ABOUT THE MRA

The MRA creates successful communities where people want to live, work and visit.

PURPOSE
To deliver redevelopment projects of strategic significance in metropolitan Perth.

VISION
Dynamic, authentic and sustainable places.
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We aim to create a dynamic, authentic and sustainable place at Scarborough while building on its unique identity as an iconic beachfront destination.
This Redevelopment Strategy sets out how the MRA will deliver our Redevelopment Area Objectives in Scarborough.

The Metropolitan Redevelopment Authority (MRA) is a government agency breathing new life into Perth through urban renewal and place making. From the beach, to the city and the hills, our projects are creating communities with new living and business opportunities, public open spaces, facilities and lively places for people to enjoy. We are responsible for a number of Redevelopment Areas of which Scarborough is one. It is important to create responsive, thoughtful and place specific direction that will help us deliver the best outcomes for Scarborough. To do this we have six Redevelopment Area Objectives which are common to all MRA Redevelopment Areas.

The Redevelopment Strategy sets out how we will deliver these Objectives in the Scarborough Redevelopment Area. The six Objectives are:

- Enhance environmental integrity
- Build a sense of place
- Promote economic wellbeing
- Promote urban efficiency
- Enhance connectivity
- Promote social inclusion

Informed by a comprehensive evidence base, the Strategy sets priorities against the Redevelopment Area Objectives to provide the direction and focus that will ensure we create a dynamic, authentic and sustainable place at Scarborough, building on its unique identity as an iconic beachfront destination.

A revitalised Scarborough will be a key contributor to Perth’s appeal as an international destination of choice.

The Strategy seeks to add value to a ‘business as usual approach’ but recognises the limit of the MRA’s influence. Where priorities are outside the control of the MRA, we have recommended an advocacy or partnership role in seeking to achieve the desired outcome.

This Redevelopment Strategy has been prepared with practical application in mind and is therefore directional in nature. Its structure is designed to be accessible and simple to use with the following framework:

Section One: Redevelopment Strategy Overview

Background - the rationale behind the MRA’s involvement in Scarborough

Scarborough Snapshot - a physical and demographic snapshot of Scarborough to give a high level understanding of the Redevelopment Area

This is Our Strategy - provides the executive summary of our findings and suggested approach in the Scarborough Redevelopment Area

Section Two: Priorities and Directions - Organised by Redevelopment Area Objectives this section provides:

- Priorities - priority issues identified through analysis of the available evidence base and;
- Directions - practical direction for the Scarborough Project

Section Three: Evaluation Framework - how we will measure our progress against the Redevelopment Area Objectives in Scarborough based on goals set against baseline data
Scarborough’s revitalisation will build on its already unique identity to create a destination of national and international repute; a diverse destination that complements the beachfront and, importantly, broadens its appeal to different visitors.
Background

In January 2013 Western Australia Premier Colin Barnett announced a $30m investment towards the urban renewal of Scarborough to be delivered by us the MRA in partnership with the City of Stirling.

Supported by a $27.4m contribution by the City of Stirling, the project team will transform Scarborough into one of the nation’s best beachfront destinations. As industry leaders in place led development, we are ideally placed to facilitate the transformation through our unique set of redevelopment functions:

- As a planning regulator to develop and implement a planning framework that provides certainty and increased market confidence to attract investment in new residential, retail and commercial development;
- As a developer to establish key community and service infrastructure required across the beachfront destination that will enable redevelopment and act as a catalyst to further private development opportunities;
- As a place manager supporting initiatives to showcase Scarborough’s unique beachfront character to a diverse range of visitors that will support the vision for the redevelopment area and support investment attraction.

Our approach to the revitalisation of Scarborough builds upon the strong foundations of the City’s previous work including the Scarborough Beach Urban Design Master Plan (2011) and the studies which informed its preparation. A Memorandum of Understanding between ourselves and the City of Stirling will guide the detailed planning, delivery and functioning of the Redevelopment Area in relation to governance, design, project management as well as programming and activation. Once our work in the Redevelopment Area is complete, it will be handed back to the City of Stirling.

Figure 1: Scarborough Redevelopment Area
Project Rationale

The Premier declared that our involvement in the project would ‘act as a catalyst for private investment in the area, giving landowners the confidence to progress development plans and encourage new business to Scarborough’. In announcing the revitalisation of Scarborough, the State Premier Colin Barnett and Planning Minister John Day stated that ‘Scarborough has always been a popular destination for tourists and beach lovers from all over Perth. It is one of Australia’s iconic beaches, but for many years, and for various reasons, it has become a bit run down….This project will deliver a new-look Scarborough beach precinct that will be even more people friendly, and boost investment in the area.’

Scarborough’s revitalisation will build on its already unique identity to create a destination of national and international repute; 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 national and international visitors, local residents, workers and the commercial investment required to realise the vision for Scarborough.

The Amphitheatre
Summary of Strategic Government Priorities

The redevelopment of Scarborough presents a number of opportunities to address ‘whole of government’ strategic priorities. For example, Scarborough is defined as a ‘metropolitan attractor’ and ‘major growth area’ in ‘Directions 2031 and Beyond’ (Western Australia Planning Commission (WAPC); 2010) since it generates a large number of visitors with subsequent economic activity that provides opportunities for higher density living.

Strategic Government priorities relevant to the Scarborough Redevelopment Area are summarised below with more information provided in Appendix 1.

- Housing supply and residential infill
- Protection of environmental assets including Bush Forever
- Increase the use of public transport
- Increase the value of tourism to Western Australia
- Recognise and conserve Western Australia’s heritage

Our approach to redevelopment in Scarborough seeks to build upon and make the most of the tourism opportunities presented in order to boost economic activity and job creation in the redevelopment area.
Scarborough Snapshot

For generations, Western Australians have had a love affair with Scarborough; its beach life and surf culture. 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 (MRA; 2014). Revitalising Scarborough must recognise its youthful ‘edge’ and ‘grit’ in developing a vibrant and successful place with wide appeal to residents and visitors alike.

The Scarborough Redevelopment Area comprises 100 hectares of land stretching along 1.6km of prime beachfront and approximately 0.8km inland.

Physical works will focus on the foreshore public realm over the next three years with the planning framework remaining in place thereafter to facilitate longer term land use aspirations for Scarborough.

The following pages provide a social, economic and environmental snapshot of Scarborough through:

- a Physical Snapshot as a visual orientation of Scarborough’s physical environment through its urban form, environmental and heritage assets.
- a Community Snapshot to provide an understanding of the Scarborough community through social and demographic indicators comparing the Scarborough project area with Greater Perth and the City of Stirling.
Scarborough already has significantly higher housing density than the Stirling LGA and Greater Perth.

Aboriginal Population

Scarborough has a relatively low aboriginal population.

Greater Perth: 1.6%
Stirling (LGA): 1.3%
Scarborough (SA2): 0.7%

Please note: The Scarborough SA2 area – the geographical area from which these statistics are sourced – does not exactly align with our redevelopment area boundary.

Community Snapshot

Housing Costs

<table>
<thead>
<tr>
<th></th>
<th>House (REIWA)</th>
<th>Unit (REIWA)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greater Perth</td>
<td>$550 000</td>
<td>$445 000</td>
</tr>
<tr>
<td>Stirling (LGA)</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Scarborough (SA2)</td>
<td>$810 000</td>
<td>$540 000</td>
</tr>
</tbody>
</table>

Rents are marginally higher than the Greater Perth median.

Median Weekly Rent (REIWA)

<table>
<thead>
<tr>
<th></th>
<th>Greater Perth</th>
<th>Stirling (LGA)</th>
<th>Scarborough (SA2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>House</td>
<td>$450</td>
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<td>$475</td>
</tr>
<tr>
<td>Unit</td>
<td>$420</td>
<td>n/a</td>
<td>$470</td>
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</table>

Median Price (REIWA)

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<thead>
<tr>
<th></th>
<th>Greater Perth</th>
<th>Stirling (LGA)</th>
<th>Scarborough (SA2)</th>
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<tbody>
<tr>
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<td>$500 000</td>
<td>n/a</td>
<td>$810 000</td>
</tr>
<tr>
<td>Unit</td>
<td>$445 000</td>
<td>n/a</td>
<td>$540 000</td>
</tr>
</tbody>
</table>

Average house and unit prices in Scarborough are significantly higher than the median prices for Greater Perth.

Households with internet connection

Fewer households in Scarborough have internet connection than across Greater Perth.

<table>
<thead>
<tr>
<th></th>
<th>Greater Perth</th>
<th>Stirling (LGA)</th>
<th>Scarborough (SA2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>77%</td>
<td>73.4%</td>
<td>73.3%</td>
<td></td>
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</tbody>
</table>
There is a much higher proportion of people who rent in Scarborough as opposed to Stirling and Greater Perth and the number of people who own an house with a mortgage is significantly lower than for Greater Perth as a whole.

The number of bedrooms typical for Scarborough dwellings is lower than for Greater Perth.

Scarborough has a higher proportion of terrace/townhouses and semi-detached dwellings and units than Greater Perth and a lower proportion of houses.

Scarborough is more walkable than Greater Perth.
This is our Strategy for Scarborough

This section provides a summary of the key Priorities and Directions that we recommend for Scarborough to achieve each Redevelopment Area Objective that are considered critical to the success of the Project.

Benefit Statements have also been provided for each objective as an illustration of what success would look like in Scarborough. The “relative focus” on each Redevelopment Area Objective indicates where the MRA’s energies will be concentrated.

<table>
<thead>
<tr>
<th>Priority</th>
<th>Benefet Statement</th>
<th>Objective Elements</th>
<th>Key Directions</th>
<th>Relative Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inclusion</td>
<td>Ensuring that the needs of all Scarborough residents and visitors are considered and catered for by providing a diversity of activities and infrastructure appropriate for a range of ages, genders, cultures and price points</td>
<td>Diverse range of housing and choice, Enhance community infrastructure and activities in addition to the beach, Facilitate opportunities to socialise</td>
<td>Encourage high density housing, Identify how affordable housing can be provided, Deliver a high quality public realm attractive to a wide demographic, Investigate opportunities for alternative attractors along the beachfront, Integrate opportunities for active and passive socialisation into the public realm</td>
<td></td>
</tr>
<tr>
<td>Connectivity</td>
<td>Balancing the movement needs of all users in arriving in, departing from or moving around the Scarborough Redevelopment Area</td>
<td>Reduced need to travel, Walking, cycling and public transport, Improve active transport amenity and wayfinding, Improve pedestrian access to the beach, Encourage more journeys by public transport</td>
<td>Build pedestrian priority into public realm design, Rationalise car parking, Improve way finding, Advocate for the provision of a safe and attractive transit hub, Make provision for a dedicated public transit route along Scarborough Beach Road.</td>
<td></td>
</tr>
</tbody>
</table>

Scarborough Beach

WARNING

Large Waves
Strong Currents
Sandbars
Snakes

Scarborough Beach

Primacy of ocean views, Ensure protection from weather, Beachfront vegetation continues, Diverse range of housing and choice, Ensure protection from weather, Beachfront vegetation continues, Ensuring a vibrant, safe and welcoming destination, Ensuring a critical mass of population and land use, Diversification of public art, Diversification of public art, Perfection of safety and security, Primacy of ocean views, Perfection of safety and security, Primary of ocean views, Protect, enhance and repair the infrastructure, Recycling and water recycling, Continual ecological integrity of sensitive design in the public realm, Advocate for renewable energy, Advocate for renewable energy, Recognition of local ecology, Inclusion of local ecology, Address the decline in cultural identity and attractiveness as a coastal identity in the urban form, Address the decline in cultural identity and attractiveness as a coastal identity in the urban form, Promote the protection of local ecology, Promote the protection of local ecology, Incorporate opportunities for active and passive socialisation into the public realm, Implement opportunities for active and passive socialisation into the public realm, Promote protection of local ecology, Promote protection of local ecology, Promote protection of local ecology, Promote protection of local ecology, Celebrating its unique identity and beach surfing culture, Celebrate its unique identity and beach surfing culture, Bringing stories into the public domain, Bringing stories into the public domain, Ensure ongoing heritage protection, Ensure ongoing heritage protection, Develop design guidelines that respond to Scarborough’s place identity and attractiveness as a destination, Develop design guidelines that respond to Scarborough’s place identity and attractiveness as a destination, Ensure protection from weather, Ensure protection from weather, Ensure protection from weather, Ensure protection from weather, Establish the Scarborough Redevelopment Area as a Metropolitan Attractor, Establish the Scarborough Redevelopment Area as a Metropolitan Attractor, Encourage a greater mix of land uses, Encourage a greater mix of land uses, Diversify the land use mix, Diversify the land use mix, Determining the preferred business mix, Determining the preferred business mix, Investigate the best location for short-stay accommodation, Investigate the best location for short-stay accommodation, Invest in meeting and function spaces, Invest in meeting and function spaces, Investigate opportunities for year round branding and activation, Investigate opportunities for year round branding and activation, Overcoming seasonality in tourism revenue, Overcoming seasonality in tourism revenue, Facilitate greater spending, Facilitate greater spending, Encourage high density housing, Encourage high density housing, Address housing affordability and choice, Address housing affordability and choice, Identify how affordable housing can be provided, Identify how affordable housing can be provided, Protect, enhance and repair the infrastructure, Recycling and water recycling, Continual ecological integrity of sensitive design in the public realm, Advocate for renewable energy, Advocate for renewable energy, Recognition of local ecology, Inclusion of local ecology, Address the decline in cultural identity and attractiveness as a coastal identity in the urban form, Address the decline in cultural identity and attractiveness as a coastal identity in the urban form, Promote the protection of local ecology, Promote the protection of local ecology, Incorporate opportunities for active and passive socialisation into the public realm, Implement opportunities for active and passive socialisation into the public realm, Promote protection of local ecology, Promote protection of local ecology, Promote protection of local ecology, Promote protection of local ecology, Celebrate its unique identity and beach surfing culture, Celebrate its unique identity and beach surfing culture, Bring stories into the public domain, Bring stories into the public domain, Ensure ongoing heritage protection, Ensure ongoing heritage protection, Develop design guidelines that respond to Scarborough’s place identity and attractiveness as a destination, Develop design guidelines that respond to Scarborough’s place identity and attractiveness as a destination, Ensure protection from weather, Ensure protection from weather, Ensure protection from weather, Ensure protection from weather.

Scarborough Beach
## Redevelopment Strategy Overview

### Economic Wellbeing
- Opportunities for local businesses
- Emerging industries
- Stimulating investment and spending in the Scarborough Redevelopment Area by businesses, residents and visitors

### Environmental Integrity
- Sustainable design
- Resource efficiency
- Protection of local ecology
- Recognising, protecting, and enhancing Scarborough’s coastal location and ensuring efficient resource use

### Sense of Place
- High quality urban design
- Heritage
- Public art and cultural activities.
- Ensuring a vibrant, safe and welcoming Scarborough which recognises and celebrates its unique identity and beach culture through a range of attractors and high quality urban form

### Urban Efficiency
- Infrastructure buildings, and mix of land use
- A critical mass of population and employment
- Ensuring a critical mass of population through higher densities and integrated outcomes which leverage existing and planned infrastructure

### Key Directions

<table>
<thead>
<tr>
<th>Economic Wellbeing</th>
<th>Environmental Integrity</th>
<th>Sense of Place</th>
<th>Urban Efficiency</th>
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<tr>
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<td>Stimulating investment and spending in the Scarborough Redevelopment Area by businesses, residents and visitors</td>
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</tbody>
</table>

### Focus Elements

- • Overcome seasonality in tourism revenue
- • Reduce the amount of discretionary spending leakage
- • Overcome seasonality in tourism revenue
- • Overcome seasonality in tourism revenue
- • Enhance Scarborough place branding and activation
- • Facilitate greater spending year round
- • Investigate opportunities for meeting and function spaces
- • Investigate the best location for short-stay accommodation
- • Consider the preferred business mix
- • Manage resource demands from projected population growth
- • Ensure beachfront development’s resilience to coastal processes, sea level change and storm surges.
- • Resource efficiency including recycling
- • Water conservation and reuse
- • Preservation of bush forever sites
- • Continued ecological integrity of foreshore vegetation
- • Quality beachfront development and coastal identity in the urban form
- • Perception of safety and security
- • Primacy of ocean views
- • Heritage recognition and conservation
- • Diversification of public art
- • Address the decline in cultural identity and attractiveness as a destination
- • Ensure protection from weather
- • Broaden the appeal of Scarborough
- • Develop design guidelines that responds to Scarborough’s place identify
- • Ensure ongoing heritage protection
- • Bring stories into the public domain through diverse public art
- • Encourage new attractors that respond to Scarborough’s beach and surfing culture
- • Provide shade and shelter
- • Identify sites for high density development
- • Encourage development of underutilised land
- • Assess car parking based upon population and visitor projections
- • Encourage a greater mix of land uses
- • Optimise Scarborough Beach’s status as a Metropolitan Attractor

### Elements

- • High quality urban design
- • Heritage
- • Public art and cultural activities.
- • Infrastructure buildings, and mix of land use
- • A critical mass of population and employment
- • Overcome seasonality in tourism revenue
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- • Optimise Scarborough Beach’s status as a Metropolitan Attractor
This section sets out the priorities identified under each Redevelopment Area Objective and sets direction to address them. The priorities are specific to the Scarborough Redevelopment Area and have been identified following analysis of the available information, including best practice approaches.

The Redevelopment Area Objectives have been broken down into a number of elements based around the wording of the Objective. This helps present the information in an easily digestible format. A Benefit Statement has been added to identify what delivering against the Objective would mean for Scarborough.
Objective
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.

What is social inclusion?
Social inclusion involves valuing and integrating all people, including marginalised groups, into the social, economic, cultural and political life of a place and community. Demographic diversity of resident and visitor communities can indicate social inclusion. Key demographics are gender, age, ability, socioeconomic status, Aboriginal or Torres Strait Islander status, literacy, cultural background and English comprehension.

Why is social inclusion important?
To ensure MRA places do not contribute to social exclusion; to ensure the MRA contributes to reducing the costs to government resulting from compounded marginalisation of demographics that occurs through spatial polarisation; and, to create social sustainability and resilient communities through integration of diversity and strengthening of connections, interdependence and access to opportunities.

Benefit statement
Ensuring that the needs of all Scarborough residents and visitors are considered and catered for.

What does social inclusion mean for Scarborough?
In a Redevelopment Area largely focussed on and around a beachfront, making Scarborough an attractive place to live and also attracting local, national and international visitors is important. Social inclusion means an outcome that is inclusive of the needs of both residents and visitors.

To achieve social inclusion, facilities, services, places and spaces must meet the needs of the local community, as well as tourists and day visitors providing opportunities for socialisation and integration in order to create a successful, diverse and balanced Scarborough.

Redevelopment in Scarborough should build on and foster its unique identity. An understanding of that identity must be built through a comprehensive program of consultation that seeks to engage with all facets of the community.
Why is a diverse range of housing important?
• To create stable communities through ensuring demographic diversity by including diverse housing types and sizes, tenures, and price points
• To avoid social exclusion by providing affordable housing opportunities in perpetuity
• To support the economic and social sustainability of local places by providing housing in proximity to employers for all socio-economic groups

Context
Housing in Scarborough is approximately 30% more expensive than the Greater Perth average (source: REIWA) driven by its coastal location and close proximity to the city. Scarborough has a strong rental market due to its proximity to the beach and popularity with young adults. This is attractive to investors, driving property prices up and further reducing affordability for those that want to own property in the area. Subsequently, the percentage of household income spent on rent and mortgage repayments has been increasing since 2001.

The number of households in housing stress (i.e. spending more than 30% of their income on housing costs) in the Redevelopment Area has increased since 2006.

ABS figures indicate that there are approximately 50 homeless people in Scarborough and suggests that there is a need to address homelessness in the Redevelopment Area.

Housing stock in Scarborough is varied with newer units and town houses to the west of West Coast Highway and large houses to the south of Scarborough commanding premium prices. Older, less expensive stock exists in pockets to the east of the beachfront but with strong housing growth forecast in Directions 2031 and Beyond for Scarborough (2,100 additional dwellings to the year 2031) housing affordability is unlikely to improve unless housing supply can match demand.

Scarborough has a high number of single person and group households in comparison with Greater Perth. This is reflective of the young adult demographic and high median house price.

There are fewer family households despite the majority of dwellings comprising separate or semi-detached dwellings that are suitable for families. This suggests that young adults are leaving Scarborough for more affordable areas when they have children. If fewer families are living local to the foreshore, this can significantly reduce the social mix unless there are attractors that draw in family visitors from outside of the Redevelopment Area. Ensuring that there are attractors in Scarborough that are appealing to a mix of demographics, including families and older people, will help to diversify the social mix in the Redevelopment Area, even if they are just visiting.

Whilst Scarborough is the only beachside location in the Perth metropolitan area with high rise development, less than one third of dwellings in Scarborough comprise units and apartments. The supply of smaller dwellings is increasing, however, with the construction of apartments having risen almost 4% since 2001 suggesting that developers are recognising an increased demand for this product in a beachside location. Between 2006 and 2011, apartments grew 10% as a proportion of overall housing stock.

Priorities and Direction

Priorities
• Address housing affordability and homelessness

Direction
• Work with the Housing Authority to establish affordable housing needs in the Redevelopment Area
• Encourage high density housing through the planning framework in order to ensure housing supply keeps pace with demand
• Identify how affordable housing can be provided in the Redevelopment Area through the planning framework
Community infrastructure

Why is community infrastructure important?
• To create functioning communities by supporting social health and wellbeing through appropriate infrastructure provision
• To build community comfort and ownership of places by providing infrastructure that encourages informal uses and caters to the different ways people use, occupy, or interact with places

Context
The availability of community infrastructure to support the present and future population of the Scarborough Redevelopment Area is critical to its success. Such infrastructure should be accessible to all members of society regardless of socio-economic status, age, gender, culture and language as well as all levels of ability and mobility. In relation to mobility concerns, community infrastructure should incorporate the principles of Universal Design.
Understanding and identifying how the area can appeal to a wider demographic than just young adults should be a particular focus. It is therefore important to understand the link between community infrastructure provision in Scarborough such as schools, playgrounds and childcare and the apparent low number of family households (relative to both Greater Perth and City of Stirling). In the wider context, community infrastructure provides opportunities for socialisation and activity and is critical in supporting a diverse and sustainable community, particularly in the public realm.

Priorities and Direction

Priorities
• Enhanced community infrastructure that appeals to a wider mix of demographic groups

Direction
• Build on the success of the amphitheatre as a cultural and community activity hub by ensuring a high quality public realm which is attractive to a wide demographic
Community activities

Why are community activities important?
• To support community wellbeing by promoting improved community connections, health and creativity
• To create life and activity in places by enabling people to participate in activities
• To create a sense of ownership and belonging by encouraging and facilitating community led or funded activities

Context
At present, despite a comprehensive program of events there is a perception that Scarborough offers few attractors for residents and visitors beyond the beach; stakeholder engagement reveals a desire for a fun, active place with more things to do. Examples of attractors may include a swimming pool, water play area, playgrounds and a diverse program of events. The community should be consulted on the types of attractors they would like to see in the Redevelopment Area. The ongoing success of the attractors can also be tracked through an ongoing program of engagement.

Priorities and Direction

Priorities
• A broad range of things to do in addition to beach-based activities.

Direction
• Identify the demand for activities through ongoing engagement with the local and regional community
• Investigate opportunities for alternative attractors along the beachfront suitable for a range of ages, genders and cultures
• Investigate the need for better marketing and visibility of events in Scarborough
Opportunities for visitors and residents to socialise

**Why are opportunities for visitors and residents to socialise important?**
- To support inclusive, connected and resilient communities by creating opportunities that enable residents and visitors to meet and socialise
- To reduce social isolation in urban environments due to increasing single person households by providing opportunities for people to interact

**Context**
Whilst the beachfront is public realm in which visitors and residents can socialise there are opportunities to improve the use of these spaces to ensure they are conducive to socialisation across the day and throughout the year. The Scarborough Views consultation revealed that a more social atmosphere was the third highest priority for improvement in Scarborough amongst respondents. Respondents indicated that they wanted better facilities including seating, shade, amenities such as BBQs as well as a better range of food and beverage outlets and more activity at night.
Connectivity

Objective
To enhance connectivity and reduce the need to travel by supporting development of well-designed places that support walking, cycling, and public transport.

What is connectivity?
The design and delivery of networks and infrastructure that enable access to, from, and within MRA spaces. The design and built form of MRA spaces prioritise walking, then biking, and then transit over car use. Walking should be the priority mode for access within MRA places and public transit is the priority mode for access to MRA places.

Why is connectivity important?
To ensure equity of access regardless of transport mode and to enable choice in transport options that support reduced car use. Increasing transport choice makes it easier to access MRA places and encourages people to visit MRA places. Connectivity supports active lifestyles and reduces the increasing health costs to government associated with sedentary behaviour.

Benefit statement
Balancing the movement needs of all users in arriving in, departing from or moving around the Scarborough Redevelopment Area.

What does connectivity mean for Scarborough?
Scarborough Beach is a ‘Metropolitan attractor - a place that generates economic and tourism activities’ (WAPC 2010). Metropolitan attractors are recognised as having significant planning and transport requirements.

The Scarborough Redevelopment Area includes an urban centre that serves the needs of local residents and the recreational needs of visitors. Connectivity will balance the movement needs of all users, including the likely growth in visitor numbers and future residential population. Connectivity in Scarborough should consider both connectivity inside the Redevelopment Area and also connectivity to and from the Area; particularly given the designation and importance of Scarborough Beach Road as a key Activity Corridor.
Walking and cycling

Why are walking and cycling important?
• To enable people to use active modes of transport and reduce their car dependence by providing infrastructure that supports walking and cycling
• To ensure equity of access to and within MRA spaces by supporting walking, the most accessible form of transport

Context
The Scarborough Redevelopment Area offers an uninviting pedestrian environment due to the heavy traffic, lack of landscaping and street furniture and poor quality urban form. The orientation of buildings along West Coast Highway further inhibits the desirability of walking and presents a poor gateway to the foreshore, being exposed to the weather and traffic. West Coast Highway also acts as a barrier to east-west pedestrian movements with crossing points few and far between. Through traffic is prioritised, particularly at the intersection of West Coast Highway and Scarborough Beach Road leading to long waits at pedestrian crossings.

Cycling lanes and boxes have been installed at signalised intersections along West Coast Highway but are limited between intersections (Arup; 2014). There is no cycling infrastructure on Scarborough Beach Road east of West Coast Highway and no direct, legible cycle route from the Scarborough Beach area to Stirling or Glendalough Station.

Active transport options should therefore be extended beyond the foreshore in order to encourage more walking and cycling in line with the Department of Transport’s active transport aspirations. Along the beachfront, provisions for pedestrians are compromised by poor wayfinding, permeability and legibility. Car parking provided along the foreshore, undulating topography and terracing all combine to create significant visual and physical barriers for pedestrians. Limited seating and lack of shade further harm the pedestrian experience and reduces the incentive to walk. A regional shared path for pedestrians and cyclists runs parallel to the coast but can be used by cyclists travelling at high speed creating user conflicts. Furthermore, cycle paths through the foreshore area are incoherent and inconsistent with a confusing mix of off-road and on-road provision.

Priorities and Direction

Priorities
• Improve active transport amenity and wayfinding
• Improve pedestrian access to the beach

Direction
• Build pedestrian priority into public realm design
• Encourage further active transport use by rationalising pedestrians and cyclists routes
• Rationalise car parking to allow more direct access to the beach for pedestrians
• Improve way finding through navigational signage
• Provide end of trip facilities in the public realm and encourage them in commercial development as appropriate to support cycling to Scarborough
Priorities and Direction

**Priorities**
- Encourage more journeys by public transport

**Direction**
- Advocate for the provision of a comfortable, safe and attractive transit hub which prioritises pedestrian safety and bus movements over cars
- Make provision for a dedicated public transit route along Scarborough Beach Road and advocate for enhanced public transit routes between Scarborough beachfront and the rail network
- Investigate the rationalisation and relocation of car parking in accordance with current and future demand

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**Public transit**

**Why is public transit important?**
- To reduce the environmental impact of MRA places by supporting public transit use as it is the most sustainable method of motorised transport
- To support equity of access to MRA places through connecting with public transit networks as it is the most accessible mode of long distance travel

**Context**
Scarborough has no train station, the closest station is Glendalough located approximately 8km from the foreshore via Scarborough Beach Road. Residents and visitors without a car must therefore rely on bus services, walking or cycling. The Scarborough area is served by a number of bus routes visiting node points such as Stirling and Glendalough Stations, and on to Perth CBD. East west bus routes are prioritised with little service running north to south.

The relative lack of public transport options in Scarborough has led to reliance upon the private vehicle and a car dominated environment which experiences considerable congestion during peak hours.

Currently the primary bus interchange in Scarborough is on Scarborough Beach Road, close to the Clock Tower. This area is often congested and with no formal pedestrian crossing from north to south, forces passengers to navigate vehicular traffic on their arrival to the beachfront.

Whilst we cannot directly influence public transport provision within the Redevelopment Area, ensuring the provision of a pedestrian friendly, accessible and welcoming transit hub close to the beach and otherors will encourage greater patronage of public transport in line with State Government priorities (PTA, 2013). Higher density development and the subsequent population increase are likely to result in more frequent public transport services with more viable catchments for transit stops.

Scarborough Beach Road has been identified as a potential route for light rail. The integration of light rail along Scarborough Beach Road holds great potential for activation and density on land adjacent to the route in line with State Government aspirations for high density development at transport nodes. The potential route which may also serve as a rapid transit bus route should be safeguarded in redevelopment proposals. This offers an opportunity for the MRA to advocate for enhanced public transit along Scarborough Beach Road in light of its potential redevelopment benefits.

Car parking in Scarborough dominates the foreshore and is considered to be an oversupply based on current visitors to Scarborough (Arup; 2014). Future demand for parking taking into consideration the projected increase in residents and visitors to the beachfront area is likely to be higher. Consideration of the location and distribution of parking and access roads will also offer opportunity for other transit modes to be prioritised.
Economic Wellbeing

Objective
To promote economic wellbeing by supporting, where appropriate, development that facilitates investment and provides opportunities for local businesses and emerging industries to satisfy market demand.

What is economic wellbeing?
Economic wellbeing is a state in which the material living conditions of the local community are able to be satisfied in a sustainable way and where opportunities exist for quality of life improvements.

Why is economic wellbeing important?
To ensure the creation of self-sustaining places that remain economically viable post MRA involvement and that facilitate the delivery of economic opportunities, quality of life improvements and satisfy the needs of the community.

Benefit statement
Stimulating investment and spending in the Scarborough Redevelopment Area by businesses, residents and visitors.

What does economic wellbeing mean for Scarborough?
Scarborough residents are increasingly affluent although data shows that this income is being spent outside of the Redevelopment Area (discretionary spending leakage). Economic wellbeing in the Redevelopment Area may be improved by capturing more of the resident and visitor spend and maximising the retail, commercial and tourism potential.

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Facilitate investment

Why is facilitating investment important?
• To support community wellbeing by facilitating employment creation
• To meet State policy outcomes by de-risking State and private sector investment and leveraging private sector participation

Context
Scarborough is a relatively affluent area (AEC, 2014) with high incomes and low unemployment relative to Stirling, Greater Perth and the rest of Western Australia. In terms of household median weekly income, Scarborough exceeds Stirling, Perth, Western Australia and Australian comparisons and the median weekly income growth rate for Scarborough is greater than these comparison regions. This suggests that Scarborough residents are becoming increasingly prosperous at a faster rate than the rest of Stirling, Perth and Australia.

Employment data suggests that most workers live in Scarborough for lifestyle reasons and travel outside the area for employment. This is to be expected given the relatively small size of the Redevelopment Area and the relatively close proximity of large employment hubs such as Osborne Park and Herdsman Business Park.

Tourism is a key driver of the Scarborough economy and the Redevelopment Area is one of the strongest tourism destinations in the Experience Perth tourism region; however tourism revenue is seasonal with peak visitor numbers in the summer months. A recent survey by Tourism Western Australia on visitor experience and expectations revealed that Scarborough was well visited by interstate and international visitors that holidayed in Perth. 18% of interstate visitors and 24% of international visitors travelled to Scarborough. However, just 1% of intrastate tourists visited Scarborough Beach, preferring beaches at Mandurah, Cottesloe, Fremantle, Hillarys, Rottnest Island and Rockingham (Tourism WA;2014).

The Scarborough Views consultation found that there are considered to be few activities beyond the beach. Providing more activities is likely to make the destination more attractive for tourists and would encouraging visitors to stay for longer periods and to spend more money while they are there. In recent times, the food and beverage offering along the foreshore has improved but further enhancements are required to ensure ongoing viability (AEC, 2014).

Additional tourism infrastructure should respond to Scarborough’s beach and surf culture and could include an artificial surf reef as suggested during the Scarborough Views consultation. Such a facility could be positioned at Scarborough to improve wave quality. Attractors such as this could have flow on economic benefits for the State as well as Scarborough with potential opportunities for national and international events.

For the sustainability and ongoing success of the Scarborough economy diversification and resilience against seasonal fluctuations in revenue is critical. Higher density development, particularly along the foreshore will help to improve activation and provide a larger, more constant consumer base for the Redevelopment Area. This together with a greater diversity of attractions including retail, food and beverage outlets, year round events and a high quality, weather resilient public realm will help entice visitors all year round.

Priorities and Direction

Priorities
• Overcome seasonality in tourism revenue

Direction
• Enhance Scarborough place branding and activation
• Facilitate greater visitor and local spending year round
• Provide temporary uses, e.g. food carts to ensure activation in the public realm during construction
• Encourage new attractors that respond to Scarborough’s beach and surfing culture
Opportunities for local business and emerging industries

Why are opportunities for local business and emerging industries important?

- To create resilient communities by nurturing local business and existing industries and expanding the economic base through introduction of emerging industries.

Context

Scarborough's relative proximity to other large activity centres such as Karrinyup and Innaloo affect its catchment and potential to grow its retail base. Its retail market primarily exists to serve a local resident and visitor market and should complement rather than compete with other retail centres outside the Redevelopment Area through a different offering. Likewise, the office market in the Redevelopment Area is also likely to be locally based given the close proximity of well-established commercial centres such as Herdsman Business Park and Osborne Park.

Demographic analysis indicates that a high proportion of high income earners live in Scarborough, however evidence shows that this income is not being spent in the Redevelopment Area and that ‘discretionary spending leakage’ is an issue (AEC; 2014). Character, amenity and a growing local catchment offer opportunities for enhanced food and beverage offering to better capture some of the discretionary spending leakage.

Forecast visitor numbers to 2031 suggest that there will be an upturn in demand for short stay accommodation and an additional 195 hotel rooms (or approximately 11 rooms per year) will be required within the Redevelopment Area. It is suggested that this additional capacity is staged as demand rises (AEC; 2014).

Consultation with stakeholders including Tourism WA and the Perth Convention Bureau reveal that there is unrealised potential for further business and convention facilities within Scarborough taking full advantage of its beach-side location. This also aligns with the State Government aspiration to increase business tourism in Western Australia as a whole (Tourism WA, 2012).

Likewise, tourist, entertainment, cultural, corporate and leisure functions are all ideally suited to Scarborough with the area’s growing population, tourism potential, accessibility and natural amenities all providing attractions for local business and enterprise.

The hotel offering in Scarborough is varied; there are currently approximately 920 accommodation rooms across 23 establishments. The high to mid-level offer is largely provided by Rendezvous Hotel, The Sun Moon, Seashells and Quest Apartments. The recent closure of the Indigo Backpackers Centre has however limited the provision of budget and backpacker accommodation (CLE; 2014).

Supply of hotel rooms in Scarborough has shown no growth over six years whilst the number of rooms in Perth City has grown at approximately 70 rooms per annum. In addition the remainder of the Experience Perth tourism region (with the exception of Perth City) has also shown no increase in supply of hotel rooms. Demand in Perth City for hotel rooms is high with occupancy rates exceeding 80% since 2007 indicating shortages in supply. Traditionally Scarborough has benefitted from shortages in hotel accommodation across the Perth market however in recent years this appears to have eased with greater capacity in the City (AEC; 2014). The occupancy rate for rooms in Scarborough for year to end June 2012 was 82% and 74.3% to June 2013 which shows strong demand within the Redevelopment Area.

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Priorities and Direction

Priorities

- Reduce the amount of discretionary spending leakage out of Redevelopment Area.

Direction

- Investigate opportunities for meeting and function spaces in a redeveloped Surf Lifesaving Club or within the proposed beach hubs.
- Investigate the best location and staging of supply of short stay accommodation in line with visitor number projections.
- Consider the preferred business mix on a precinct by precinct basis to maximise local and visitor spend.
Environmental Integrity

Objective
To enhance environmental integrity by encouraging ecologically sustainable design, resource efficiency, recycling, renewable energy and protection of the local ecology.

What is environmental integrity?
Environmental integrity means enhancing and protecting biological systems and processes by reducing the development impact, reducing the consumption of natural resources and incorporating local ecology in urban places.

Why is environmental integrity important?
To lessen the ecological footprint of MRA developments both during and post construction; to encourage behavioural and cultural changes towards a more sustainable and resilient society; and to smooth the path for the introduction of new clean technologies and methodologies into the Western Australian markets by acting as a leader in this field.

Benefit statement
Recognising, protecting, and enhancing Scarborough’s coastal location and ensuring efficient resource use.

What does environmental integrity mean in Scarborough?
Scarborough’s coastal location should be recognised, enhanced and celebrated while managing the constraints of the coastal environment including storm surges and Bush Forever sites. Redevelopment in Scarborough should seek to repair, enhance and protect the local ecology and encourage the planting of indigenous species in new landscaping initiatives. The local climate in Scarborough can be extreme and this should be recognised in the design of the public realm and in the types of activities promoted in the Redevelopment Area. Facilitating redevelopment in Scarborough also provides opportunities to promote reduced consumption of natural resources.
Resource efficiency and renewable energy

Why is resource efficiency and renewable energy important?
- To provide long-term community cost savings by ensuring MRA developments reduce resource use
- To minimise the need for expensive infrastructure upgrades
- To minimise greenhouse gas emissions from MRA developments
- To promote sustainable living by providing examples of developments that reduces the community’s natural resource use.

Context
Forecast population and visitor growth in Scarborough will place pressure on existing resources and utility infrastructure. Environmentally Sustainable Design (ESD) will encourage resource efficiency and can incorporate renewable energy technology. The adoption of ESD may help avoid the need for costly infrastructure upgrades in the future. It may include demand management initiatives such as sustainable building design with improved thermal performance, as well as locally generated supply initiatives such as stormwater capture, treatment and storage, water sensitive design and solar energy for water heating and electricity generation.

Redevelopment proposals must ensure that the potential for storm surges and the impact of coastal processes are considered in the redevelopment proposals for the foreshore and beachfront. Resilience to climate change must also be considered in the design process.

Priorities and Direction

Priorities
- Manage resources demands from projected population growth
- Ensure beachfront development’s resilience to coastal processes, sea level change and storm surges

Direction
- Safeguard the structural integrity of foreshore infrastructure
- Encourage resource efficiency standards for new buildings through the planning framework
- Advocate for renewable energy infrastructure in the public realm
- Support Water Sensitive Design within the public realm
Recycling

Why is recycling important?
To reduce waste and environmental impacts by reusing, recycling and reclaiming waste

Context
The forecast growth in residents and visitors in Scarborough will exert increased pressure on natural resources therefore recycling must be encouraged to support resource efficiency. The amount of waste being recovered in Western Australia, whilst increasing over recent years, significantly lags behind other States. Western Australia has the highest rate of waste generation in the country at approximately 2.6 tonnes per capita and significant steps are needed to close the gap particularly given the fast pace of population growth in the state (Waste Authority; 2012).

The City of Stirling undertakes household waste collections and has recently introduced a three bin scheme which seeks to promote recycling of household and green waste in order to achieve the City of Stirling’s target of 65% of household waste recycled by 2020. Residents and visitors to Scarborough should also be encouraged to recycle away from the home through the provision of recycling bins in the public realm.

Perth and the South West region of Western Australia are experiencing a drying climate with dwindling rainfall and depleted water sources. The most severe effects of climate change have been felt since 2000 and in 2010 Perth’s major supply dams received their lowest ever flows; just 5% of Perth’s annual water demand.

With forecasting predicting that drying and warming of the climate will continue to worsen over coming years, water conservation is a priority (Water Corporation; 2012). In line with Water Corporation targets to reduce water use by 15% and increase water recycling to 30% (Water Corporation; 2012), opportunities for the reuse of water sources in the public realm should be considered in Scarborough. Underground tanks to capture rainwater are proposed within the Redevelopment Area and investment in these should be maximised with the water being used to irrigate the public realm landscaping and street trees. The swimming pool proposed for the foreshore also provides a potential source of water which could be recycled and re-used within the public realm.
Protection of local ecology

Why is the protection of local ecology important?
• To conserve urban biodiversity through protection of natural habitats
• To maintain awareness and understanding of Australia’s natural spaces by incorporating natural ecology into MRA developments

Context
Bush Forever sites are located adjacent to the Redevelopment Area boundary in Trigg Bushland and Floreat Beach Bushland to the north and south of the foreshore public realm respectively. These sites are protected under environmental legislation and State planning policy to secure their long term protection for their nature conservation value. Works within or adjacent to these designated sites will require environmental justification and approval.

Studies of the foreshore vegetation show it is degraded with weed infestations on the dunes and along the foreshore. Redevelopment and revitalisation provides an opportunity to repair and enhance these areas for their ecological value but also to enhance the aesthetic appeal of the dunes (Evaluate Environmental; 2014).

The State Bushfire Policy applies to the foreshore and adjoining residential area with some commercial uses on the beachfront listed as vulnerable. A threat rating of moderate may apply to northern and southern residential areas with the current road not able to offer sufficient emergency vehicle access at all times for evacuation. In addition, current access to the beach may not be sufficient for emergency access or evacuation, particularly during peak periods (Evaluate Environmental, 2014).

Priorities and Direction

Priorities
• Preservation of Bush Forever sites
• Continued ecological integrity of the foreshore vegetation
• Bushfire protection

Direction
• Ensure emergency access routes to and from the beach
• Protect, enhance and repair the foreshore vegetation including the dunes through the public realm development
Objective
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.

What is sense of place?
A place's unique atmosphere, created through the interaction of physical and cultural elements which foster local identity, human connection and belonging.

Why is sense of place important?
To differentiate between places and ensure authenticity of place by embracing and facilitating local character and to ensure ongoing vibrancy and authenticity post MRA involvement by enabling and empowering the community and users to create the Sense of Place.

Benefit statement
Ensuring a vibrant, safe and welcoming Scarborough which recognises and celebrates its unique identity and beach culture through a range of attractors and high quality urban form.

What does sense of place mean for Scarborough?
A successful ‘place responsive’ outcome in Scarborough must appreciate those elements that are uniquely Scarborough such as its beach life and surf culture, edgy vibe and appeal to day trippers.

In order to understand Scarborough as a place, a comprehensive analysis of its urban design, history and culture is required to gain an appreciation of what makes Scarborough unique and what it is that embeds it so deeply within the hearts and minds of Western Australians.

The success of the foreshore redevelopment is critical to sense of place for Scarborough; it should be a vibrant, comfortable place with multigenerational appeal to residents and visitors in both summer and winter whilst also maintaining and respecting its existing identity and authenticity.

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Priorities and Direction

Priorities

- Quality of beachfront development and coastal identity in the urban form
- Perception of safety and security
- Primacy of ocean views

Direction

- Improve lighting along the beachfront
- Develop Design Guidelines that respond to the coastal location and Scarborough's place identity
- Rationalise car parking around the central public realm to foster a more vibrant, visually attractive and pedestrian friendly environment
- Provide guidance on how the Creative Template should inform public art, landscape design and the built form

High quality urban design

Why is high quality urban design important?

- To contribute to uniqueness of place by identifying and communicating the role and offering of a place
- To enable users to understand what the space is, what it offers and how it operates by ensuring a high quality interface between the public and private realms

Context

The urban form of the beachfront is of varying quality with many uninviting places and spaces (CLE; 2014) and it does not adequately reflect Scarborough’s coastal location. The built form acts as an impediment to way finding with large blocks compromising views of the ocean providing little to communicate the role and identity of Scarborough. The beachfront area is dominated by car parking which presents a vehicle oriented space that inhibits east-west pedestrian movement.

The Scarborough beachfront has a lot of public open space but very little of it is well utilised. Stakeholder consultation has revealed that facilities such as seats, shade, shelter, water fountains, public toilets, showers and change rooms are priorities for improvements. The streetscape and public realm is considered uninviting and does not encourage socialisation or congregation and the lack of activity in these spaces drives a general lack of vitality across the Redevelopment Area. Further problems with the quality of beachfront development highlighted by stakeholders include poor perceptions of safety and security and the dominance of the car parks in the landscape.

A Creative Template is being produced for Scarborough which “collects and synthesizes information relevant to Scarborough's unique sense of place” (Material Thinking; 2015) providing themes around which ‘site signatures’ can be provided that will capture Scarborough’s unique character.

The Creative Template is a process document providing “decision-making strategy that protects Scarborough's evolving sense of place” (Material Thinking; 2015). It provides useful information and themes which can be used to inform the built form, landscape design and public art. The Template allows design decisions to be made on cultural as well as functional grounds helping to ‘make sense’ of a place and to ensure its authenticity (Material Thinking; 2015). The template will assist in ensuring an appropriate balance between maintaining Scarborough's grittiness and authenticity whilst upgrading its urban form and function.
Heritage

Why is heritage important?
• To ensure authenticity of place by recognising the connection of different groups to a place in the face of renewal
• To identify what is unique about a particular place through celebrating heritage

Context
The conservation and celebration of Western Australia’s unique cultural heritage is a State Government priority and the Aboriginal and European heritage of Scarborough should be recognised in redevelopment proposals. Much of Scarborough’s heritage value has been lost in recent decades with a detrimental effect on sense of place therefore the identification and protection of heritage assets within the Redevelopment Area should be a priority.

Whilst no formally recognised Aboriginal heritage sites are present in the Redevelopment Area, the coastline is significant to Noongar people “especially as traditional clan members were buried in dunes which are beneath the seas since the seas rose” (Evaluate Environmental, 2014). There is an opportunity to promote the Aboriginal heritage significance of the coast through signage at lookouts and promenades and potentially to develop a section of Noongar Coastal Trail to educate the community on Noongar life and culture (Evaluate Environmental; 2014), this aligns with Tourism WAs aspiration to provide every visitor to Western Australia the opportunity to have an aboriginal tourism experience (Tourism WA; 2012). There is one European Heritage Place listed within the Redevelopment Area; the Scarborough Clock Tower (State Registered Place 16764 - listed on the Register of Heritage Places).

The Scarborough Clock Tower was constructed by the Scarborough Rotary Club in 1979 to commemorate both the 150th anniversary of white settlement in Western Australia and the 75th anniversary of Rotary International; the Club felt the clock to be an appropriate way of marking the anniversaries referencing the passing of time measured by the steady ticking of a clock. The Heritage Council consider that the Clock Tower contributes to the local and wider community’s sense of place as a prominent landmark associated with a popular beach. It has been the focus of annual celebrations and commemorative activities (Heritage Council; 2007).

Tyrol Flats at the corner of the Esplanade and Scarborough Beach Road is of potential heritage value and has previously been identified on the City of Stirling’s Heritage List. The flats along with any other locations of potential heritage value will be considered as part of the MRA’s Heritage Inventory to ensure their recognition and protection in accordance with Heritage Council WA’s aspirations (Heritage Council WA; 2012).

Priorities and Actions

Priorities
• Heritage recognition and conservation

Direction
• Identify heritage sites in a Heritage Inventory to ensure their ongoing protection and adaptive re-use where possible
• Integrate Scarborough’s cultural heritage into its redevelopment
Public art

Why is public art important?
• To recognise that Aboriginal culture is living and contemporary in our urban places through prioritising Aboriginal art
• To contribute to the uniqueness of place through place appropriate and responsive artwork
• To encourage and develop community identification with and ownership of place through community involvement

Context
Public art can help contribute to vibrancy and assist in wayfinding and cultural understanding in an area. Public art is currently present in the Redevelopment Area, largely in the foreshore area comprising predominantly two-dimensional street art. Redevelopment works provide an opportunity to enhance existing public art in the Redevelopment Area and to provide a more diverse array of new art including three-dimensional, temporary and ephemeral art.

Public Art should communicate and celebrate Scarborough’s identity and bring local stories into the public domain. A Public Art Strategy will be developed informed by the Creative Template (refer to High Quality Urban Design) and will identify broad place specific themes to which public art must respond. This ensures the delivery of quality public artworks suitable for a destination of state and national significance.

Priorities and Actions

Priorities
• Diversification of public art

Direction
• Bring local stories into the public domain through diverse, temporary and permanent public art guided by a Public Art Strategy
Cultural activities

Why are cultural activities important?
- To ensure longevity of community activities by developing community ownership of place and events
- To enable opportunities for people to create the sense of place by harnessing community creativity
- To ensure authenticity of place by expressing, developing and supporting cultures present in the place

Context
Scarborough’s culture is synonymous with the beach and surf with generations of West Australians having grown up experiencing the edgy vibe which is so entrenched within its beachfront. Scarborough is a place to see and be seen; to hang out, swim, surf, socialise and have fun. In recent years however, Scarborough’s cultural identity, particularly related to the foreshore areas, has worked against its wider appeal resulting in a poor reputation and loss of identity. It is anticipated that redevelopment will assist to restore its iconic status as a favourite destination on Perth’s coastline and reinforce its cultural identity.

The foreshore and in particular the amphitheatre provide a popular setting for cultural activities in the Redevelopment Area and the City of Stirling organise a program of events which utilise these spaces. Flexible spaces with appropriate infrastructure to provide power within the public realm will offer opportunity for larger events to be held, attracting more visitors and providing potential economic benefits within the Redevelopment Area. Larger, more frequent and successful events in Scarborough will contribute to realising the State Government’s aspiration for Western Australia to be a recognised events destination for residents and visitors.

Sporting events including the Australian Surf Life Saving Championships, Rugby WA Beach festival and the Australian Volleyball tour also make the most of the Scarborough’s beach setting and music concerts, dancing and the screening of surfing movies also occurs. Ensuring that the events programme remains diverse, current and is appropriately marketed will help encourage visitation by a wide demographic mix and also assist in Tourism WAs aspiration to have Western Australia recognised as an events destination for locals and visitors (Tourism WA; 2012).

Priorities and Direction

Priorities
- Address the decline in cultural identity and attractiveness as a destination

Direction
- Support City of Stirling in delivering a program of events that reinforce Scarborough’s cultural identity and re-builds its reputation
- Deliver a range of distinct venues in the public realm serviced by appropriate infrastructure
Climate, environment and lifestyle

Why are climate, environment and lifestyle important?
• To ensure comfort of place for users to encourage visitation and use
• To enhance and celebrate the unique aspects of place that result from its local ecology and climate

Context
The prevailing wind and weather conditions and a lack of adequate shade can restrict outdoor activity in the Redevelopment Area at certain times of the year. Extreme weather was identified during public consultation as a barrier to socialising in the public realm and use of the beach.

In considering the design of public spaces, Fred Kent from Project for Public Spaces considers that places thrive when “users have a range of reasons (10) to be there. These may include a place to sit, playgrounds to enjoy, art to touch, music to hear, food to eat, history to experience and people to meet”; in other words a range of attractors which draw people to a place enabling them to become “better equipped for generating resilience and innovation” (Project for Public Spaces: 2015). Feedback from the stakeholder workshops and community engagement in Scarborough demonstrated that local people feel that, apart from the beach, there is a lack of attractors in Scarborough and that it was important 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 day” (MRA, 2014). It is also noted that the beach “may provide the focus but there is a need to diversify, integrate and optimise a much wider range of land uses and activities to create a more interesting and complete place with more attractors” (CLE, 2014).

Stakeholder consultation revealed a strong desire from both the local community and the Local Government for a pool at the beachfront, this opportunity should be maximised to provide a unique family friendly drawcard for Scarborough which offers safe water based fun for children whilst also providing an alternative to ocean swimming for everyone on days with large swell. An artificial reef was suggested by the local surfing community through the Scarborough Views consultation as discussed in the Economic Wellbeing section. Drawing upon Scarborough’s long association with surf culture, an artificial reef is one option to diversify the beach offer in Scarborough by creating better wave conditions for learning to surf.

Priorities and Direction

Priorities
• Ensure protection from weather
• Broaden the appeal of Scarborough

Direction
• Provide shaded and sheltered seating areas to protect from the prevailing wind and sun
• Encourage new attractors that respond to Scarborough’s beach and surfing culture
Urban Efficiency

Objective
Promote urban efficiency through infrastructure and buildings, the mix of land use and facilitating a critical mass of population and employment.

What does urban efficiency mean?
Making best use of limited urban landholdings by aiming to use as little energy as possible to provide the best quality of life through the co-location of populations, services, land use and infrastructure.

Why is urban efficiency important?
To ensure places are viable post MRA involvement by aligning delivery of infrastructure, facilities and population, to enable a positive impact on surrounding areas through a geographically constrained intervention.

Benefit Statement
Ensuring a critical mass of population through higher densities and integrated outcomes which leverage existing and planned infrastructure.

What does urban efficiency mean for Scarborough?
Urban efficiency in Scarborough means maximising the outcomes of the MRA’s involvement in land, buildings and infrastructure to facilitate a critical mass of population and employment.

Whilst Scarborough has a higher population density than the majority of Perth's suburbs the density is still relatively low in comparison with other Australian cities and other notable beachside destinations. Urban efficiency may be pursued by facilitating higher densities and a wider mix of uses, particularly around the retail centre of Scarborough where public transport accessibility is likely to be best. Increased density can also support public transport provision with a better patronage catchment. Appropriate use should be made of underutilised brownfield sites and adaptive re-use of buildings should be encouraged where appropriate.

Integrated outcomes which leverage existing or planned infrastructure, such as the Surf Lifesaving Club should be maximised.

Urban efficiency may be pursued by facilitating higher densities and a wider mix of uses, particularly around the retail centre of Scarborough where public transport accessibility is likely to be at its highest.
Infrastructure and buildings

Why are infrastructure and buildings important?
- To deliver the infrastructure and buildings required to support development in line with Government strategic direction
- To facilitate delivery of new infrastructure and buildings where hampered by market failure
- To provide the quality built form requirements of MRA places while ensuring value for money

Context
Scarborough's urban form incorporates more medium to higher density housing than most Perth suburbs and is the only beach location in the Metropolitan area with high rise, high density construction. In comparison with other cities in Australia, however, housing density in Perth generally remains very low. Projected population growth in Scarborough is high and therefore higher density housing can offer an efficient solution to the projected housing demand of 2,100 additional dwellings (WAPC, 2010) in the wider Scarborough area. Infill development will assist in increasing densities in Scarborough and should be encouraged in line with the Department of Planning's target of achieving 47% residential infill (WAPC, 2010).

These sites can play an important role in contributing to increased density, activity and more efficient land use in the Redevelopment Area, however much of Scarborough's built form is subject to Strata title which can slow land assembly for redevelopment. There is an opportunity to improve digital connectivity to give equal access along the beachfront. Census data (2011) shows that Scarborough has a similar proportion of private dwellings with internet connection (73.3%) to the Stirling Local Government Area (73.4%) but lower than Greater Perth (77%). This is possibly due to the higher proportion of rental and shared accommodation in Scarborough.

The Redevelopment Area has significant areas of underutilised land including at grade car parking in prime beach-front locations and the foreshore reserve.

Priorities and Direction

Priorities
- Promote the efficient use of land
- New infrastructure to support development

Direction
- Identify sites for high density development
- Encourage development of underutilised land
- Assess car parking need based upon population and visitor projections
- Investigate the viability of expanding wi-fi coverage within the public realm
Mix of land use

Why is a mix of land use Important?

• To create holistic places that ensure ease of access to facilities and services
• To alleviate market failure resulting from constrained land use requirements

Context

There is a limited mix of land use types in the Redevelopment Area. The land use mix along the beachfront comprises largely of tourist uses, food and beverage outlets and short stay apartments, capitalising on the views and location in the tourist ‘hub’. Commercial uses dominate Scarborough Beach Road with largely residential uses in other parts of the Redevelopment Area. “Greater diversification of land use and development of a much more fine-grain [land use] mix is desirable from the perspective of increasing the area’s vitality and attractions to both visitors and residents alike. It could also contribute to a more self-sufficient place” (CLE, 2014).

An enhanced and more accessible mix of land uses can also support increased pedestrian movement within the redevelopment area. This can be measured using Walkscore, a tool that rates how walkable a location is based upon pedestrian access to nearby amenities such as dining and drinking, groceries, shopping, education and public open space. Using this tool, Scarborough is assessed as somewhat walkable, scoring 65 out of 100 points indicating that some errands can be accomplished on foot but with significant room for improvement in what is already a relatively dense suburb.

Priorities and Direction

Priorities

• Diversify the land use mix

Direction

• Encourage greater mix of land uses through the planning framework. Further investigation is required to establish the appropriate mix of uses across the various precincts
Priorities and Direction

Why is a critical mass of population and employment important?

- To create communities that are economically and socially sustainable through minimising the effort required to conduct daily life and maximising the usage return for infrastructure investment.

Context

Scarborough's current population density is 3,400 inhabitants per square kilometre, which whilst one of the highest population densities in the Greater Perth area, is significantly lower than the population densities of similar beachside suburbs in Sydney and Melbourne, with St Kilda having 6177 people/sqkm, and Bondi/North Bondi 8730 people/sqkm (ABS 2011). As a ‘Major Growth Area’ Scarborough will experience continued growth in population, housing and tourism to 2031. The population of Scarborough is forecast to grow to just under 19,000 to 2026 at an annual average growth rate of 1.2% which is below that of broader metropolitan Perth and Western Australia (WAPC, 2012).

The relatively slow population increase in Scarborough highlights the need to encourage further population growth to achieve WAPC population target of 2,100 additional dwellings to the year 2031 and to stimulate economic growth and development.

The proportion of apartments and town houses in Scarborough is higher than for most Perth suburbs demonstrating that opportunities for higher densities are already being realised. The MRA will facilitate and plan for greater urban efficiency in Scarborough, recognising the economic benefits and revitalisation opportunities that a critical mass of population brings. There is great potential for a growth in retail, particularly the food and beverage sector through local population growth and more importantly though an upturn in visitors to Scarborough. This could lead to additional employment opportunities within the Redevelopment Area. The Scarborough office based economy however, has a local focus that primarily serves the local residential market.

Priorities

- Encourage increased population growth rate

Direction

- Encourage increased housing density to facilitate housing growth in line with Directions 2031 and Beyond
- Optimise Scarborough Beach’s status as a Metropolitan Attractor (Direction 2031 and Beyond) by creating a higher quality beach destination
- Investigate opportunities to increase and diversify employment opportunities in the Redevelopment Area
The Evaluation Framework sets the performance measures for the Redevelopment Area Objectives to enable the MRA to realise the benefits and communicate the value of its projects.
### Objective: Social Inclusion

<table>
<thead>
<tr>
<th>Element</th>
<th>What are we measuring:</th>
<th>What do we want to achieve:</th>
<th>Data Source</th>
<th>Collection timetable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diverse Range of Housing</td>
<td>Housing supply and mix</td>
<td>Increased dwelling supply and appropriate mix of dwelling types</td>
<td>ABS &amp; MRA audit of approved dwellings</td>
<td>✔️</td>
</tr>
<tr>
<td>Community Infrastructure</td>
<td>Community infrastructure needs are met</td>
<td>Improved and new community infrastructure to meet an established need</td>
<td>User satisfaction rating through MRA on street survey</td>
<td>✔️ ✔️ ✔️</td>
</tr>
<tr>
<td>Community Activities</td>
<td>Number and type (e.g. type, time, season, target audience) of events held</td>
<td>A diversified events program (e.g. round the clock, seasonal and inclusive)</td>
<td>User satisfaction rating through MRA on street survey</td>
<td>✔️ ✔️ ✔️</td>
</tr>
<tr>
<td>Opportunities for visitors and residents to socialise</td>
<td>Attractiveness of the public realm for socialising</td>
<td>Increased congregation</td>
<td>Public Spaces and Public Life survey</td>
<td>✔️</td>
</tr>
</tbody>
</table>

There are a number of sources of data required for evaluation and these are detailed below:

**MRA on street survey:** a short interview with people in Scarborough selected at random. The interview is usually a few minutes in length, answering targeted questions.

**Public Spaces and Public Life Study:** Using Jan Gehls Public Spaces and Public Life Study Methodology, which is internationally renowned and used in differing contexts around the world, this study looks at the value of public spaces and the quality of public life that is taking place in the public realm (Ghel, 1996). It is an outcomes rather than output focussed study, for example, looking at identifying where people congregate as opposed to counting how many seats are provided.
### Objective: Connectivity

<table>
<thead>
<tr>
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<th>What do we want to achieve?</th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Walking and cycling</strong></td>
<td>Convenience and comfort of walking within the public realm</td>
<td>Increased number of people walking in the public realm</td>
<td>Public Spaces and Public Life survey, Pedestrian counts by consultant</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>No of people cycling to work</td>
<td>Increased cycling to, from and within Redevelopment Area</td>
<td>ABS</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Public transit</strong></td>
<td>Access to public transit</td>
<td>Increased number of residents within 400m walkable catchment of public transport stop</td>
<td>MRA audit of approved dwellings</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Public transport use</td>
<td>Increased public transport use</td>
<td>ABS, Public Transport Authority data</td>
<td>✓</td>
</tr>
</tbody>
</table>

### Objective: Economic Wellbeing

<table>
<thead>
<tr>
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<th>What are we measuring:</th>
<th>What do we want to achieve?</th>
<th>Data Source</th>
<th>Collection timetable</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facilitate investment</strong></td>
<td>Economic wellbeing of commercial uses</td>
<td>Reduction in number of vacant commercial units</td>
<td>Public Spaces and Public Life survey</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Opportunities for emerging industries and local business</strong></td>
<td>Opportunity for a range of commercial developments</td>
<td>Increase in range and number of commercial enterprises to address local needs and tourists</td>
<td>Public Spaces and Public Life survey, City of Stirling</td>
<td>✓</td>
</tr>
</tbody>
</table>
### Objective: Environmental Integrity

<table>
<thead>
<tr>
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<th>Collection timetable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resource efficiency and renewable energy</td>
<td>New developments with green star rating (or equivalent)</td>
<td>Increase in developments achieving green star rating requirements</td>
<td>MRA data</td>
<td>✓</td>
</tr>
<tr>
<td>Recycling</td>
<td>Opportunity for increased recycling in the public realm</td>
<td>Increased opportunity for waste collected in public realm to be recycled</td>
<td>City of Stirling</td>
<td>✓</td>
</tr>
<tr>
<td>Protection of local ecology</td>
<td>Proportion of native flora in the foreshore public realm</td>
<td>Proportion of native landscaping increased</td>
<td>Public Spaces and Public Life survey, City of Stirling</td>
<td>✓</td>
</tr>
</tbody>
</table>

### Objective: Sense of Place

<table>
<thead>
<tr>
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<th>What do we want to achieve?</th>
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<th>Collection timetable</th>
</tr>
</thead>
<tbody>
<tr>
<td>High quality urban design</td>
<td>Scarborough RDA place identity/ quality and quantity of public realm infrastructure</td>
<td>Improved satisfaction with quality, feel and authenticity of public realm</td>
<td>MRA on street survey, Public Spaces and Public Life survey, Peer review</td>
<td>✓</td>
</tr>
<tr>
<td>Public Art</td>
<td>Quality of public art delivery</td>
<td>Improvement in community satisfaction with public art program</td>
<td>Public Spaces and Public Life survey, MRA Development Application data, Peer review</td>
<td>✓</td>
</tr>
<tr>
<td>Cultural activities</td>
<td>Delivery of and participation in place appropriate events program (round clock, seasonal, inclusive)</td>
<td>Improvement in community satisfaction with cultural activities program</td>
<td>City of Stirling events/activities program, MRA on street survey</td>
<td>✓ ✓ ✓</td>
</tr>
<tr>
<td>Climate, environment and lifestyle</td>
<td>Provision of climate responsive public realm</td>
<td>A range of spaces and places that are used and enjoyed throughout the year</td>
<td>Public Spaces and Public Life survey</td>
<td>✓ ✓</td>
</tr>
</tbody>
</table>
## Urban Efficiency

<table>
<thead>
<tr>
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<th>Data Source</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Infrastructure and buildings</td>
<td>Efficient use of land</td>
<td>Reduction of proportion of vacant or underutilised sites</td>
<td>Public Spaces and Public Life survey</td>
<td>✓</td>
</tr>
<tr>
<td>Mix of land use</td>
<td>Land use mix that promotes self-sufficiency and walkable catchment</td>
<td>Improvement in access to goods and services within walkable catchment</td>
<td>Public Spaces and Public Life survey, Walkscore</td>
<td>✓</td>
</tr>
<tr>
<td>Critical mass of population and employment</td>
<td>Population increase</td>
<td>Increased population density</td>
<td>ABS</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Employment Self Containment</td>
<td>improvement in employment self-containment</td>
<td>ABS</td>
<td>✓</td>
</tr>
</tbody>
</table>
As part of our planning framework for Scarborough, we are working to bring private investors into the area to create new venues and businesses for everyone to enjoy.

We aim to improve public facilities and beach access at Scarborough, and will also work with private investors and landowners to develop key sites, including sites that are currently unused. This will bring more housing, retail, food and beverage, and hotel options to Scarborough.
References:

WAPC 2010, Directions 2031 and beyond; WAPC, 2010
AEC Group 2013, Scarborough Redevelopment Master Plan Land Economist Consultancy Service: Population, Economic and Tourism Profile
AEC Group 2013, Scarborough Redevelopment Master Plan Land Economist Technical Paper
CLE 2014, Scarborough Master Plan Town Planning and Urban Design Analysis and Framework
Evaluate Environmental 2014, Environmental Review of Scarborough Redevelopment Area - Draft Master Plan
MRA 2014, Scarborough Draft Master Plan
PlaceMatch, 2013 Stakeholder Engagement Report Scarborough Master Plan
Heritage Council WA, 2007 Register of Heritage Place - Assessment Documentation Scarborough Clock Tower
Material Thinking 2014, In the Tracks of Those Who Have Gone Before: A Creative Template for the Scarborough Redevelopment Area
Water Corporation; 2012: Water Forever Whatever the Weather
Perth Transit Authority; 2012: Strategic Plan 2013-2017
Tourism WA; 2012: State Government Strategy for Tourism 2020
Jan Ghel; 1996: Public Spaces - Public Life
# Appendix: Strategic Government Priorities for the Scarborough Redevelopment Area

<table>
<thead>
<tr>
<th>Function</th>
<th>Priorities</th>
<th>Targets</th>
<th>Source documents</th>
<th>how could this be addressed within the Scarborough Redevelopment Area</th>
</tr>
</thead>
</table>
| **Department of Planning on behalf of WAPC** | • Residential infill to reach 47%  
• Ensure supply of housing and jobs in exiting activity centres linked with efficient public transport routes. | • Median population forecasts: 2021: 19,922  
2026: 22,750  
• Target for City of Stirling housing target: 31,000 additional dwellings. | • Direction 2031 and beyond (2010)  
• Perth and Peel @3.5m (draft; 2015)  
• Western Australia Tomorrow Population Forecast | • Residential infill and higher density living  
• Generate economic and tourism activity  
• Efficient public transport routes  
• Retail focussed centre to meet local shopping, service and community needs  
• Optimise underutilised sites |
| **Department of Parks and Wildlife** | • Protect the region's environmental assets;  
• Green Network  
• Bush forever | N/A | Department of Parks and Wildlife Strategic Direction 2014-2017 | Protection and enhancement of Scarborough's environmental assets including:  
• Coastal Sand Dunes  
• Bush Forever sites  
• Native vegetation |
| **Housing Authority** | • Build economic and social prosperity by enabling Western Australians to have a place to call home. | • 60% of developments to be medium and higher density/transit oriented by 30 June 2020  
• 15% affordable housing on government owned land development  
• 20,000 affordable homes by 2020 for people on low to medium incomes. | Strategic Plan 2020 | • Increase housing density  
• Encourage affordable housing  
• Enable a more diverse housing mix |
| **Water Corporation** | • Provide climate resilient, sustainable water services for WA. | • Reduce water use by 15%  
• Increase water recycling to 30%  
• Develop up to 100 gigalitres of new water sources | Water Forever - 50 year Plan  
Water Forever - 10 Year Plan  
Water Forever - Water Recycling and Efficiency | • Reduce water use and promote water recycling within the public realm |
### Appendix 1: Strategic Priorities of State Government in Scarborough

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<tr>
<th>Function</th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Department of Health</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Support the delivery of health services across the State</td>
<td>• Ensuring people in Western Australia receive safe, high quality and accessible health services specifically to: promote health in the community • prevent disease before it occurs; and • manage risk, whether natural or man-made.</td>
<td>• n/a</td>
<td>WA Health Strategic Intent 2015 – 2020</td>
<td>• Encourage active transport modes • Provide opportunities to socialise • Maintain direct emergency access to the beach. • Encourage physical activities • Shade and shelter from the wind and sun.</td>
</tr>
<tr>
<td><strong>Department of Aboriginal Affairs</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improve life opportunities for Aboriginal Western Australians</td>
<td>• improve the delivery of services, to facilitate the development of policy and programs which deliver sustainable economic, environmental and social benefits to Aboriginal communities.</td>
<td>• n/a</td>
<td><a href="http://www.daa.wa.gov.au/">http://www.daa.wa.gov.au/</a></td>
<td>• Increase awareness of the importance of the coastline in aboriginal culture</td>
</tr>
<tr>
<td><strong>Perth Transport Authority</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provide safe, customer-focussed, integrated and efficient transport services</td>
<td>• increase the use of public transport through the provision of customer-focussed, safe and cost-effective passenger transport services</td>
<td>• n/a</td>
<td>PTA Strategic Plan 2013-2017</td>
<td>• Meeting the transport needs of a growing population • Increase the patronage of public transport • Enhance public transit access to Scarborough beach front</td>
</tr>
<tr>
<td><strong>Tourism WA</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promoting Western Australia as an extraordinary holiday destination</td>
<td>• Support hotel growth • Increase contribution from business travel • Position WA as a recognised events destination for locals and visitors • Provide every visitor the opportunity to have an aboriginal tourism experience</td>
<td>• Increase the value of tourism in WA to $12 billion by 2020.</td>
<td>State Government Strategy for Tourism 2020</td>
<td>• Address recent drop in intrastate daytrips • Provision of range of short-stay accommodation • Foreshore destination with a greater offering of dining, retail and event space to add value to visitor experience • Encourage year round visitation by diversifying the current tourism offer beyond the beach.</td>
</tr>
</tbody>
</table>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Department of Transport</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Integrated State-wide transport planning | • Active Transport | • n/a | • DoT website - active transport pages | • Encourage walking and cycling  
• Prioritize pedestrians over cars |
| **Disability Services Commission** | | | | |
| Responsible for advancing opportunities, community participation and quality of life for people with disability | • Economic security  
• Well-planned and accessible communities  
• Universally-designed housing  
• Secure employment in meaningful work  
• Welcoming communities | • n/a | • Count Me In: A Better Future for Everyone | • Access paths to the beach for wheelchairs and people with mobility difficulties  
• Wide promenade walkways and boardwalks with seating that are accessible to all. |
| **Heritage Council WA** | | | | |
| Ensures any development of heritage places is sensitive to its cultural heritage values and promotes awareness and knowledge of Western Australia’s cultural heritage | • Western Australia’s heritage places are conserved through sound conservation practice,  
• Recognise, conserve, adapt and celebrate our State’s unique cultural heritage  
• Successful adaptation and harmonious development  
• The importance of heritage places to  
• Western Australia’s identity and quality  
• Of life is understood and appreciated | • n/a | • Strategic Plan 2015-2019 | • Identify and protect buildings and landmarks of heritage significance  
• Enhance the Scarborough Clock Tower through lighting and landscaping. |
Further information

For more information on the Metropolitan Redevelopment Authority and our projects, please visit www.mra.wa.gov.au or call 08 6557 0700.

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