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.
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 MRAs activities, including preparation of this Master Plan. The MRAs 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.
The key components of the Master Plan include:

- **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.

### High level alignment

- Re-energised beachfront via new beachfront 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’.

### 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.

Alignment with the Scarborough Beach Urban Design Master Plan (2011)
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 intro 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 Wi-Fi, 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.