property trends show Scarborough is undergoing transition and change. Therefore, ensuring property owners, investors and developers have flexibility around redevelopment will be important.

The Master Plan aims to facilitate growth of the Scarborough economy as well as increase local job opportunities. On larger catalyst sites, providing for a mix of uses, anchored by higher density residential dwellings will be important. The Master Plan will assist in transforming Scarborough into a liveable, workable and attractive destination for both visitors and local residents. It will lead to a positive outcome for the region and facilitate investment.

7.4.1 KEY ISSUES TO BE ADDRESSED

Dwindling visitor numbers

Overall visitor figures have dropped by more than 50% since 2007, and day trip visitors (once the majority) are now in the minority. While overnight visitation has increased recently, this is more likely a flow-on impact of the shortage of hotel rooms in the Perth metropolitan area, than true demand for the destination.

Leakage of discretionary spending

The recent increase in Scarborough's population and average income levels is largely due to a high proportion of young to middle aged professionals living in Scarborough and working in the CBD or surrounds. This creation of a 'dormitory suburb' has seen the wealth generated by Scarborough residents escape to surrounding, more popular areas that satisfy consumers leisure needs.

Activity centre competition

Scarborough's relative proximity to other large activity centres affect its catchment and potential to grow its retail and office base. Karrinyup and Innaloo (within 4km) offer significantly greater retail depth. As Scarborough's retail market primarily serves a local resident market and visitors, it is unlikely that Scarborough will compete with other major activity centres.

Restrictive planning regulations

Current planning regulations may have constrained recent growth (i.e. requirement of residential developments to include 25% short-stay accommodation).

Key observations relating to the forecasts are:

- the redevelopment area's socio-economic profile and broader local and regional property trends suggest an increasing proportion of high density residential dwellings looking into the future (i.e. units and apartments). The multi storey buildings under construction across the Redevelopment Area signal an area in transition, with an increasing number of higher density dwellings putting pressure on existing lower density lots;
- the Scarborough office market has a generally local focus, with tenancies primarily comprising smaller businesses serving a local market. Therefore, the great majority of future office and commercial demand is expected to be driven by local

7.4.2 FORECAST DEMAND

The demand for residential, office, retail and hotel property within Scarborough has been evaluated to determine the additional supply that the redevelopment area could potentially accommodate in the 2013-2031 period.

Forecast Scarborough Redevelopment Area additional demand potential*

Property Type	Unit	Cumulative Additional Demand				Average Annual Demand
		2013-2016	2013-2021	2013-2026	2013-2031	2013-2031
Residential	Units/Apartments	100	265	460	635	30-40
Office	GFA (sqm)	525	1,300	2,150	2,820	105-210
Retail	GFA (sqm)	1,370	3,575	6,160	8,910	450-550
Hotel	Rooms	30	80	135	195	8-14

* The mid point was taken when a range of estimates were provided for a property market. However, actual figures may be outside of these ranges depending on the typology of property delivered and market conditions.

Sources: AEC Group, Feb 2014

population growth (across Scarborough) and, as a result, potential for significant office/commercial floorspace addition is generally limited with commercial development likely be limited to larger mixed-use developments;

- the majority (70%) of total additional retail floorspace demand in the redevelopment area is expected to be generated across food and beverage, with a substantial amount of other retail (i.e. apparel, homewares) expenditure assumed to continue escaping to higher order retail centres and destinations. Accordingly, an enhanced food and beverage retail offer represent the key retail market potential to strategically diversify its supply; and

- in addition to being an important day trip destination, ongoing visitor growth forecast over the next decades will generate additional demand for hotel accommodation, increasingly being driven by growth in international visitors, and provide opportunities for the development of additional hotels/accommodation. There is anticipated demand for approximately 195 additional hotel rooms, which corresponds to 11 rooms per year, in the 2013 to 2031 period. The analysis suggests the ability to potentially support two medium sized hotels (100 rooms each) in Scarborough, or additional ones if they are of a smaller scale.

Sources: AEC Group, Feb 2014

7.4.3 STRATEGIES AND INTERVENTIONS

While market considerations are important, a holistic approach, taking into account planning, infrastructure, transport, investment attraction, place promotion and other considerations are required to revitalise the Scarborough economy. In summary, the Master Plan advocates the following:

A mix of residential dwellings and typologies

This is considered necessary to support the attraction and facilitation of a range of residents and households to encourage diversity. A stable and steady addition of dwelling supply is a precursor to increasing local economic activity, expenditure generation and, therefore, support for ancillary retail, office markets as well as a variety of leisure/tourism infrastructure.

Increased density in key precincts

The Master Plan supports and encourages the development of multi storey developments. Higher density residential dwellings (units and apartments) is a critical driver and enabler of development and growth for the area, and socio-economic characteristics indicate support for substantial additional high density dwellings.

Increasing densities, especially across key and core development sites, is also strategically important to activate precincts and create an 'activity hub' for the area, including promoting pedestrian movements and demand for a range of leisure and entertainment infrastructure.

These higher densities, supported by a comparatively high disposable household income, can also support an enhanced retail offer (i.e. luxury retail, more food and beverage options) and provide the required 'critical mass' for the provision of certain infrastructure and services.

Encouraging mixed use developments

Adding flexible ground floor space, as part of mixed use development for retail or commercial purposes, will help to activate these areas. Mixed uses can assist to activate spaces and achieve destination development objectives required to generate ancillary visitation and development around tourism and dining activities.

Enhanced food and beverage offerings

Enhanced food and beverage opportunities can act as a key day and night activity generator, increasing visitation, local expenditure and support for a range of other facilities and services. The creation of an alfresco dining/ retail precinct to capitalise on the beachside location of the area will ensure flow-on synergies with other development (i.e. high density residential), ensuring the critical mass necessary for viable trading.

An important element to changing the food and beverage offer is to increase mid to high range residential accommodation which, in turn, will increase expenditure and demand for an enhanced food and beverage offer.

Investment in events (major and minor) supported by appropriate infrastructure to drive future visitation

The provision of a broader variety of outdoor activities, events, leisure and entertainment options throughout the year to extend peak visitation is expected to support growth in the visitor market. Noting Scarborough's current seasonal visitor profile, the provision of activities and infrastructure that can be provided and utilised during the day and at night, and throughout the year, is particularly important to support and drive the visitor market.

Visitor experiences should be focused around key activity precincts to ensure that local expenditure and integration with other tourism infrastructure and support services is optimised. Improvements in tourism infrastructure may also lead to improvements in residential amenity, help to attract more middle to high income residents, providing support for future residential development, investment and increased expenditure in the area.

Provision of a range of tourism accommodation options

Tourism is expected to be a key catalyst for additional demand and development in Scarborough, stimulating visitation and local expenditure from a variety of visitor markets. Diversification of this supply, for example with some hotels/accommodation catering towards the corporate or the high end market (i.e. through the provision of business space and business events), is encouraged.

Although hotel capacity should be planned for, given the small size of the local hotel market, it is important to ensure it is encouraged in line with broader supply and demand dynamics.



Tamarama Beach Kiosk

7.5 Infrastructure and Servicing



The redevelopment of Scarborough presents an opportunity to upgrade ageing infrastructure and explore best practice in sustainable systems including precinct based systems. However, the costs of doing this need to be carefully balanced against the broader revitalisation objectives and place activation initiatives outlined in the Master Plan.

The Master Plan takes into account works (by Stirling) to address stormwater drainage issues, particularly in the longer term, at the intersection of Scarborough Beach Road and West Coast Highway.

The Master Plan acknowledges that additional works will be undertaken by Stirling following approval of the Master Plan, to install retention tanks on portions of the open lawn areas to the north of the existing play area.

The design, size and location of the retention tanks will be determined in consultation with Stirling as part of the detailed design phase.

The proposed retention tanks (and pollutant traps) will be aligned with other works in this location of the beach front contemplated by the Master Plan.

The service authorities should be given as much information as possible as Scarborough develops in order to keep delivery times down. The different authorities will have different approaches to the funding of these services upgrades and it may be that the upgrades of the distribution mains are funded by the respective authorities with

head-works charges captured by the new developments.

Existing utilities, services and infrastructure are likely to require substantial upgrade and improvements to support increases in commercial, residential and retail densities and uses, including any upgrades to support any potential National Broadband Network (NBN) in the future.

Preliminary information suggests that few existing services will be suitable to support future development, however detailed design by individual proponents will determine the type and quantity of upgrade required.

In some instances, upgrades will need to extend beyond the project area to mains that are further away and liaison with service authorities will be required to develop and implement proposed solutions. Each service authority will have different requirements based on the presence and the larger distribution mains. The following table outlines the best existing services and likely upgrades required in the future to support increased development.

Services	Upgrades required (by others)
Services – general approach The final upgrades will be determined by the final development plans and the increased capacities required, so it is unlikely that savings can be made by alternative solutions. Green star initiatives that might be able to reduce power, water and sewer demand.	A detailed layout will be required to progress the detailed design of the services upgrades with each authority. Green star initiatives could be pursued to reduce the need for additional services capacity, which may in turn reduce the overall construction of the new distribution mains.
Water and sewer	A larger water pipe will likely need to be constructed along Scarborough Beach Road from Duke Street approximately 1.2km away. The local water pipes in the roads surrounding the development areas will likely also require upgrading. The sewer system will also need to be upgraded, including pump stations outside of the project area. The existing pump stations within the project area will require a 30m buffer from buildings.
Gas	The gas mains will need to be upgraded and a new main constructed along Scarborough Beach Road from Northstead Road, approximately 1.2km away.
Telstra	There is a Telstra exchange on the east side of Stanley Street which sits just outside the project area. An upgrade to this exchange may be required and the feeds to the new development areas are also likely to be required.
Power	Under grounding of the existing overhead power lines are occurring through this area which will assist with the overall aesthetics. There is an existing substation on Manning Street between Wheatcroft and Joyce Streets. This substation may require upgrading. There are some key existing power services at the intersection of Scarborough Beach Road and Wheatcroft/Stanley Streets that will be expensive to relocate.
Drainage	To minimise drainage upgrades new developments should be required to limit new outflow to what currently exists. This might also be a good opportunity to examine and potentially upgrade the pollution controls of the stormwater discharge to the ocean.
Precinct-based systems	Precinct-based systems should be explored particularly for civic developments within the beach front including the pool and hubs.

7.6 Ecology and Environment

7.6.1 POLICY CONTEXT

State Planning Policies are adopted under the Planning and Development Act which is repealed under the MRA Act. However the Master Plan has due regard for relevant State Planning Policies including:

State Planning Policy 2.6 - State Coastal Policy

Under SPP2.6, design of coastal development should minimise risks to infrastructure from coastal processes and protect biodiversity. However, the Policy acknowledges the importance of recreational infrastructure and access for beach users where the community has identified this is appropriate, as is the case with Scarborough.

The Policy seeks to avoid risks by locating infrastructure so it is very rarely likely to be affected by coastal flooding or erosion. Where new beach front infrastructure is proposed, the design should be managed through a coastal hazard risk management and adaptation plan (CHMAP) that includes identification of features at risk, and monitoring, management and funding frameworks.

The Policy allows for development in the coastal setback area if it supports recreation uses in an area identified for that purpose through strategic planning. Scarborough beach is a recognised regional beach with important recreational and

tourism amenities, so provisions under Section 7 (Variations) of the Policy are considered to apply to the redevelopment of facilities: recreational infrastructure may be located in areas potentially impacted by physical coastal processes in a 30 year time frame.

State Planning Policy 2.8 - Bushland Policy for the Perth Metropolitan Region

SPP 2.8 - the Bush Forever policy - seeks to secure the long-term protection of biodiversity in Perth by recognising the protection and management of significant bushland areas through the planning system. Application of Bush Forever operates with the clearing controls managed under the Environmental Protection Act (EP Act, 1986).

The Department of Environment Regulation (DER) administers the clearing provisions under Part V Division 2 (Clearing of native vegetation) of the EP Act. Clearing permits may be subject to offset conditions to establish and maintain vegetation on land other than land cleared under the permit in order to offset the loss of the cleared

vegetation, or make monetary contributions to a fund maintained for the purpose of establishing or maintaining vegetation.

In addition to mitigation measures that can be incorporated in the design of a project, offsets are required where clearing of vegetation is likely to have an impact on the environmental values such as in a Bush Forever site.

Offset principles are applied to counterbalance the loss of native vegetation with consideration given to ecosystem function, rarity and type of ecological community, vegetation condition, habitat quality and the area of native vegetation proposed to be cleared. Among the outcomes sought is that there be no net loss of native vegetation but rather a net gain in native vegetation and improvements to the condition of the natural environment.

The southern end of Bush Forever site 308 (Trigg Bushland and adjacent coastal reserve, Trigg/ Scarborough) extends into the

northern beach front and site 310 (Floreat Beach Bushland, City Beach/ Scarborough) borders the road reserve at the southern end. Next to the paths along the borders of both sites, the Quindalup dune vegetation is generally in poor condition with high levels of weed infestation.

Perth Coastal Planning Strategy

Perth Coastal Planning Strategy (WAPC 2010 - PCPS) rated Scarborough as a high intensity activity centre in a major tourism and activity node. Background papers highlighted that Scarborough and Cottesloe are the top two iconic beaches for Perth residents and visitors.

The Strategy recommended providing more recreational facilities to the level suitable for a regional beach, improving the amenity to attract a diverse range of visitors and resolving parking and traffic issues to improve safety and access.

The Master Plan is consistent with the intent of this strategy.



Bush Forever site map

7.6.2 ECOLOGY AND ENVIRONMENTAL OVERVIEW AND VALUE

Scarborough Beach is a recognised regional beach node with important recreational and tourism amenities.

The beaches are sandy with small foredunes and low re-configured (man-made) foredunes along the main beach providing a buffer against coastal processes. The beach width varies seasonally by approximately 30m, with a wider beach during summer that narrows over winter. The beach can erode significantly during storm events. Historically, some beach front infrastructure was constructed too close to the beach face. As a result, during major storm events it's not uncommon for waves to affect the walls of the amphitheatre and the sea wall at the base of the SSLSC. (Damara WA, August 2013).

Vegetation on the foredunes is relatively degraded, sparse, weed-infested and bisected by numerous pedestrian paths. It has limited habitat and conservation value. Previous studies have not identified any significant habitat areas for protected species or any significant populations of protected species in either site 308 or 310.

Inland dune vegetation north and south of the Redevelopment Area is generally in better condition, forming the northern and southern extent of existing Bush Forever sites 308 and 310.

Dune vegetation consists of Quindalup vegetation complex, with *Spinifex longifolius* grasslands along the strand, and, in the dunes behind, combinations of coastal shrublands on shallow sands and areas of open low heaths dominated by *Scaevola crassifolia* and *Olearia axillaris* (WAPC 2000: site 308).

The areas of bush within Bush Forever sites 308 and 310 have not been accurately mapped. Servicing or community objectives are appropriate in cleared or degraded portions which do not meet the regional significance criteria of Bush Forever.

Weed infestation is high behind housing along the dual use path which connects the southern end of The Esplanade with West Coast Highway.

Several groundwater production bores in the area are used for irrigation of the beach front. Surface water within the Redevelopment Area flows towards the ocean through a network of stormwater drains. Stirling is responsible for the maintenance of the drain network and has progressively upgraded outlets to the marine environment, meeting modern standards of environmental protection, including recent upgrades to the drainage network at the corner of Scarborough Beach Road and West Coast Highway. This work is ongoing.

Beyond the beach front, the environmental significance and values of the Redevelopment Area are relatively limited given the area has been comprehensively developed for residential and commercial uses since the 1950s.

7.6.3 STRATEGIES AND INTERVENTIONS

Recognising that Scarborough beach is a regional destination warranting enhanced community infrastructure and recreational assets, the focus of the MRA's revitalisation initiatives is on a range of public amenity improvements and enhancements to the beachfront.

The proposed beach front destinations, as well as the associated improvements to the existing amenities respond to known coastal hazards, problems with traffic circulation and public access, and to growing pressures on the dune vegetation. Critically, the Master Plan proposes no new infrastructure close to the beach which will result in environmental impacts.

- existing infrastructure is currently exposed to wave attack during storms and may be vulnerable to severe recession in the future. The proposed redevelopment of the Surf Lifesaving Club buildings is an adaptation response to an identified coastal risk;
- the movement of pedestrians and cyclists along the promenade from the roundabout to Brighton Road is currently blocked by the Surf Lifesaving Club buildings and car parks. The Master Plan proposes to connect the beachfront network of paths north and south of the site;
- the majority of beach front vegetation will be retained. Design elements such as the proposed extension of The Esplanade and pedestrian paths will improve the separation between important dune

vegetation, dual use paths, public recreation areas and development sites;

- the proposed extension of The Esplanade north and south establishes a buffer to existing residential buildings comprising the Dual Use Path (DUP), road verge, the road itself and vegetated batters where slopes are steepest. In addition, the proposed road provides an additional evacuation route for residents and visitors and enhances public enjoyment of the coastal beach front areas;
- removal of car parking and retaining walls along The Esplanade south of Manning Street to the roundabout at Scarborough Beach Road provides the opportunity to inspect the condition of stormwater drains and upgrade the treatment of stormwater;
- upgrades to infrastructure, access and facilities along the beach front from the main beach to the southern end of Brighton Road are designed to support the function of Scarborough's beaches as a regional coastal node. The upgrades to support community uses will also strengthen the protection of the coastal environment against increasing people pressure; and

- the small sand dunes at the main beach were re-introduced by Stirling as a buffer to protect the park behind from wind-blown sand and storm impacts. The Master Plan proposes to remove a small section of beach front dune in front of Sunset Hill in order to reconnect the parkland directly with the beach. The section to be removed will be oriented to prevent increased wind-blown sand. In addition, re-vegetation of adjoining dunes will strengthen the buffer provided, both as a sand trap and to protect the recreational areas behind during storm events.

Vegetation

While some limited areas of degraded vegetation in Bush Forever sites 308 and 310 may be lost as part of the northern and southern extensions of The Esplanade, this will be mitigated through the preparation of a Construction and Environmental Management Plan to control clearing, limit damage to adjacent areas and manage weeds during construction.

Any loss of vegetation will be offset by native vegetation planting on verges, batters, in landscaping and elsewhere in the beach front.

Fencing, weed management, revegetation and access control will improve the protection of dune vegetation in conservation areas. Signage and displays of native plants in landscaped areas will inform the community of the value of beach front vegetation.

Importantly, the proposed extension of The Esplanade will improve protection of dune vegetation in good condition by providing a clear demarcation between the beach front reserve and existing residential development. Extension of The Esplanade also establishes a bushfire buffer consisting of a DUP, road verges, the road itself and vegetated batters where slopes are steepest. This new evacuation route will lead to two different destinations, will be designed to allow for the safe movement of emergency and other vehicles and will include areas where fire equipment can be provided.

Environmental impacts of future development

Where practical, water sensitive urban design elements will provide for treatment and infiltration of stormwater flows in landscaped areas within the new park in front of the main commercial area.

Landscaping will include urban water sensitive design measures to remove pollutants, control water flows off parking areas and road surfaces, and limit groundwater abstraction.

Excavation may be required as part of subdivision and development works. Assessment of servicing needs should consider minimising localised impacts from the draw down of groundwater during de-watering, from dust or from the noise of drilling through limestone;

- Individual land owners will be responsible for maintaining the protection of ground and surface water resources during redevelopment. Applications for water licences and advice should be sought from the Department of Water for any additional irrigation requirements or applications for bore licenses; and
- Landowners should also be encouraged to consider the protection of significant street trees on their properties and seek advice from the City of Stirling regarding the ongoing management of street trees protected by Stirling policies.

7.7 Evaluation

Alignment of the Master Plan with the six objectives outlined in the Metropolitan Redevelopment Authority 2011 Regulations is assumed through an evaluation of the Master Plan against each objective. The Master Plan shows considerable alignment, setting a strong foundation for achievement of these objectives.

CONNECTIVITY		
Redevelopment Area Objectives	Scarborough Master Plan elements	
To enhance connectivity and reduce the need to travel by supporting development aimed at well-designed places that support walking, cycling, and public transit.	<ul style="list-style-type: none">→ Creation of a plaza at Scarborough Beach Road West which is closed to general traffic→ New beach front road links along the alignment of the recreational shared path (e.g. tying into West Coast Highway north of Contacio Cove and at Kay Street)→ Enhanced landscaped, people-friendly areas and pedestrian connectivity to the beach→ Installation of new pedestrian crossing point adjacent to the White Sands→ Rationalisation of parking volume along the beach front, improved parking access and parking management strategies	<ul style="list-style-type: none">→ Appropriate re-design of a new Esplanade, incorporating slow-speed surface treatments, minimised trafficable pavement width and adjoining landscaping→ Reduced geometry at intersections along West Coast Highway (especially at Scarborough Beach Road), improved signal timings, reduced speed zoning, revised cross-section and improved landscaping→ Increase the number of paths and improve disabled access down to the beach→ Redesign the beach front to replace the current formal recreational shared path with a meandering boardwalk-type treatment utilising tactile materials (commuter cyclists to access The Esplanade)
	<ul style="list-style-type: none">→ Improved public transport facilities (relocated layover, bus shelters etc.)→ Provision for future light rail east of West Coast Highway	<ul style="list-style-type: none">→ Continued liaison with Public Transport Authority to improve bus / transport frequency→ Proposed Beach Hub to provide access to visitor information (including transport information)→ Comprehensive way-finding strategies targeted at all transport modes
	<ul style="list-style-type: none">→ Key nodes not identified in Master Plan as WIFI installed in key public spaces through the redevelopment prior to completion of the Master Plan	

ENVIRONMENTAL INTEGRITY		
Redevelopment Area Objectives	Scarborough Master Plan elements	
To enhance environmental integrity by encouraging ecologically sustainable design, resource efficiency, recycling, renewable energy and protection of the local ecology.	<ul style="list-style-type: none">→ Stormwater management will be integrated throughout the landscape of the public spaces using water sensitive urban design principles→ Water sensitive urban design has been incorporated into the streets and parks where possible and practical. The design adopts the following key WSUD mechanisms: Street tree infiltration pit; street verge vegetated swale; street median vegetated swale; parkland infiltration/sediment basin; on-site stormwater reuse using rainwater tanks; carpark with native plants; open kerbing; and vegetated swale	<ul style="list-style-type: none">→ Vegetation representative of the local native species will be retained in the dunes. Interpretation will be provided in the dunes and conservation areas as a key tool in promoting awareness, understanding, protection and ownership of the natural areas→ Wherever possible, trees suitable for retention will be identified, retained and incorporated into the future landscape design→ The landscape of the parkland will be designed to enhance the local biodiversity through the retention of existing vegetation wherever possible and use of locally native plants
	<ul style="list-style-type: none">→ Weed removal will be undertaken in the dunal areas and replanted with endemic species→ Vegetation that responds to the coastal environment will be adopted throughout Scarborough open space and streets, with a strong emphasis on locally native plants. Tree and plant species selection will be considered not just for its suitability to climate, but also whether it provides for the intended use, such as shade along streets, windbreaks, amenity and dune protection	<ul style="list-style-type: none">→ Interpretation will be provided to promote awareness, understanding, protection and ownership of the local environment→ Wherever possible, trees suitable for retention will be identified, retained and incorporated into the future landscape design
	<ul style="list-style-type: none">→ There is potential for renewable energy options as part of the redevelopment and/ or consolidation of larger sites such as Scarboro Surf Life Saving Club	

ECONOMIC WELLBEING		
Redevelopment Area Objectives	Scarborough Master Plan elements	
To promote economic wellbeing by supporting, where appropriate, development that facilitates investment and provides opportunity for local businesses and emerging industries to satisfy market demand.	<ul style="list-style-type: none"> → Flexible planning framework that promotes and encourages a mix of uses through creative land use providing for retail, commercial, mixed use, residential and accommodation → Activity hubs to provide anchor tenants and uses that will attract visitors all season and extended trading hours (day / night) 	<ul style="list-style-type: none"> → Strong food and beverage focus, to capitalise on niche strengths and compete with surrounding commercial / retail hubs (Osborne Park, Innaloo, Karrinyup) → Beach Hub, Scarborough Square and Sunset Hill all provide activities that appeal to a diverse audience, and provides a proposition offer beyond the beach
	<ul style="list-style-type: none"> → Review of the 25% requirement for short-stay accommodation 	<ul style="list-style-type: none"> → Flexible ground floor uses to provide opportunity for alfresco dining → Ensure efficient process to amalgamate sites resulting in improved investment attraction from private sector
	<ul style="list-style-type: none"> → Small businesses (hospitality focus) are supported by appropriate floor space, complementary uses, economic development strategies and investment in branding, programming and place management 	<ul style="list-style-type: none"> → A range of temporary and incidental retail opportunities including pop up vendors, night markets and other activities to supplement permanent retail offering

SOCIAL INCLUSION		
Redevelopment Area Objectives	Scarborough Master Plan elements	
To promote social inclusion by encouraging, where appropriate, a diverse range of housing and by supporting community infrastructure, activities and opportunities for visitors and residents to socialise.	<ul style="list-style-type: none"> → Uses and activities proposed within the core destinations are specifically designed to tailor to a diverse audience including children, families, elderly, non-beach dwellers, tourists and local residents (Sunset Hill, Beach Hub, Scarborough Square and the Clock Tower). Facilities include water play area, intergenerational/ skate park, urban plazas away from the waterfront, boardwalks and paths and shaded green spaces for respite and relaxation 	<ul style="list-style-type: none"> → Public spaces are designed with multiple uses and flexibility to accommodate a range of passive and active activities as outlined above
	<ul style="list-style-type: none"> → The Master Plan provides for a diversity of land use types ranging from low density residential through to medium to high density mixed use, retail and accommodation while encouraging consolidation to achieve critical mass and to minimise land use conflicts within precincts 	
	<ul style="list-style-type: none"> → A series of new beachfront destinations for public use → New community infrastructure - skate / intergenerational park, upgrades to surf lifesaving club, water play, proposed Scarborough Beach Pool, civic square → Layout and access for diverse audiences from beachgoers to cyclists, walkers, families, elderly, youth, teens and disabled 	<ul style="list-style-type: none"> → Family friendly spaces including play areas, shaded open space, amenities such as BBQs, toilets, seating etc. to attract broad demographic → Programming and place management caters for diverse audiences ranging from night markets to pop-up performances in newly created sheltered areas away from the beachfront and aims to reduce seasonality providing attractions and events all year round → Alternative to beach swimming provided through the proposed Scarborough Beach Pool
	<ul style="list-style-type: none"> → Infrastructure and public spaces that are comfortable and well protected, are integrated throughout the plan (i.e. interactive art, play equipment, shade, shelter etc.) 	<ul style="list-style-type: none"> → The Master Plan includes beach front destinations that attract diverse audiences at different times of day including children, families, elderly, non-beach dwellers, tourists and local residents
	<ul style="list-style-type: none"> → Place management and governance structures included, to ensure community needs will be integrated into the short, medium and long term 	<ul style="list-style-type: none"> → Subject to further feasibility, the Surf Lifesaving Club facility is positioned as one of the key flagship opportunities which will provide an important local community hub

SENSE OF PLACE		
Redevelopment Area Objectives	Scarborough Master Plan elements	
To build a sense of place in the Redevelopment Areas by supporting unique and high quality design, heritage protection, public art, and cultural activities that respond to Perth's environment, climate and lifestyle.	<ul style="list-style-type: none"> → The highest level of accessibility and safety will be provided to people that visit Scarborough Beach, including slip resistance, visual impairment, and universal access → The design will address how people may use the space after dark through creative and practical lighting 	<ul style="list-style-type: none"> → Shelters, shade, (trees or structures), seating, picnic facilities, BBQs, public toilets, beach showers, and bike parking should be located throughout open space to provide amenity and comfort to visitors
	<ul style="list-style-type: none"> → Aboriginal heritage: The potential for heritage interpretation is identified in the public art strategy at the dune boardwalks, pending appropriate cultural research. (No listed indigenous heritage sites are present but the coast is noted in Perth Central Planning Strategy and other references as being significant to Noongar people) 	<ul style="list-style-type: none"> → Non-Aboriginal heritage: The Scarborough Clock Tower is listed on the Register of Heritage Places. Its significance is acknowledged and it is a focal element of the Master Plan design. The public art strategy aims to develop the Clock Tower as an iconic landmark with integrated artwork within the shade structure and transport hub, as well as the location for the temporary art program
	<ul style="list-style-type: none"> → The key identified artwork opportunities are Sunset Hill, Scarborough Square, Clock Tower and Beach Hub. The public art strategy also suggests the each of the identified site will have an interactive art work as well as the temporary art program. The final location of permanent/ ephemeral art in the locations listed will be assessed in the final landscape plan for each place as it is developed 	<ul style="list-style-type: none"> → In the remainder of the redevelopment area, the public art strategy aims to follow an integrated approach to public art development through urban design schematics and commissioned works, including way finding → The core theme of the public art development is to enhance the visitor experience by activating the place through various permanent and temporary art opportunities. The other two key themes are the rich local cultural heritage and natural environment
	<ul style="list-style-type: none"> → Master Plan identifies opportunities to reflect local ecology through landscaping and public realm interpretation (particularly within key destinations such as the Beach Hub courtyard → The landscape design and treatments of the streets and public realm need to recognise and respond to Scarborough's identity → Vegetation that responds to the coastal environment will be adopted throughout Scarborough's open space and streets, with a strong emphasis on locally native plants. Tree and plant species selection will be considered not just for its suitability to climate, but also whether it provides for the intended use, such as shade along streets, windbreaks, amenity and dune protection 	<ul style="list-style-type: none"> → Interpretation will be provided in the public realm through streetscapes and open spaces to promote awareness, understanding, protection and ownership of the local environment → Vegetation representative of the local native species will be retained in the dunes. Interpretation will be provided in the dunes and conservation areas as a key tool in promoting awareness, understanding, protection and ownership of the natural areas → Wherever possible trees suitable for retention will be identified, retained and incorporated into the future landscape design → The landscape of the parkland will be designed to enhance the local biodiversity through the retention of existing vegetation wherever possible and use of locally native plants
	<ul style="list-style-type: none"> → Dune removal is proposed in a protected area that will not significantly impact on maintenance → Proposed development sites have been located within the Beach Hub and Scarborough Square to act as wind breaks and provide sheltered areas in the future 	<ul style="list-style-type: none"> → Weed removal and revegetation programs recommended for the dunal system → Shade and sheltered areas will be well provided for throughout the beach front precinct

URBAN EFFICIENCY		
Redevelopment Area Objectives	Scarborough Master Plan elements	
To promote urban efficiency through infrastructure and buildings, the mix of land use and facilitating a critical mass of population and employment.	<ul style="list-style-type: none"> → High density residential uses catered for, based on high market demand → Creation of proposed Beach Hub and Scarborough Square, to provide critical mass and support destination retail / hospitality / accommodation uses, in line with niche market demand opportunities 	<ul style="list-style-type: none"> → Limited large commercial floor space based on market advice.
	<ul style="list-style-type: none"> → Current employment providers are majority hospitality, small business, which are well accommodated within the Master Plan 	<ul style="list-style-type: none"> → New activity hubs will support existing operators and create new employment opportunities through retail and commercial opportunities contained within these Activity Hubs and from the increase in visitor numbers expected to be generated by the revitalisation
	<ul style="list-style-type: none"> → Improved use of underutilised land - car park redevelopment for public activities → Consolidation of fragmented land ownership is encouraged across the entire Redevelopment Area 	<ul style="list-style-type: none"> → Redevelopment of Crown Land (Reserve Street Car Park) → Improved facilities and amenities to support an important regional asset of state wide tourism significance (i.e. Scarborough Beach)

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