



Record of Adoption

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Schedule of Modifications

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Acknowledgement of Country

The City of Mandurah would like to acknowledge the Bindjareb people – the traditional custodians of this land – and pay respect to all Elders, past and present. We wish to acknowledge and respect their continuing culture and the contribution they make to the life of this city and the region.



Message from the Mayor

[To be finalised post-council adoption]

Rhys Williams

Mayor, City of Mandurah



Executive Summary

The Master Plan and its recommendations are based on three key themes:



Activity

Always something to do



Character

Celebrate Mandurah's point of difference



Movement

An accessible city

Key Outcomes:

The plan sets high level direction and design outcomes for the development of the Mandurah City Centre, featuring a combination of private development and targeted public investment projects.

- Civic Cultural Precinct
- Heritage Precinct
- Mewburn Centre upgrades
- Road network upgrades
- City Centre streetscape upgrades
- Waterfront jetty and infrastructure upgrades
- Town Beach upgrade

The Master Plan will set the high-level direction for the future development and upgrade for the development of the Mandurah City Centre that will require a combination of investment into private development and targeted public infrastructure projects.

Based on these outcomes, three key plans have been prepared and are described in further detail in Sections 3, 4 and 5 of the Report.

Plan 1 outlines the key Activity and Character outcomes of the Master Plan that outlines key new commercial built form, key public spaces, existing and future commercial development together with important design elements such as defining view lines, defining gateways and entry statements to the City Centre, the important streets in the City Centre and the key pedestrian movement locations.

Contributing to improved outcomes for activity and character assists in defining the importance of the City Centre to the broader Mandurah area and sets a direction for key projects that require Council investment to entice further private investments.

Plan 2 outlines the Movement Network Plan for the Master Plan.

A great city should be accessible and easy to get to and find your way around whether arriving by car, cycle, public transport, on foot or by any other means.

Previous strategies had identified a need to enhance arrival points, improve connections between precincts, and explore potential increases in water transport and these issues remain valid.

Within this theme, gaps in the movement framework within the City Centre are explored, identifying opportunities to improve the ways in which we can explore the centre.

The Movement Network Plan outlines key improvements including:

- Cycle and Path Networks, with a key focus on Mandurah Terrace and the northern, eastern and southern connections.
- Streetscape Improvements and Street Upgrades to improve footpaths, urban tree canopy and amenity upgrades to increase walkability and encourage further development.
- Ensuring a Legible Street Network through a series of intersection upgrades that aid in pedestrian connections and safe movement for all users with a focus on creating improved amenity on Mandurah Terrace.
- Public Transport network improvements by connecting the City Centre and the Train Station by an inner city transit system and improving the connection from Mandurah's suburbs to the City Centre.
- Ensuring ongoing management and improvements to Parking; and
- Exploring opportunities for improved Jetty infrastructure.

Plan 3 provides an outline of key projects that will require refinement and detailed design, with a number of plans included in the Master Plan for the Mewburn Site, Museum and Cultural Precinct, the Civic and Arts Precinct and Town Beach together with key projects already committed in the Master Plan area.

Plan 3 also provides a linkage to the importance of Roberts Point to the City Centre as part of the broader waterfront as a piece of key government land.

Master Plan References

The City Centre Master Plan is to be read and referenced together with the following documents:

- Place Design Guide: City Centre Master Plan 2023
(Hatch Roberts Day in collaboration with the City of Mandurah)
- Wayfinding Strategy: City Centre Master Plan 2023
(Hatch Roberts Day in collaboration with the City of Mandurah)
- Engagement Report: City Centre Master Plan and Parking Plan
(City of Mandurah in collaboration with Hatch Roberts Day)
- City Centre Parking Plan 2023 – 2033
(City of Mandurah)
- Mandurah City Centre Waterfront: Community Vision Consultation
(June 2018, City of Mandurah)
- Mandurah Waterfront Project: Precinct Area Concept Plans:
 - Western Foreshore Recreation Precinct (August 2019);
 - Eastern Foreshore South Precinct (May 2020);
 - Eastern Foreshore North-Central Precinct (August 2023); and
 - Smart Street Precinct (June 2020)
 - Community Vision Consultation (June 2018)

The City Centre Master Plan sits alongside and complements many Council strategies and plans that are referenced in the Strategic Framework, together with the existing Local Planning Framework which includes the Local Planning Strategy, Local Planning Scheme and relevant Structure Plans.

The Master Plan does not change or alter any elements of the Local Planning Framework but contains recommendations for modifications and updates that will need to be undertaken in accordance with the relevant regulatory framework.

The Master Plan has been developed with the whole of the community in mind. This includes residents, business owners and operators, landowners, visitors and potential visitors.

The purpose of this City Centre Master Plan is to:



**Set clear
direction based
on community
priorities**



**Provide for a
wide range of
users and their
needs**



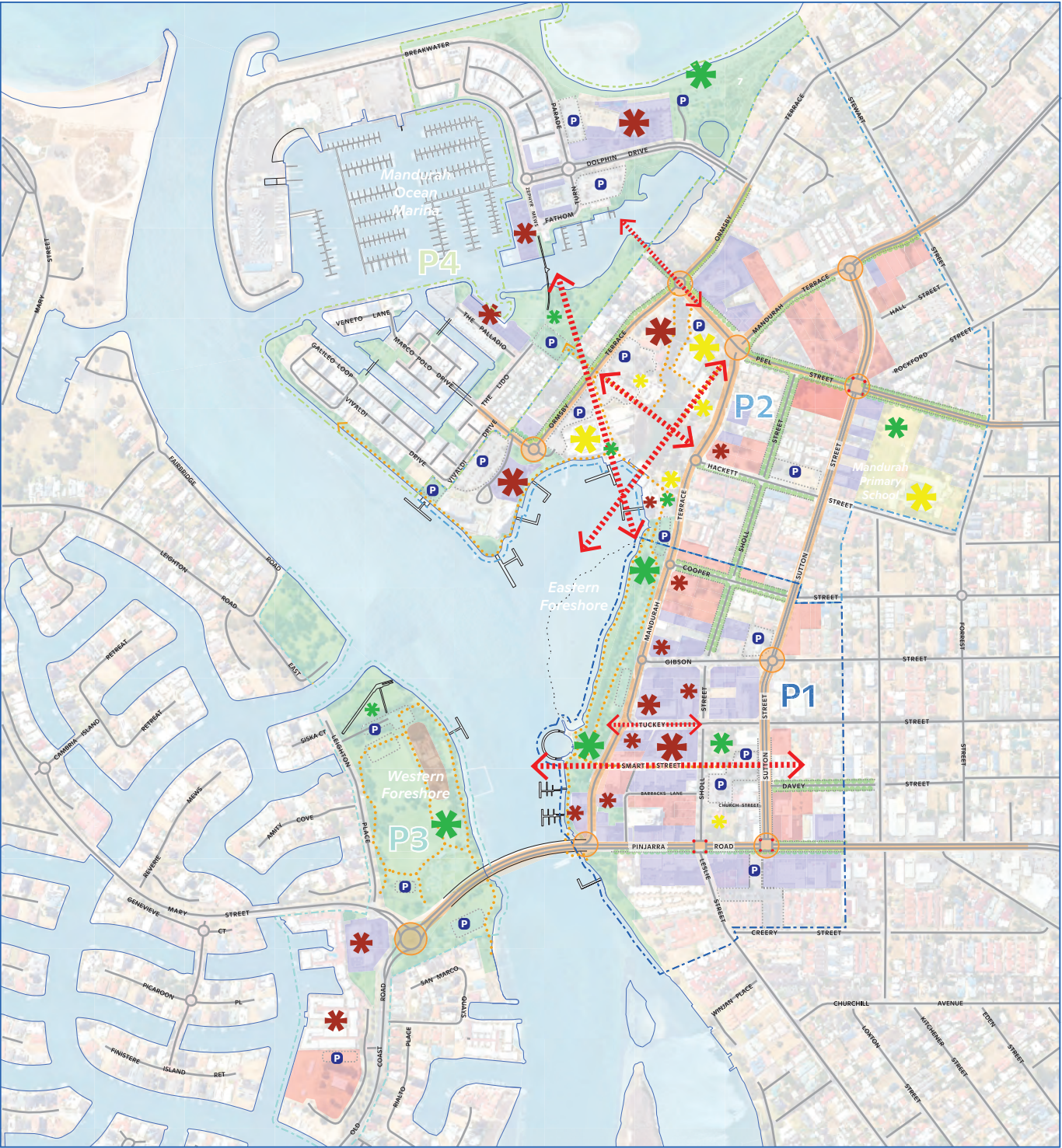
**Address
identified
challenges in a
managed way**



**Provide a
coordinated
approach to
improvements to
public spaces and
infrastructure
to seek further
private investment**

Plan 1: Activity and Character Overview

- **Key View Lines**
To be Retained and Enhanced
- **Streetscape Upgrades**
New Footpaths, Street Trees and Underground Power
- **Gateways Nodes and Streets**
Landscape, Activity, Artwork and Wayfinding
- **Existing and Proposed Path Network**
Walk and Wonder / Trails / Pedestrian Priority Areas
- **Key Civic and Community Built Form**
City Administration, Library, Arts, Culture, Museum, Education
- **Key Commercial Built Form**
Tourist, Retail, Leisure, Food and Beverage
- **Key Public Spaces**
Meeting Places, Outdoor Activity, Town Squares, Event Spaces
- **Future Mixed Use Development Nodes**
Key Vacant and Redevelopment Sites
- **Existing Commercial Development**
- **Public Parking (Off-Street)**
Existing and Upgraded Parking Stations



Plan 2: Movement Network Plan



Cycle Path Network

Segregated and/or Separated Bike Paths



Streetscape Upgrades

New Footpaths, Street Trees and Underground Power



Existing / Proposed Path Network

Walk and Wonder / Trails / Pedestrian Priority Areas



Street Based Transit

Connecting the City Centre to the Station



Rapid Bus Network

Connecting Mandurah's Suburbs to the City Centre



Existing Bus Network

To Be Reviewed upon completion of Transit Improvements



Monitor Need for Additional Connections

A Peel Street to Marina **B** Sutton Street South



Public Parking (Off-Street)

Upgrade or New From Parking Plan Shown Outlined



Intersection Upgrades:

- 1** Sutton St / Pinjarra Road:
Two Right Turns Lanes into Pinjarra Road;
- 2** Pinjarra Rd / Sholl St / Leslie St:
Realign turning lanes off Sholl/Leslie into Pinjarra Rd;
- 3** Sholl St / Church St / Barracks Lane:
Remove Church St / Sholl Street Roundabout;
Consider access to Barracks Lane from the east;
- 4** Sutton St / Tuckey St:
Provide Right Turn Pockets to Access Tuckey St;
- 5** Mandurah Tce / Tuckey St:
Review functionality with consideration to the removal of the roundabout and create a T-Intersection;
- 6** Mary Street / Leighton Place:
Improve right turns;
- 7** Mandurah Terrace / Peel Street:
Monitor intersection treatment and scale;



Plan 3: Key Project Areas

Project Plans Included in the Master Plan

- 1 **Mewburn Site**
Short term parking upgrades; Long term Mixed Use Development
- 2 **Heritage Precinct**
Pinjarra Road, Dalrymple Park and Museum Site Upgrades
- 3 **Civic Centre Precinct**
Civic / Administration, Library, Arts, Cultural Infrastructure, Tourist Development, Administration Bay Upgrade
- 4 **Town Beach**
Landscape, Playground and Access Upgrade

Projects Underway

- 5 **Eastern Foreshore Central and North**
District Level Playspace, Landscape, Connection to Water
- 6 **Western Foreshore**
Commercial Site, Parking, Paths and Water Edge Treatments
- 7 **Waterfront Waterways Master Plan**
Explore scope for future Jetty Infrastructure

Future Project Areas

- 8 **Roberts Point (Long Term):**
Potential Marina, Tourist Resort, Landscape Upgrade
(Subject to further Refinement and Detail)

-  **Key Civic and Community Built Form**
-  **Western Foreshore Commercial Site**
-  **City of Mandurah Owned Sites**
-  **Key Public Space Upgrades**
-  **Potential Tourism Development**
-  **Streetscape Upgrades**
-  **Public Parking (Off-Street)**



Mandurah City Centre Master Plan



1. Introduction

Purpose

A Master Plan is a strategic document that sets the long-term vision for an area. It focuses on how a place will look in the future and creates a framework for how to achieve this vision.

A range of factors are considered when developing the City Centre Master Plan.

These include community input, existing development, physical characteristics, and social and economic considerations.

Master Plans are dynamic documents that require regular review to ensure they meet the changing needs of the community.

Mandurah and its City Centre has evolved from a popular fishing village and to a regional centre with a key focus on thriving community, centre for entertainment, events and recreation and a tourist destination, together with a rapidly growing resident population.

Over many decades, numerous plans have been prepared to help guide and shape the development of the City Centre, including the Mandurah Waterfront Revitalisation Strategy (2004) and the Mandurah Foreshore Focus 2020 Vision Master Plan (2006) and in more recent times, the Mandurah Waterfront Project.

This planning has resulted in several significant infrastructure and capital projects in the evolution of the City Centre including:

- The Mandurah Bridge replacement;
- The delivery of Mandurah Waterfront Project including the development of the Western Foreshore Recreation Precinct which

included the Skate Park and Place Space, the Kwillena Gabi Pool and upgrades to the Smart Street Mall;

- The northern extension of Sutton Street to Mandurah Terrace;
- The enhancement of public spaces, including improvements to Mandjar Square and the function and character of Mandurah Terrace; and
- The delivery of events and activations within the City Centre.

In 2018, the City undertook one of the region's largest ever community engagement initiatives to establish a clear vision for the City of Mandurah for the next 20 years through the development of City's Strategic Community Plan.

Woven by waterways, a city with a village heart.

We are built in nature, a meeting place surrounded by unique waterways, where the wellbeing of our people and our environment are nurtured, where business in the community can thrive and entrepreneurship is celebrated.

We will be the place where a thriving regional city and the heart of a village meet.

Strategic Framework

The Master Plan is a check-in point to ensure a coordinated approach to new development, infrastructure upgrades to ensure a functioning city centre, whilst allowing more detailed project to continue to proceed.

It is located centrally within the framework due to inputs from higher level strategies but also provides a basis for further projects, policies and design outcomes that will manage priorities and private investment.



Master Plan Precincts

The City Centre Master Plan will focus on the following four precincts:

- Precinct 1: City Centre Core
- Precinct 2: City Centre North
- Precinct 3: Western Foreshore Precinct
- Precinct 4: Marina

The City Centre is separated into these precincts to build upon the established and distinguished character of the precinct neighbourhoods and to strengthen the valuable diversity of the City Centre.

It allows all stakeholders to explore the opportunities, challenges and possible solutions on a precinct-level and ensures the preparation of a comprehensive and coordinated plan for the future City Centre.

Whilst areas beyond these precincts are outside the scope of the Master Plan, it is important that the plan considers the connections and linkages to the City Centre from these areas.

One such area is Roberts Point which was identified as a key area in the Mandurah Foreshore Focus 2020 Vision Master Plan. This site is a significant piece of government-owned land that has significant potential to compliment the City Centre. Outcomes such as tourist resort, additional marina, key landscape and public amenity remain key outcomes, and will be subject to further master planning over time.

Table 1 Precinct Areas

Precinct	Area
Precinct 1: City Centre Core	33.86ha
Precinct 2: City Centre North	52.42ha
Precinct 3: Western Foreshore Precinct	31.41ha
Precinct 4: Marina Commercial / Residential	19.51ha
Total:	137.2ha

All areas exclude water.



Plan 4: Plan Boundary and Precinct Areas

- P1 Precinct 1: City Centre Core
- P2 Precinct 2: City Centre North
- P3 Precinct 3: Western Foreshore Precinct
- P4 Precinct 4: Marina Commercial / Residential



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Mandurah City Centre Master Plan



Why is the City Centre important?

City Centre's are important because they provide a place to live, work, learn and play, unlike suburban locations where activity tends to be separated and segregated.

An effective City Centre is a place that is lively, has varied employment opportunities, retail offerings, housing and allows for cultural experiences – with Mandurah's centre enhanced by being on the doorstep of a pristine waterway environment.

City Centre's can create significant economic benefits for the wider community as well as increase the liveability and happiness of its residents.

In order to fully achieve this, a diverse City Centre precinct is required.

Mandurah's City Centre is located at the heart of the Peel Region with the Mandurah Foreshore a significant attractor for visitors and residents alike. The economic and community services offered in Mandurah serve not only local residents but also the wider Peel region.

Unlike a conventional retail centre, a City Centre is a dynamic place that requires planning and management from a variety of stakeholders and owners.

The Mandurah City Centre offers an enviable lifestyle with a relaxed beauty and incredible assets which presents an opportunity to leverage this lifestyle offering to accelerate other economic opportunities.

Elements of a Successful Mandurah City Centre

City Centre Precinct Plan

(Private Development)



**Shops, Restaurants &
Cafes**



**Offices &
Commercial**



**Medium and High
Density residential**



Elements to make a successful city

(Civic and Public)



**Learning
& Education**



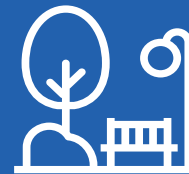
**Arts
& Culture**



**Civic
& Administrative**



**Transport
& Movement**



**Parks
& Playgrounds**



**Events
& Public Infrastructure**

Master Plan Formulation

The first stage in the development of the City Centre Master Plan involved a review and analysis of a range of existing plans and strategies relevant to the City Centre.

Numerous plans have been prepared over the years and many of the recommendations made within these plans remain valid today.

Following this initial review, community engagement was undertaken to understand the thoughts, ideas and concerns held with regards to the future of the City Centre, to ensure the final Master Plan reflects what matters to the community.

For both the City Centre Master Plan and City Centre Parking Plan, the community were engaged through a variety of methods. A Community Values Survey, community pop-ups and business drop-in sessions, a series of community and business workshops and through face-to-face meetings with our business and landowner stakeholders. From this, we had over 1,000 people contribute their thoughts and ideas to the future vision for Mandurah's City Centre.

The outcomes of the engagement process have been used to inform and shape the recommendations made as part of this Master Plan and it should be read in conjunction with the Engagement Report.

1

Precinct Analysis / Literature Review

2

Data Collection

3

Community Engagement

4

Master Plan Preparation & Formulation

5

Council Endorsement

6

Formal Advertising of the Plan

7

Final Plan Adoption

Engagement Timeline

**Key
Stakeholder
Meetings**
March 2022

**Business
Drop In
Sessions**
June 2022

**Landowner &
Further Key
Stakeholder
Meetings**
September/October/
November 2022

**Winjan
Aboriginal
Corporation**
February 2023

**Council
Endorsement
of Final
Documents**
Early 2024

Values Survey
April 2022

**Community
Pop Up's**
July 2022

**Community
Vision
Workshops**
October 2022

**Draft Master
Plan and
Parking Plan**
Adopted for
Advertising
November 2023

Engagement Outcomes

In reviewing the comments made within the Community Values Survey, three key themes emerged:

Activity: Always something to do

Where and when do we need activity, user needs, water-based activity and events to inform programming and relevant guidelines.

Character: Celebrate Mandurah's point of difference

Exploring how the high-level vision would translate into a spatial plan, the village heart concept, and the look and feel of the built form and public realm.

Movement: An accessible city

Drilling down into key issues raised during initial engagement, including circulation, wayfinding, path connections, modal conflicts, arrival experiences, precinct connections and designing Complete Streets, including gaps in the existing network



When asked If you could improve anything about the City Centre what would it be? You said...

"More interactive art that incorporates touch, sight, sound and can be changed and added to, to make ever growing art work Or interchangeable".

"More street lights and cameras especially in and around car parking areas. I also think that maybe have a couple of permanent stalls right on the foreshore selling things like ice cream and coffee."

"I would make it traffic free, have more art and music, stalls and we missed the inflatable water play area. Better street lighting especially Dudley park... but it's over all an amazing place to live ..."

"More public art and acknowledgment of Aboriginal heritage".

"Create an exciting entrance to the City along the road leading from the train station. Currently it is awful and visitors must be totally underwhelmed."

"It would be nice to have a pedestrian bridge connecting Stingray point to the War Memorial park"

"More live bands when the weather permits. Maybe a battle of the bands for new up and coming artists to gain experience."

"Does all the time restricted parking in the City Centre include both weekends and public holidays? Some signs say they don't but others don't specify so I assume they are restricted 24 hours every day of the week? This needs to be clear."

"I have been a resident of Mandurah for 30 years. I am very happy with all of the improvements to Mandurah over the years. I think that people probably need to be made aware of the available car parking in the City Centre."

Recurring Ideas

Throughout the engagement process some thoughts and ideas reoccurred that were linked to crucial sites and topics of Mandurah's City Centre. It seems to be that those aspects are of high importance to the community and that there is a need for change in order to draw on the full potential of Mandurah's City Centre.

Activity

- Alfresco landscape on Mandurah Terrace well supported (provide more)
- Eastern Foreshore too busy and oversubscribed on the weekends
- Underutilised Western Foreshore with great potential (explore additional entertainment/ food)
- Activities and experiences to be family friendly and suitable for all age demographics
- Extended operating hours and night time activities should be encouraged
- Good branding of the "rainbow path"
- Marina is a hidden gem both for tourists and locals

Character

- The incorporation of water sensitive urban design and green spaces throughout the urban centre
- Wish for a strong presence and awareness of the estuary and the water through views and blue elements
- The meaningful integration of colour, iconic elements and public art with reference to Mandurah's identity
- The need for a welcoming arrival/ entry point and memorable gateways into the City Centre
- Recurring elements such as lighting or urban furniture that connects and unifies the different precincts
- Built form that is engaging on a human scale
- Celebrate and increase the visibility and education of aboriginal culture, art and history

Movement

- Desire for improved pedestrian environment along the waterfront (especially on Mandurah Terrace)
- The need to better utilise the City's existing large off-street car parks (Mewburn, Sutton Hall and Leslie Street)
- How Pinjarra Road forms a barrier to north- south pedestrian movement
- The need for a higher frequency/more obvious public transport connection between the City Centre and the train station
- The desire for additional walking/ cycling connections across the estuary
- The need for better public transport connections to surrounding suburbs

2. Context

In order to develop a future direction for the City Centre, it is important to understand how the City Centre has developed over time, the importance of the City Centre within the wider region, as well as the strengths, challenges and opportunities that are impacting on the City Centre now and into the future.

Historical Context

The first people of our region are the Bindjareb people of the Noongar nation. The Peel Inlet and the surrounding wetlands were intensively occupied because of the fresh water and food resources they provided. The coastal estuary area around the City Centre location, provided areas for hunting, gathering and fishing and due to the abundance of fish and prolonged periods of social interaction, was an important centre of communication.

Mandurah was originally called Mandjoogoordap by the Bindjareb people and was an important meeting place where Nyoongar people would come to share their harvest, bringing daadja (meet) and other goods to exchange and trade.

“Mandjoo is meeting place. Goordap is a place of our heart, it’s also the love of those around us, love of country and love of family or your other half” Elder George Walley, transcribed from 2023 ABC radio interview.

European settlement of the region was founded on the strength of its fishing and agricultural industries, which over time, gave way to industries relating to tourism and recreation.

Mandjar Bay was a focal point in the development of housing and businesses in early Mandurah, with the town centre situated at the mouth of the Peel Inlet where the waterway is at its narrowest.



Early access to Mandurah was via a coastal road, along the alignment of what is now Mandurah Terrace, and a ferry crossing across the estuary, until a new inland road which ran through nearby Pinjarra was built in 1876 which improved means of transportation. In 1894 the first estuary bridge was constructed, replacing the previous ferry service, and the town grew around this node, supported by a traditional grid of key connector streets that provided for ease of access to the eastern foreshore.

Mandurah continued to expand slowly over the years and at the turn of the twentieth century it began to emerge as a tourist town, with fishing and crabbing its major attraction.

From the 1970s, Mandurah began to grow rapidly and, until recently, was one of Australia's fastest growing cities, having experienced more than half a century of phenomenal growth.

In 1999, the State Government and the City of Mandurah partnered to deliver the Mandurah Ocean Marina. The Mandurah Ocean Marina, a multi-award winning development with world class marina facilities, was created providing an additional retail, entertainment and residential offering in the City Centre.

The establishment of the district retail centres in Lakelands and Halls Head, along with the expansion of Mandurah Forum, has over time diluted the retail importance of the City Centre. The City Centre does however, remain a strong cultural, social and tourism focal point for Mandurah with many events and activations occurring along the foreshore throughout the year.

Much of Mandurah's growth has occurred in a linear strip between the estuary and the coastline. With only limited undeveloped areas still remaining, future growth will be largely accommodated through infill development within central Mandurah. With the waterfront at its doorstep, this apartment style residential development within the City Centre offers a unique lifestyle opportunity.





1975 Highlights

- Street grid pattern of streets
- Narrow and connected Muddy Creek and Administration Bay
- Street trees in Tuckey Street
- Two central supermarkets prior to the Mandurah Forum
- Brighton Hotel and Peninsula Hotel popular retail outlets
- Leighton Road connects to Old Coast Road
- Sutton Farm in existence
- Mandurah Bridge is the only connection via road to Bunbury and the South West from Perth without travelling via Pinjarra and South West Highway
- Peninsula Caravan Park



1985 Highlights

- Red brick paving on footpaths and Smart Street Mall
- Sholl Street traffic moved to Sutton Street and Sutton Street north disconnected
- Divided roads in Pinjarra Road, Mandurah Terrace and Sutton Street south
- Further residential units
- Incremental commercial development on Sutton Street and Pinjarra Road
- Eastern Foreshore planning works underway including path networks, tree planting and playground
- Administration Bay reshaped



1995 Highlights

- Red brick paving on footpaths and Smart Street Mall
- Sholl Street traffic moved to Sutton Street and Sutton Street north disconnected
- Divided roads in Pinjarra Road, Mandurah Terrace and Sutton Street south
- Further residential units
- Incremental commercial development on Sutton Street and Pinjarra Road
- Eastern Foreshore planning works underway including path networks, tree planting and playground
- Administration Bay reshaped



2005 Highlights

- Mandurah Performing Arts Centre, cinemas and boardwalk precinct developed
- Eastern Foreshore works completed
- Sutton / Gibson Street planning changes proposed
- Mandurah Ocean Marina substantially commenced
- Revitalisation Strategy commenced including:
 - Planning for a replacement bridge
 - Sutton Street Northern extension
 - Replacement for the Eastern Foreshore Seawall
 - Upgrades to streetscapes and undergrounding power (Mandurah Terrace, Sholl Street, Gibson Street and Tuckey Street)



2019 Highlights

- Sutton Street Extension completed
- Redevelopment of Peninsula Hotel and Brighton Apartments completed
- Mandurah Ocean Marina residential and commercial developments completed
- Eastern Foreshore seawall replacement and realignment
- Mandurah Bridge replacement completed
- Mandjar Bay upgrade



2023 Highlights

- Western Foreshore Recreation Node completed
- Eastern Foreshore South upgrade
- Planning for Eastern Foreshore North and Central progressing
- Western Foreshore commercial site planning progressing
- Smart Street Mall upgrade

The historical context and the delivery of public infrastructure works over an extended period of time, demonstrates the City's continued investment or to seek funding into public infrastructure and spaces in order to provide for an active and accessible City Centre.

Strategic Centre Context

Mandurah is identified as a Strategic Centre in State planning documents such as Perth and Peel @ 3.5 million and State Planning Policy 4.2 – Activity Centres.

The geographic area of the 'strategic centre' is broader than the City Centre Master Plan area, however it is important that the City Centre's position in this broader strategic centre is recognised.

The South Metropolitan Peel Sub-Regional Planning Framework describes Mandurah's Strategic Centre as follows:

'Mandurah is the focal point for population, commercial and retail activity in the Peel sector. The activity centre is enhanced by the natural attractions of the Mandurah foreshore and waterways. The centre will remain the focal area for retail and commercial development as well as tertiary education in the sector. Continued diversification into tourism industries will provide agglomeration benefits for other employment sectors such as accommodation and food services, arts and recreation services, tourism, education and service industry.'

Access to this location for both tourists and local workers in the region is important. Transit corridors connecting the city centre with the Mandurah station, the surrounding urban catchment and other key centres including Pinjarra and Ravenswood are proposed and essential. Consolidation of non-residential activities in the city centre is necessary to enable more-effective public transport services.

Largely, the planning framework for the Master Plan area is zoned 'Strategic Centre' in Local Planning Scheme No 12. This zone requires a Precinct Structure Plan to manage the development outcomes for the precinct.

The Context Plan as shown on Plan 4 outlines the Strategic Centre key precincts that include the City Centre, Mandurah Ocean Marina, Mandurah Train Station, and Mandurah Forum, together with all the connections in between these precincts to link them together.

This Precinct Structure Plan will continue to evolve and be subject to continual improvement, as one of the mechanisms used to implement the recommendations of the City Centre Master Plan.



Plan 5: Strategic Centre Precinct Structure Plan Context Plan

Urban Form

- City Centre
- Mixed Use Precinct
- Mixed Use Corridor
- Local Centre (Existing and Potential)
- Medium Density Residential
- Residential Density Subject to Review
- Service Commercial
- Marina Service Area

Public Spaces

- Regional Open Space
- Local Open Space
- Public Infrastructure

Transport Network

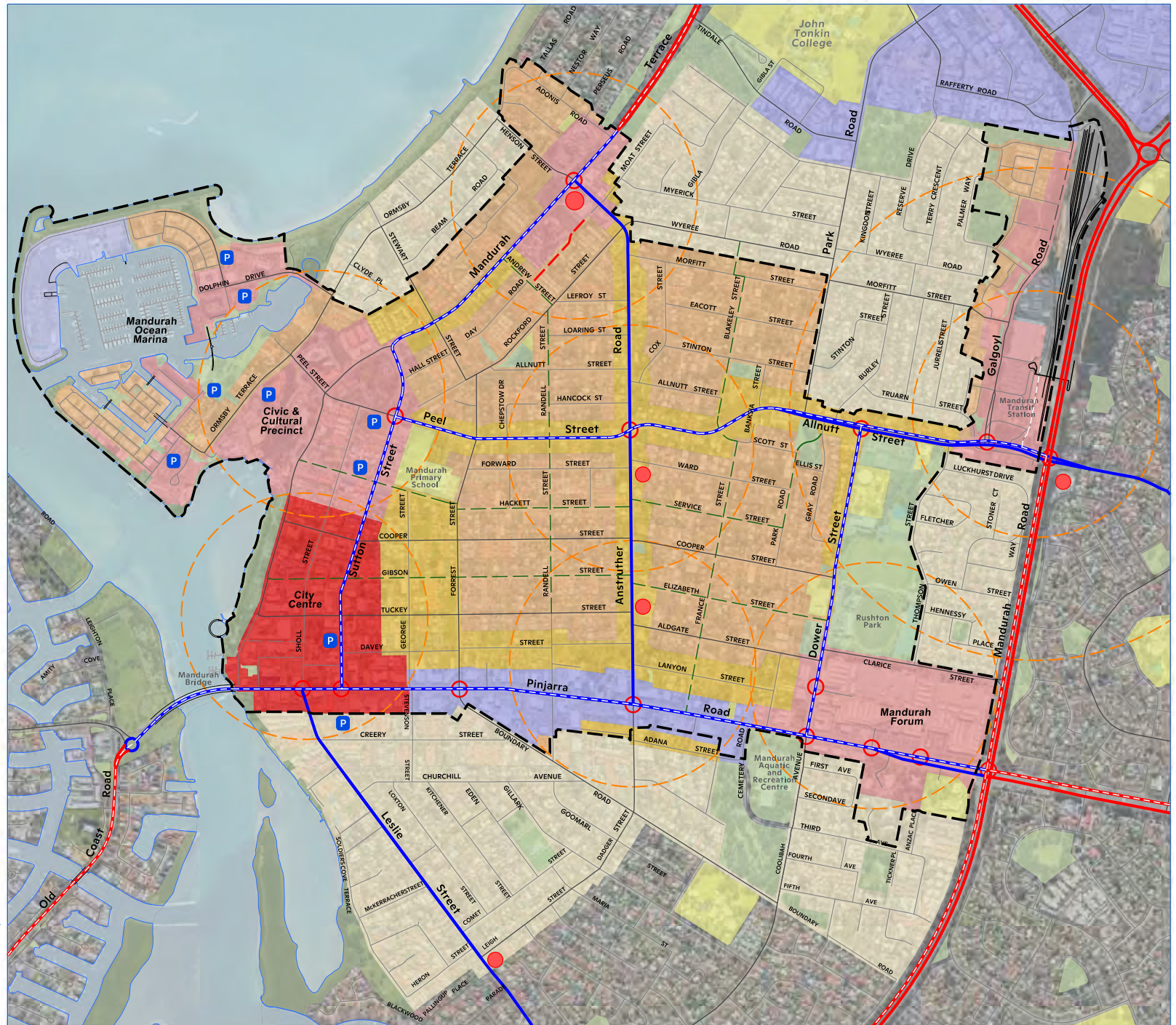
- Major Road (City Entrance Roads)
- District Integrator (City Connectors)
- Neighbourhood Connectors
- Access to be Provided
- 'Green' Streets (Active Transport Connectors)
- Street Transit
- Traffic Signals
- Key Public Parking Nodes
- Walkable Catchment to Transit & Centres

Precinct Structure Plan Boundary

Details shown on the Precinct Structure Plan that are outside the Structure Plan boundary are indicative only.

0 120 240m

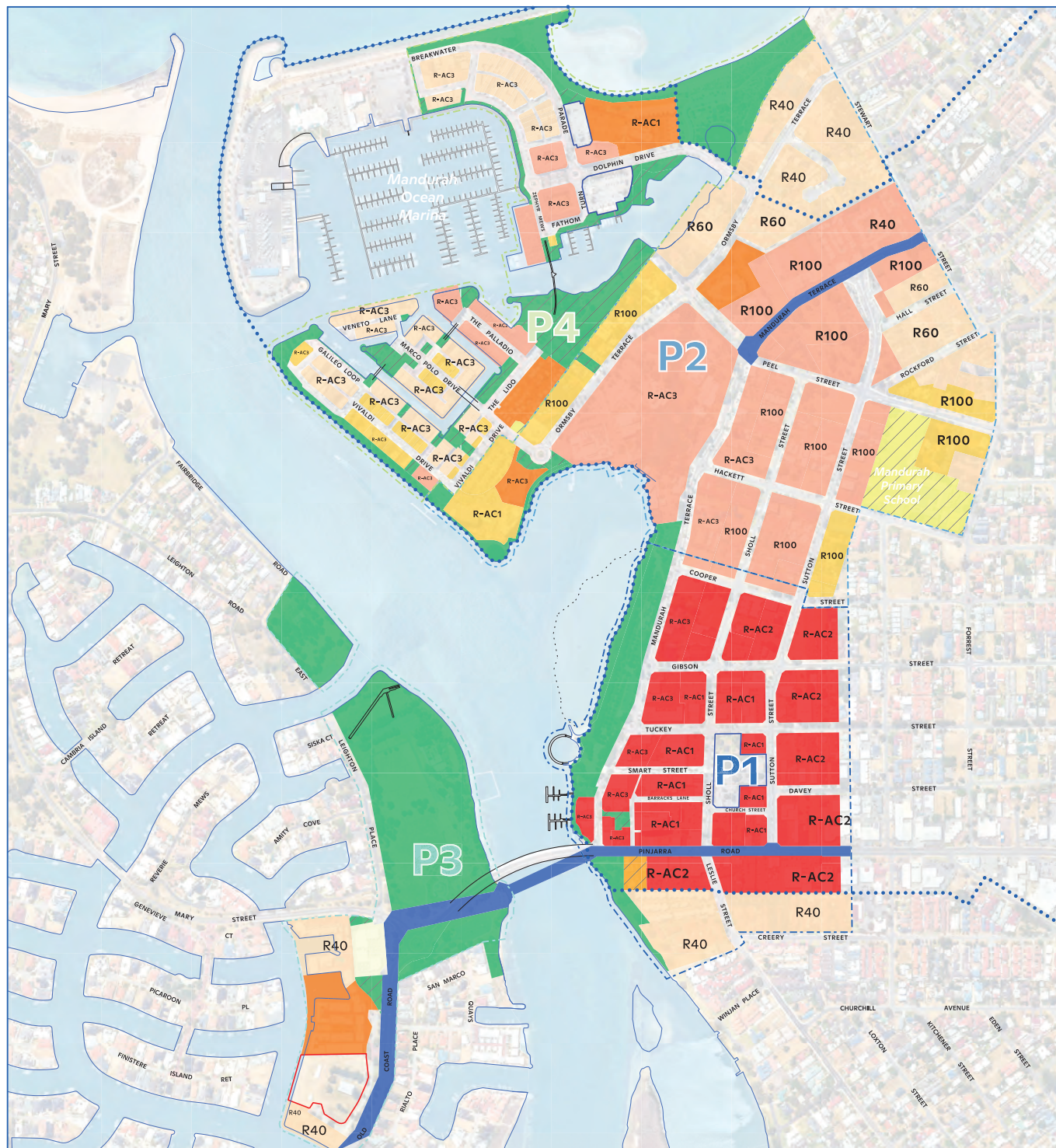
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Plan 6: Zoning and Land Use



Plan is an amalgamation of Local Planning Scheme No 12 and the draft Mandurah Strategic Centre Precinct Structure Plan (which encompasses existing Precinct Plans)



Plan 7: Building Height

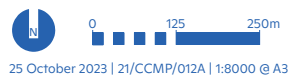
- 45 metres (12 Storeys)
- 32 metres (8 Storeys)
- 24 metres (6 Storeys)
- 21 metres (5 Storeys)
- 3 Storeys + Loft in Roof Space
- 12 metres (3 Storeys)

- Special Use: Heritage
- Not Zoned: No Height Allocation

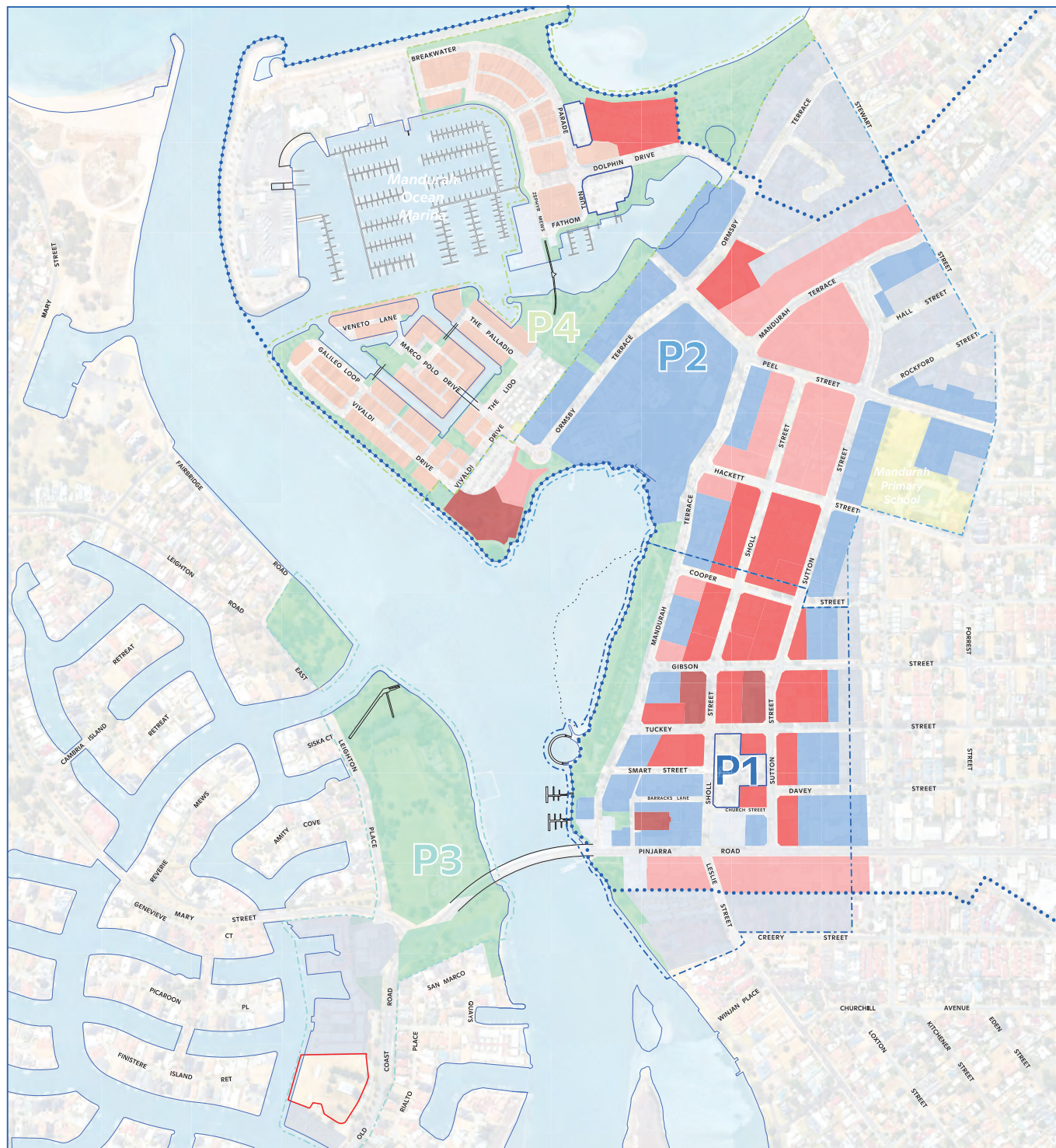
Strategic Centre Precinct Structure Plan Boundary

Master Plan Precinct Boundary

Plan is an amalgamation of Local Planning Scheme No 12
and the draft Mandurah Strategic Centre Precinct Structure Plan
(which encompasses existing Precinct Plans)



Mandurah City Centre Master Plan



Economic Development Aspirations

Arising from the preparation of an Economic Development Strategy and extensive research undertaken about Mandurah's competitive advantage, and number of opportunities have been identified, many which have a direct correlation with the City Centre Master Plan area:

OPPORTUNITY 1:

Capitalise on Mandurah's lifestyle offering.

Mandurah offers highly appealing lifestyle opportunities, combining proximity to the coast and waterways, open and green spaces, and relatively affordable living. Mandurah can leverage its lifestyle offering to accelerate other economic opportunities – such as attracting a larger white-collar workforce – but this will require investment in enabling infrastructure.

OPPORTUNITY 2:

Develop Mandurah into a world class hospitality precinct.

The hospitality sector is often viewed as a stepping-stone to a career rather than a career in itself. This creates a transient national hospitality workforce, resulting in skills and labour shortages. Mandurah has an opportunity to build a hub of world class training and education providers, leveraging its existing workforce and tourism assets to train locally as well as coordinating learning and skills development across the Peel and South West regions.

OPPORTUNITY 6:

Innovative social interventions to support Mandurah's structurally unemployed.

There is an opportunity to attract State, Commonwealth and/or private funding to trial innovative social intervention programs aimed at supporting these individuals. This could be led by the private sector; or by the State Government, by bringing together relevant agencies to develop a cross-agency solution that is fit-for-purpose for Mandurah's social challenges; and thereby developing a model to deploy in other low socio-economic regions of the State.

OPPORTUNITY 8:

Increase the base of professional workers in Mandurah.

The Peel region currently hosts several government agencies and institutions at both Local, State and Commonwealth level. An opportunity exists to initially co-locate public sector staff in the region in a central precinct. This would help revitalise the Mandurah City Centre and complement existing investment in the City Centre. Importantly, the availability of high quality commercial premises could also serve to attract the private sector to locate offices in the region.

Within the Strategic Community Plan, Council has made the following commitments regarding economic development:

- **Promote and foster business investment aimed at stimulating economic growth.**

Private investment is a key component of growth and many assets in Mandurah require renewal. The City should provide an investment friendly environment and champion investment opportunities to achieve this objective.

- **Facilitate and advocate for sustainable local job creation and industry diversification.**

Eliminating the gap between the Mandurah and WA unemployment rate will require doubling the rate of job growth over the next 10 years. This leads to approximately 3,400 more jobs to be created in different industries, with a focus on increasing the proportion of higher income jobs.

- **Actively partner and engage with business and industry to build Mandurah’s entrepreneurial capacity and capability.**
Competitive, and productive businesses create jobs. Residents fill approximately 70% of employment within Mandurah. This highlights the critical role local business plays in creating a vibrant community.
- **Advocate for and facilitate opportunities for improved pathways to education and learning outcomes in Mandurah.**
Human capital is a key driver of long term rates of growth. It serves to attract investment to an area, Mandurah’s residents are limited by the training options available in the City and surrounding region. The City should focus on enhancing local opportunities and support social infrastructure to improve the training, skill development and qualifications of its residents.
- **Leverage partnerships with key stakeholders to achieve improved economic outcomes with due consideration to environmental impacts.**
Delivering community aspirations for Mandurah’s economy cannot be delivered by the City of Mandurah alone. Greater cross Government coordination and stakeholder engagement is essential to improve economic outcomes whilst ensuring Mandurah’s natural environment is maintained and enhanced.

Delivering these outcomes for Mandurah’s future development will require the creation of approx. 3,500 new jobs over and above current projections. Analysis commissioned by the City indicates that successful realisation of projects under each of the opportunities would lift levels of growth of Mandurah’s economy, and, on balance, contribute to eliminating levels of disadvantage. Estimates indicate that Mandurah’s Gross Regional Product would need to increase by around \$500m over the course of the next decade, over and above the standard rate of growth. This will involve the careful prioritisation of City resources.

In the period to 2033, the creation of an additional 3,500 full time employees (FTE) within the Mandurah economy is ambitious, but

possible. Under a conservative assumption that 50% of the new FTE’s created are filled by Mandurah residents, the additional 1,750, roles would significantly support the reduction in structural unemployment.

The City’s ambition requires significant growth within key sectors as shown on Figure 1:

- Aged care and Health: +1,100 FTE (+31%)
- Recreation and hospitalities: +520 FTE (+33%)
- Business services: +500 FTE (+26%)

In translating this to new development, this equates to approximately 10,000 square metres of office space (on a basis of 30 square metres per employee) and 15,000 square metres of retail and hospitality space (based on 35 square metres per employee) (Reference SGS Economics and Planning, Retail and Other Employment Floorspace Assessment, November 2017)

The current planning framework, together with the opportunities for new development outlined in Plan 8 accommodate these outcomes, however further development being progressed will require the City to be proactive in the commitments outlined in to be Strategic Community Plan.

Our aspirations

Realising community aspirations means focussing on opportunities that play to Mandurah's strengths

Figure: Incremental employment added by industry, 2032-33 (FTE)

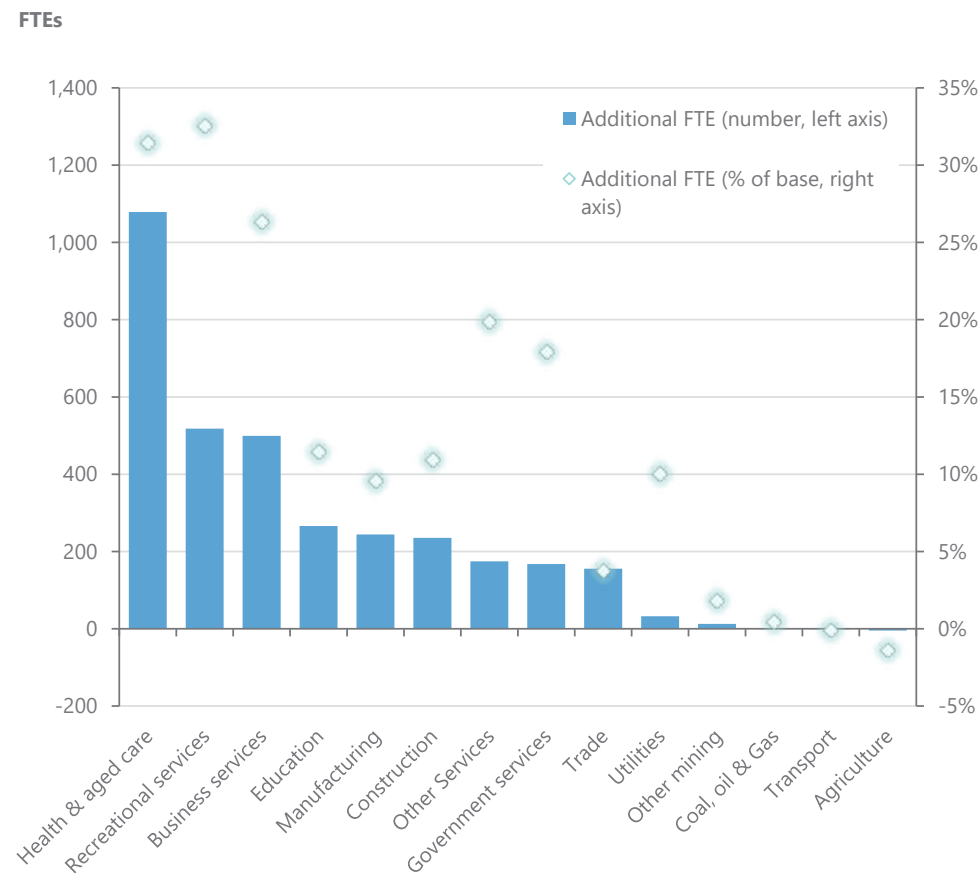
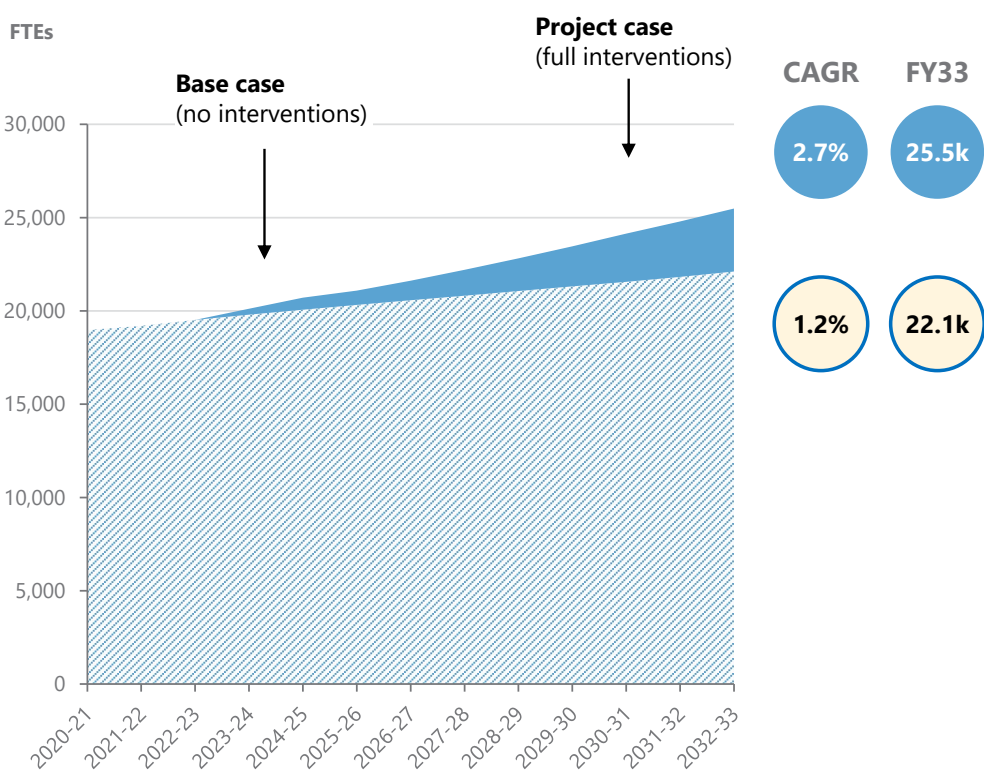


Figure: Mandurah FTE Employment added (working in Mandurah)

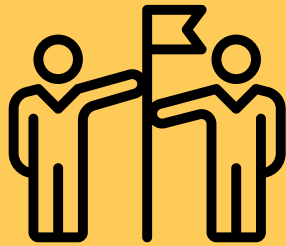


CAGR: Compound Annual Growth Rates
FY33: Financial Year 2032/33

Full Interventions Outcomes Base Case with No Interventions.

Strengths, Challenges and Opportunities

The development of the City Centre has a number of challenges and opportunities – often many of these overlap, with some competing with each other



CHALLENGES

- Multiple public spaces
- Disengaged landowners
- Spread out activity
- Marina disconnected
- Gateways and wayfinding
- Multiple forms of public infrastructure
- Size and scale of the city



OPPORTUNITIES

- Multiple public spaces
- Engaged landowners
- Multiple activity nodes
- Small niche business enterprise
- Education
- Residential
- Focus of community infrastructure

Precinct 1 - City Centre Core



The City Centre Core incorporates the central commercial, dining and entertainment precinct. This precinct is the historic heart of the City Centre and the Eastern Foreshore and access to the waterfront are key attractors to the City Centre.

Strengths:

- World class waterfront location
- High place value of Mandurah Terrace and the alfresco dining landscape

Challenges:

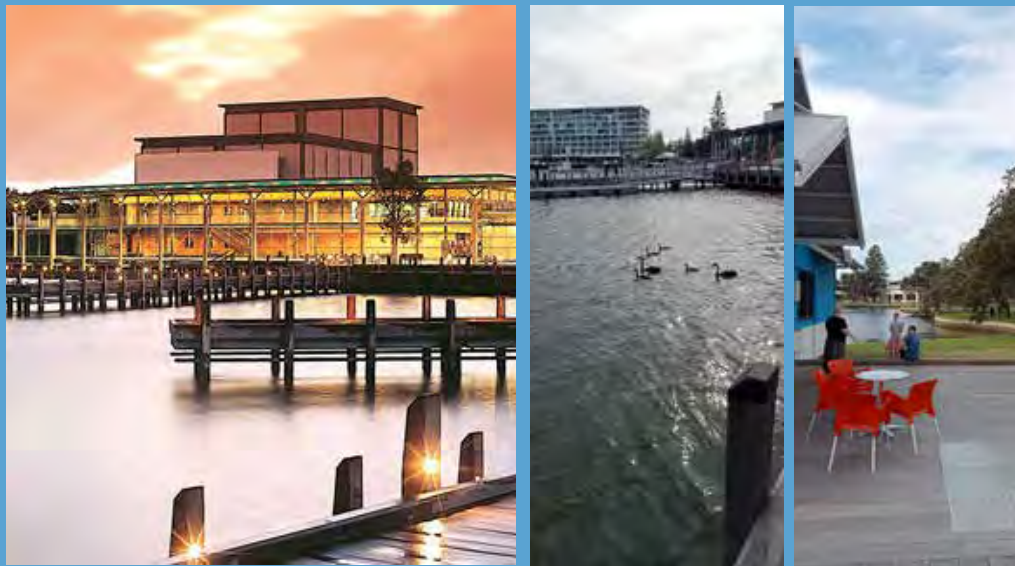
- Night-time activation
- Perception around safety
- Tired and ageing buildings
- Shop and commercial vacancies
- Concentration of activity along Mandurah Terrace, limited depth to activity in the City Centre
- Pinjarra Road being a barrier to pedestrian movement

Opportunities:

- Build upon the heritage and culture of the City Centre to create an enhanced visitor experience
- Mewburn Site and George Robinson Gardens focus for events and parking in the short term, and redevelopment in the long term
- Activity anchor south of Pinjarra Road such as Mandurah Museum Precinct



Precinct 2 - City Centre North



The City Centre North precinct incorporates Mandurah's boardwalk, cultural and civic sub-precincts. This precinct serves as a primary entrance point to the City Centre from the north and east and serves as the connection between the City Centre core and the marina.

Strengths:

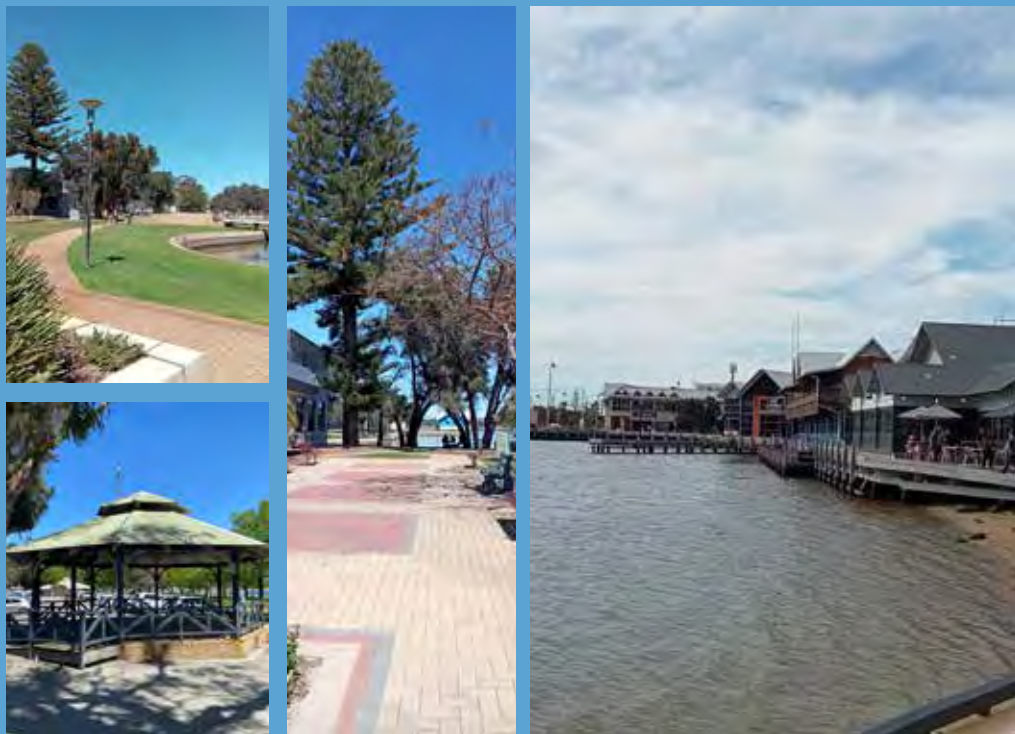
- Boating access
- Strong character
- Direct water access
- Regionally significant community facilities and activities
- Developed residential and mixed use development.
- Newly developed office precinct at the northern end of Sutton Street

Challenges:

- Underutilised green space at Administration Bay
- Existing buildings back on to the waterfront
- Streetscapes that are not conducive to pedestrian activity
- Dwelling stock is aging

Opportunities:

- Reshape the built form and public spaces in the Civic Precinct
- Use of City owned sites to progress new mixed use and residential development



Precinct 3 - Western Foreshore Precinct



The Western Foreshore Precinct has undergone significant transformation with the delivery of a destination level skate park, recreation precinct, play space and foreshore facilities, which together have created an iconic foreshore for people to meet, play and rest.

Strengths:

- Destination level skate park and play space
- Access to the waterfront
- Large event space
- Location of key built heritage assets

Challenges:

- Close proximity to residential properties/noise sensitive land uses.

Opportunities:

- Redevelopment of the commercial lease site to build upon increased levels of visitation created by upgrades to the foreshore
- Additional activation of the event space
- Reuse and redevelopment of heritage site at Sutton Farm
- Improved cyclist and pedestrian connections between each of the activities within the precinct



Precinct 4 - Marina Commercial and Residential



The Mandurah Ocean Marina precinct is an aquatic playground incorporating the city's Town Beach, marina and a mix of waterfront market stalls, shops, cafes and restaurants.

Strengths:

- Modern facilities for both professional and recreation boating enthusiasts
- Protected beach
- Waterside dining

Challenges:

- Disconnected from the City Centre
- Pedestrian connection to the Town Beach

Opportunities:

- Beach front development opportunities
- Reinforce Town Beach as a regional beach
- Promote Mandurah as a boating destination

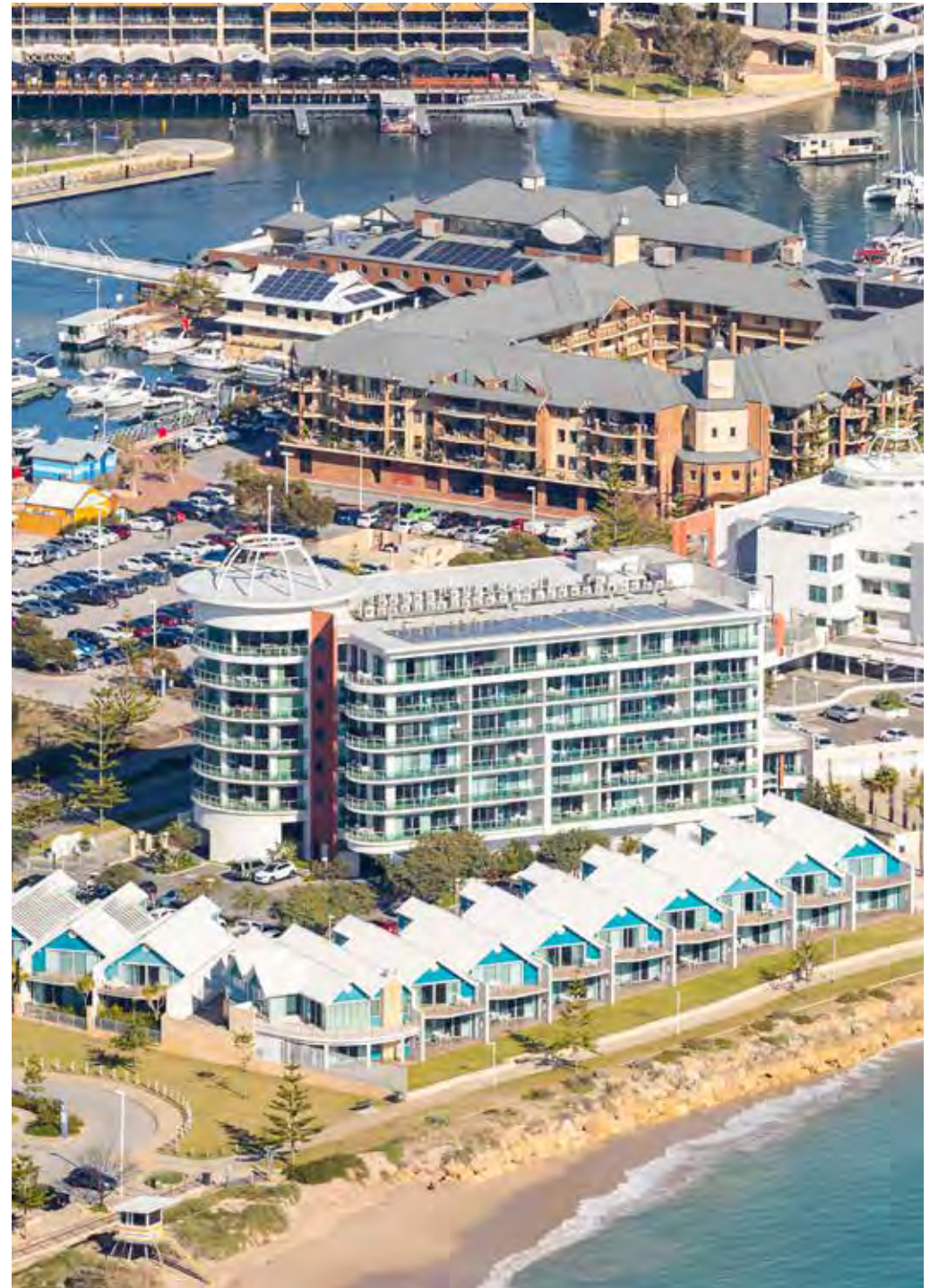


Land Tenure and Land Ownership

In preparing the Master Plan and considering the context, the land ownership and land tenure will have an impact on the successful delivery of key outcomes, particularly for new development. Plan 5 provides an overview of various categories of landownership and land tenure in the Master Plan area.

The Plan shows the following elements:

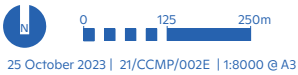
- Land owned or managed (excluding recreation reserves) by the City of Mandurah comprises 12 hectares;
- Land that forms recreation or education reserves has a total of 27 hectares;
- 30 hectares within strata ownership meaning any new development for these sites is unlikely;
- 6 hectares of vacant land, presenting opportunities for short term improvement, but also redevelopment opportunities;



Plan 8: Land Tenure and Land Ownership

- City of Mandurah: Freehold
- City of Mandurah: Crown Grant in Trust
- City of Mandurah: Crown Reserve (Where Management Order is Not Public Recreation)
- Private Ownership: Vacant
- Private Ownership: Strata
- Private Ownership: Heritage (State and Local)
- Crown Reserve: Recreation
- Crown Reserve: Education

Total Area (All Precincts)	115.19ha	
City of Mandurah: Freehold	5.35ha	
City of Mandurah: Crown Grant in Trust	0.92ha	
City of Mandurah: Crown Reserve (Not Public Rec)	6.62ha	
Sub Total	12.89ha	11%
Private Ownership: Vacant	6.65ha	6%
Private Ownership: Strata	29.90ha	26%
Private Ownership: Heritage	3.04ha	3%
Crown Reserve for Recreation & Education	26.90ha	24%
Remaining	36.52ha	30%



Mandurah City Centre Master Plan





3. Activity: Always something to do

The Activity theme relates to a desire to enhance the location that inclusively invites people to work, live, learn and play in the City Centre.

Throughout the community engagement process, the desire for the City Centre to be a place where there is 'always something to do' and 'activities for all ages' were expressed.

This theme explores what types of activities and land uses that are desirable within the City Centre, where and when activation is needed, and what infrastructure is required to support these activities.

What We Have

- **Retail**

Within the City Centre, the retail sector has been struggling primarily due to the oversupply of convenience retail in Mandurah in suburban shopping centres, a move to 'large format' retail that is often located at out-of-town locations and a preference for online shopping. However street based retail is considered a key attractor for the City Centre.

Marketing the attractiveness of retail is important, together with a focus on targeting a range of convenience shopping that compliments the suburban centres and supports residential development.

Importantly, providing a retail offering that is based on unique local offerings should be the target – this requires careful management and curation of matching tenants to existing tenancies. This would position the City Centre as different from the offering available at suburban shopping centres.

- **Residential, Commercial and Community Infrastructure**

Land uses and developments that employ and attract high numbers of people have the potential to activate the City Centre.

Such uses should include medium to high density residential, retail, civic and community facilities, educational and cultural facilities, cafes, restaurants, hotels, offices and other intensive employment uses.

The City Centre currently has limited high and medium density residential opportunities other than those in the Mandurah Ocean Marina and the Brighton apartments.

Further, office-based jobs are limited and based on older stock or slightly newer, smaller locations for small business enterprises in a dispersed manner across the Master Plan area.

Further growth in these core activities has localised and regional significance, as it ensures existing areas are further developed in a consolidated manner.



Key Principles

The following key principles relating to activity form the basis for new plans, projects and strategies to achieve a successful City Centre:



Focus regional functions of employment, events, tourist accommodation, community infrastructure, education, and high density residential within the City Centre.



Acknowledge Mandurah's current convenience retail floorspace supply through targeted leisure-based retail and food and beverage offerings to ensure that the City Centre is distinct and different from regional and district shopping centres.



Acknowledge a shared approach between the City of Mandurah, land owners, business owners and community to place management outcomes for the City Centre.



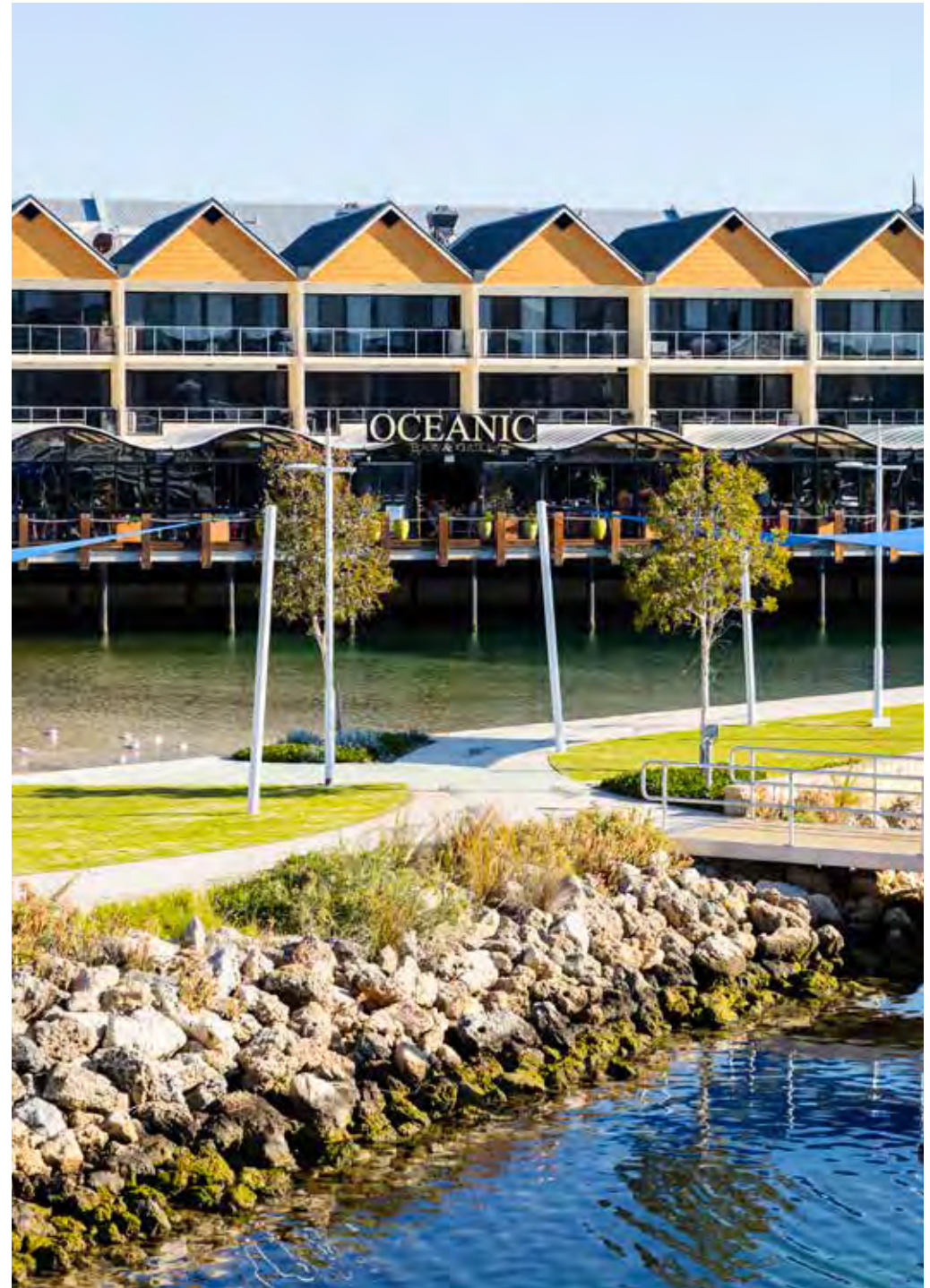
Ensure the City Centre provides activity throughout the day and night for workers, tourists, the broader community and local residents to provide an active and safe environment by investing in activities and experience that reinforce a family friendly, relaxed holiday feel.

Activity Outcome 1: Facilitate Catalyst Investment Opportunities

Business cases and opportunities to explore developments such as the following should be accommodated in the City Centre.

The City's land ownership provides a number of leverage opportunities through public private partnerships that can support development objectives. Further, identifying opportunities for private landowners may enable for the key following activities:

- **High quality Hospitality Training centre**
Develop hospitality capabilities to deliver training and education in a range of high-end and emerging hospitality skill sets.
- **Office Space Development**
Pursue continued growth and demand for quality office space in existing and future city development planning, including exploring barriers and interventions that are constraining investment and ensuring that the planning framework identifies the City Centre as the core location for future office development to provide an agglomeration of activity.
- **Regional Skills Incentives**
Provide incentives to encourage business in growing industries to establish offices in Mandurah by using the region's competitive advantages and targeting specific industries to support Mandurah's population.



- **Waterways Centre of Excellence**

A centralised innovation hub celebrating the Peel-Harvey Estuary and coastal environments that could include water science research, offices, and eco-tourism attractions.

- **Student Accommodation**

Development of cost-effective student accommodation to grow and support new education and training industry opportunities.

- **Key Worker Accommodation**

Development of low cost, short stay accommodation to support the hospitality and other seasonal opportunities for Mandurah.

- **Food and Beverage Offerings**

Support a collection and mix of high-end restaurants together with small bars and unique establishments, to promote Mandurah as a 'foodie' destination.

- **Short Stay Accommodation and Tourism Development**

Exploring investment incentives and address barriers to encourage increased investment in short stay accommodation, particularly in Precinct 1 and 4 where development sites for tourism development remain undeveloped together with smaller format and niche forms of accommodation.

- **Increase residential population within the City Centre**

Residential living in city centres support economic growth by creating more demand for local businesses and services to be concentrated together with supporting medium density in the broader Strategic Centre areas. Residential living can help create vibrant communities, a sense of community and foster a more diverse and interesting urban environment.

Whilst the demand for high end apartment living has been provided for in the Mandurah Ocean Marina and surrounding areas, there has been significant time since these have been developed.

The planning framework supports increased residential development however there is a need to further explore barriers and impediments to further opportunities. There is a need to investigate planning and environmental regulation relating to noise controls in entertainment precincts to ensure the regulatory environment can improve noise provisions for mixed use city centre development outcomes.



Activity Outcome 2:

Plan and deliver strategic community infrastructure within the City Centre to service the broader community

To support the needs of the wider community and reinforce the importance of the City Centre, regional level and city-wide community infrastructure should be located in the City Centre which includes the following key outcomes and actions:

- **Central Library and Learning Facility**

The development of a Central Mandurah Library provides many opportunities to service the wider community as a key anchor of the Civic Precinct. There is a need to develop an infrastructure analysis and business case to demonstrate the need and demand and consider concept design to seek further advocacy and funding opportunities.

- **Tertiary and Higher Education**

Students within the City Centre environment, together with office workers have the potential to significantly increase the daytime and night time activity and residential population in the City Centre. Whilst the key universities in Perth are unlikely to relocate, opportunities for privately operated or new providers may emerge over time, or as a supporting campus for Perth based providers.

Consistent with the South Metropolitan and Peel Sub Regional Planning framework, any further development of tertiary education in the region should be located in the City Centre.

- **Mandurah Performing Arts Centre Upgrade**

The Mandurah Performing Arts Centre is one of the most significant buildings in the City Centre and is a successful centre. However the building is now over 25 years old, its form and function should be reviewed in the context of its regional importance.



- **Key Community Infrastructure**

The Mandurah Seniors, Mandurah Museum and Art Studios (CASM) are in the City Centre providing important infrastructure for the cultural and community development in Mandurah.

The Project Area Plans identify potential improvements to the precincts that these assets are located, and in conjunction with the built form and precinct improvements, prior to further development of these precincts, business case and concept plans will be required to determine their needs and locations. Reviews should also consider minimum service need and potential alignment with existing facilities and locations.

- **City Administration and Council Chambers**

Provide certainty to the future of the location of the City's Administration and Council Chambers within the Civic Centre Precinct and provide supporting community opportunities in this precinct.



Activity Outcome 3:

Grow and promote a strong and distinctive place identity for the City Centre

The City Centre largely competes with existing shopping centres for promotion and marketing. Using a Town Centre Management Model, marketing, promotion, and branding is also required to highlight the many opportunities and events. Without this, each business and tenant have restricted potential to promote and market the location.

- **Prepare and Promote a strong and distinctive Brand Identity**
Promoting the City Centre to residents requires a combination of strategies that encourage exploration, community engagement, and local pride. By highlighting the unique cultural and historical assets of the City Centre, fostering community events, encouraging local shopping, improving public spaces, and using social media and online platforms, the City and the businesses can promote the location as a collective.

This may result in a brand outcome that can be applied to infrastructure, promotion and signage that compliments the City's corporate brand, but distinct for the place.

- **Diversify and expand trading hours for business**
Leisure, recreation, and dining opportunities are popular and active during the day but decrease in the evening. The investment in opportunities that support the evening economy to accommodate and encourage an extension of trading hours, particularly past 3pm should be explored. This may include facilitation through the planning framework, approvals functions for new business, public and events spaces and promotion, together with continuing with the City Centre Place Manager role to explore unique opportunities and support business to succeed.

- **Promote High Quality Alfresco Experiences**

Together with providing quality food and beverage, community engagement feedback encouraged improved alfresco experiences, particularly along Mandurah Terrace including suggestions to limit parking in front of alfresco dining and improve the pedestrian access.

The Place Design Guides seeks to promote alfresco seating spilling out into the public realm, balancing the expectations of businesses with those of the general public in terms of accessibility, openness and design quality together with 8 key guidance outcomes. These include encouraging businesses to re-purpose adjacent on street parking for alfresco space. Updates and refinements to the existing Alfresco Dining and Outdoor Trading Guidelines will be prepared to reflect these outcomes.

- **Events Program**

The City's and community lead events are a key attractor in the City Centre. It is considered critical to a successful City Centre to continue to facilitate an annual events program that celebrates and strengthens local pride and identity, centring around the following themes:

- Connection to country
- Water and marine
- Arts and Culture (live music)
- Sport and Recreation
- Health and wellbeing



Activity Outcome 4:

Activate and Promote Public Spaces

There are numerous public spaces within the City Centre, many of which are currently underutilised.

The Eastern Foreshore is a significant attractor and is a key area of public open space enjoyed by the entire community. There was strong sentiment through the engagement process that this space is currently oversubscribed with activities leaving little opportunity for passive enjoyment of the space.

The promotion of other spaces creates depth to the City Centre, better access to car parking and creates activation of streets.

Key outcomes include:

- **Small Scale Event Spaces**

The George Robinson Gardens is a key 'town square' away from the foreshore, it can host events and community activity that are separated from the weather elements experienced on the Eastern Foreshore. However its design and landscape quality and adjoining built form (Mewburn Centre and public toilets) requires improvement as a space to move through, rest and relax and host small scale pop up and market events.

Opportunities to activate the grounds at the Christ Church, Smart Street, Zephyr Mews and within Mandjar Square should also be explored. This may be via the creation of event guidelines that enable quick and easy set up and approval process, with a focus on the foreshore and water based activities.



- **Western Foreshore**

The Western Foreshore forms a key part of the Master Plan area being a significant recreation and event space, with a commercial development opportunity identified and planned via the Foreshore Focus 2020 Master Plan and the Mandurah Waterfront project.

In recent times, substantial upgrades to the play space and skate park have been completed and the balance of the site requires further improvements such as parking, path connections, event layouts and completing the commercial development. The pedestrian and cyclist paths between this precinct and Precinct 1, facilitated via the Mandurah Bridge are key to both sides of the water being connected.

- **Water Based Infrastructure and Activity**

Continue to invest in infrastructure upgrades to enable people to interact with and move around the foreshore (with a strong experiential focus), for example protrusions into the water at different levels such as boardwalks, viewing and seating areas, jetty infrastructure, and floating platforms as a continuation of the recently completed Waterfront Project. Elements such as landscaping, and event spaces (where relevant) should be identified.

Locations identified include Stingray Point, Soldiers Cove, Western Foreshore South (including under the bridge) and Town Beach. These commitments further provide opportunities for private investment that encourage a diverse range of water-based amenities on the foreshore such as kayaking and canoes, paddleboats, inflatable water parks, tour operators, hospitality opportunities and waterside entertainment.



4. Character: Celebrate Mandurah's point of difference

The place aspiration of 'woven by waterways, a city with a village heart' developed by the community during the community engagement for the Strategic Community Plan 2020-2040, sets a clear vision of celebrating our waterways and growing our city, whilst maintaining the character of Mandurah.

This theme explores the existing character of the City Centre and the attributes that are valued by the community and identifies ways in which this character can be retained as the city grows, both in the built form and in the 'feel' of the centre.

What We Have

- Waterfront and natural environment
Provides a strong sense of place and enhances legibility. As a result, is important to maintain and enhance the views to the water throughout the City Centre to support orientation and presence of the water.
- Lack of sense of arrival
- There is no sense of arrival or defined entry points to the City Centre. The City Centre is often viewed as place to drive through rather than arrive at. Through the use of built form, infrastructure, landscaping and signage, there are opportunities for improvements to be made.
- Tired building facades
- Many commercial and residential buildings were constructed in the late 1970s to early 1990s in a time where function prevailed over form, for many reasons.
- In areas like the Marina, design guidelines with architectural themes and a focus on the form of buildings has resulted in improvements to the built form. The expanded use of built form guidelines provides opportunities for improvement across the precincts for new development.
- Street furniture and infrastructure
- Small but important elements in the City Centre such as street lighting design, paving treatment, bollards, rubbish bins, wall art, public art and buildings have no real identifying features to provide some uniformity and a sense of place.
- Recent infrastructure projects have improved these outcomes; however it is important to continue this momentum and consistency and integration into the broader precinct.



Key Principles



Ensure new development and infrastructure delivery is consistent with design principles outlined in the Place Design Guidelines and informing plans and policies and provide a strong and distinctive brand identity for the City Centre



Ensure that new built form maintains and enhances key view corridors to the waterfront, accentuating Mandurah's connection to the water.



Ensure new development, connections and landscaping strengthens the connection between all City Centre precincts, particularly to the Mandurah Ocean Marina and using streetscape improvements to provide a clear identification of precincts.



Enhance, protect and celebrate the natural environment by investigating opportunities for tree canopy cover improvements, ground level greening and improved water sensitive urban design as part of public space upgrades and enhancements.



Integrate opportunities to share and celebrate Bindjareb culture and European heritage in built form, artwork, landscaping, naming and signage.



Enhance and increase public art opportunities.

Character Outcome 1:

Grow and Promote and Distinctive Brand Identity for the City Centre

In conjunction with Activity Outcome 3, brand identity is also linked to Character with a number of key moves associated with this outcome:

- **Wayfinding Signage Strategy**

The City of Mandurah has a successful signage design manual for Parks and Reserves and a manual is under development for Trails. It is recommended that a similar manual is produced for the City Centre as outlined in the Wayfinding Strategy with the following steps and outcomes including removal of unwanted existing signage; engagement with stakeholders and the preparation of detailed design and implementation.

This will be a priority project as an outcome of the City Centre Parking Plan and will need to ensure that artwork and other Character Outcomes are incorporated into these design outcomes.

- **Legibility and Streetscape Enhancement Plan**

A legible city is one that displays recognisable patterns and experiences, which are easily identifiable and can be grouped logically based on Precincts, Landmarks, Paths, Edges and Gateways.

In developing the City Centre further, the Wayfinding Strategy recommends the implementation of a Legibility Enhancement Plan, with key outcomes focusing on creating a welcoming atmosphere through stronger entry statements, banners, and infrastructure upgrades at main entrance points; and for key streets. This Plan will identify unifying elements together with elements to differentiate the separate precincts. Concept design, detailed design and delivery will occur on a staged basis, taking into consideration social, environmental, and economic impact, particularly their ability to attract private investment.



Character Outcome 2:

Ensure the Built Form Contributes and Enhances the Character of Mandurah

● **Lighting Plan**

Perception of safety was a key theme identified during community engagement. Lighting improves the perception of safety, which can encourage increased length of stay, with a flow-on effect to increasing activation at night.

Lighting can contribute to crime prevention for the following reasons:

- People feel safer in well-illuminated areas because they can see what and who is around them.
- It increases the risk of offenders being seen, reported and potentially apprehended, and
- People are encouraged to use well-illuminated areas, which increases activity and thereby further deters crime and unwanted behaviours.

Lighting that focuses on the pedestrian, car parking areas and public spaces is a key factor in developing a safe and vibrant city centre. A comprehensive Lighting Plan is recommended to be prepared and incrementally implemented.

● **Built Form Guidelines**

Every building, street and public space contributes to the character/look and feel of the City Centre. Based on the outcomes of the Place Design Guide, Design Guidelines for the delivery of public infrastructure; and integration into the planning framework for private development are required to achieve the following:

- Ensure new elements and building contribute and don't detract from the character of Mandurah with a focus on organic and

curved forms, natural materials, integrated greenery and seamless indoor and outdoor spaces

- Integrate Mandurah's history as a coastal lifestyle holiday village
- Embed the community engagement feedback on built form, where the environment strongly contributes to the 'feel' of Mandurah
- Using historic buildings, landmarks and cultural storytelling add to a places character, contributing to a sense of continuity and cultural heritage
- Consistent use of Branding and Theming in elements such as public signage, bollards and lighting.
- Embedding arts and culture in infrastructure delivery
- Providing for key identifiers for each precinct to strengthen the individual character of each precinct through distinctive design patterns

● **Public Art**

In addition to embedding into signage and built form guidelines, a holistic approach to public art contributes to embed character with a focus on legibility, wayfinding and addressing unsightliness in strategic locations, particularly blank and rear facades of buildings through community or business lead approaches.



Character Outcome 3:

Enhance and Celebrate the Natural Environment

Mandurah is woven by waterways but also has other significant environmental attributes. Mandurah is a City built in nature, not on nature, in one of the world's biodiversity hotspots.

Our natural environment is as unique as it is threatened and we design and deliver innovative programs to protect, restore, and reduce threats to it.

In a City Centre location, parks and green spaces are accessible and welcoming, and they celebrate our local identity by showcasing local, native species. We use our urban landscape to connect habitat, enable low impact travel and capture and retain water in the ecosystem. Further, Mandurah is committed to managing the risks of climate change to our community and to our city in the most appropriate manner and consolidation of activity rather than continuing urban sprawl is a key opportunity.

Core areas of the Environment Strategy that are relevant to the Master Plan include, but not limited to the following outcomes:

- **Enhancement of Green Spaces;**
- **Urban Canopy** increases, particularly in streets and public spaces;
- **Sustainable Transport Networks** including delivery of Active Transport Plans and Public Transport Action Plans;
- **Water Sensitive Urban Design and Drainage**, particularly with stormwater that may have direct discharge to the estuary, and Administration Bay;
- **Coastal and Foreshore Management;** and
- **Sustainable Building Design.**



Character Outcome 4:

Celebrate Mandurah's History and Cultural Identity

Mandurah is a Cultural City and there is a need to celebrate the importance of creative expression in all its forms as a way to help shape our identity, make sense of the world around us and enrich our lives. The City has a long and proud history of involvement with arts and culture. For thousands of years, right up to the present day, Mandurah has been held as a place of significance where the cultural life of its community is highly valued, supported and celebrated and where people have come together to celebrate their customs and cultures together.

Also known as Mandjoogoordap, or Meeting Place of the Heart, the ancient and cherished cultural legacy of Bindjareb ancestors has been proudly held onto and passed on despite challenges presented by later settlement.

The City's Arts and Culture Strategy has been prepared in response to this context. In the City Centre, there is a need to acknowledge that many actions or projects arising from this Strategy will be relevant to the Master Plan area.

The Goals of the Arts and Culture Strategy align with the Master Plan in respect to:

- **Creative Connected Communities**

A resilient, inclusive and connected community that has access to arts and culture.

The core action that aligns with the Master Plan is to deliver the Mandurah Arts Festival that allows for cultural expression in key public spaces.

- **Creative Places and Spaces:**

a celebrated and nurtured natural and built environment that can be shared through culture

Actions arising that align with the Master Plan include the creation of a cultural map that captures the cultural assets of the precincts; and a strategic review of public art and commissioning of murals and public art pieces.

In addition, opportunities to promote and enhance the existing Mandurah Museum sites its and linkages and connections to the City Centre and the water are a key outcome of the Master Plan, together with exploring opportunities to increase the visibility of Aboriginal culture, art, history and language, including dual naming within the City Centre.

- **A Creative Economy of Opportunity and Aspiration**

a city where sustainable and creative ideas, initiatives and businesses can thrive.

Actions arising that align with the Master Plan include attract arts and culture initiatives to Mandurah; leverage public art and heritage trails as a draw card for liveability, tourism and investment; grow and develop sustainable creative businesses; advocate for fit-for- purpose cultural infrastructure including music rehearsal and performance spaces, studio spaces, exhibition and gallery facilities.



Character Outcome 5: Wayfinding Strategy

A Wayfinding Strategy has been prepared to compliment and to be read alongside the Master Plan.

Key elements from this Strategy are embedded in the Master Plan as outlined and elaborate on a number of the Key Moves outlined in the Character Theme.

...be functional for Everyone

- Accessible for everyone (multi-modal system)
- Helpful for all transport modes (Walking, Cycling, Tourists, Locals, Water, etc)
- Diverse mediums (digital publishing resources, printed materials and on-street elements)

...support active transport

- Helping to promote Active transport and a healthy Mandurah community that walks and cycles
- Integrated pedestrian and public transport maps

...promote Mandurah as a Destination

- Consistent, engaging and bespoke Mandurah-feel signage design approach
- Welcoming Gateways and associated branding elements, such as event-specific banners
- Themed trails, such as street art, indigenous history / culture and ecology /sustainability

...strengthen Mandurah's image & sense of place

- Legible city with memorable urban design elements that enhance the sense of place and assist with wayfinding
- Deeper connections between people and place beyond ease of navigation

...reveal unknown routes, precincts & destinations

- Signage that promotes the use of car parks on the edge and walking into the foreshore
- Consistent and regularly placed directional fingerboards/wayfinding signage
- Detailed and appealing mapping that invites people to explore otherwise unknown places

...be innovative & creative

- On-street systems as a gateway to further (digital) information (QR codes) /combination with interactive smart city technology
- Consolidated business Activity Mapping, such as Smart Street Mall businesses
- Long life modular sign that is easy to update

Wayfinding: City Legibility Elements



Precincts

A precinct is a certain area of the city with a common character, one which the observer can easily categorise. This distinctive character is quite homogenous and is taken from its use or function, texture, space, form, building types, inhabitants or typography. The diversity of the different precincts and their definition within a wayfinding strategy enhances the legibility of a city to a great extent.

Landmarks and View Lines

A landmark distinguishes itself from its surroundings through its function or its unique key physical characteristics. Landmarks are easily identifiable and contrasting with its surroundings, often combined with some kind of spatial prominence and distinctive view lines.

A careful selection of landmarks is essential in city wayfinding as it can vividly populate a visitor's mental map of the city, aiding greatly to spatial awareness.

Paths

A path in the Lynchian-sense is any route or channel along which somebody travels. Prominent, legible paths are those that lend character, and might include a concentration of specific activity. They may follow an edge or other topographic features. Vertical elements, (feature) lighting and public art can strengthen the paths.







Gateways

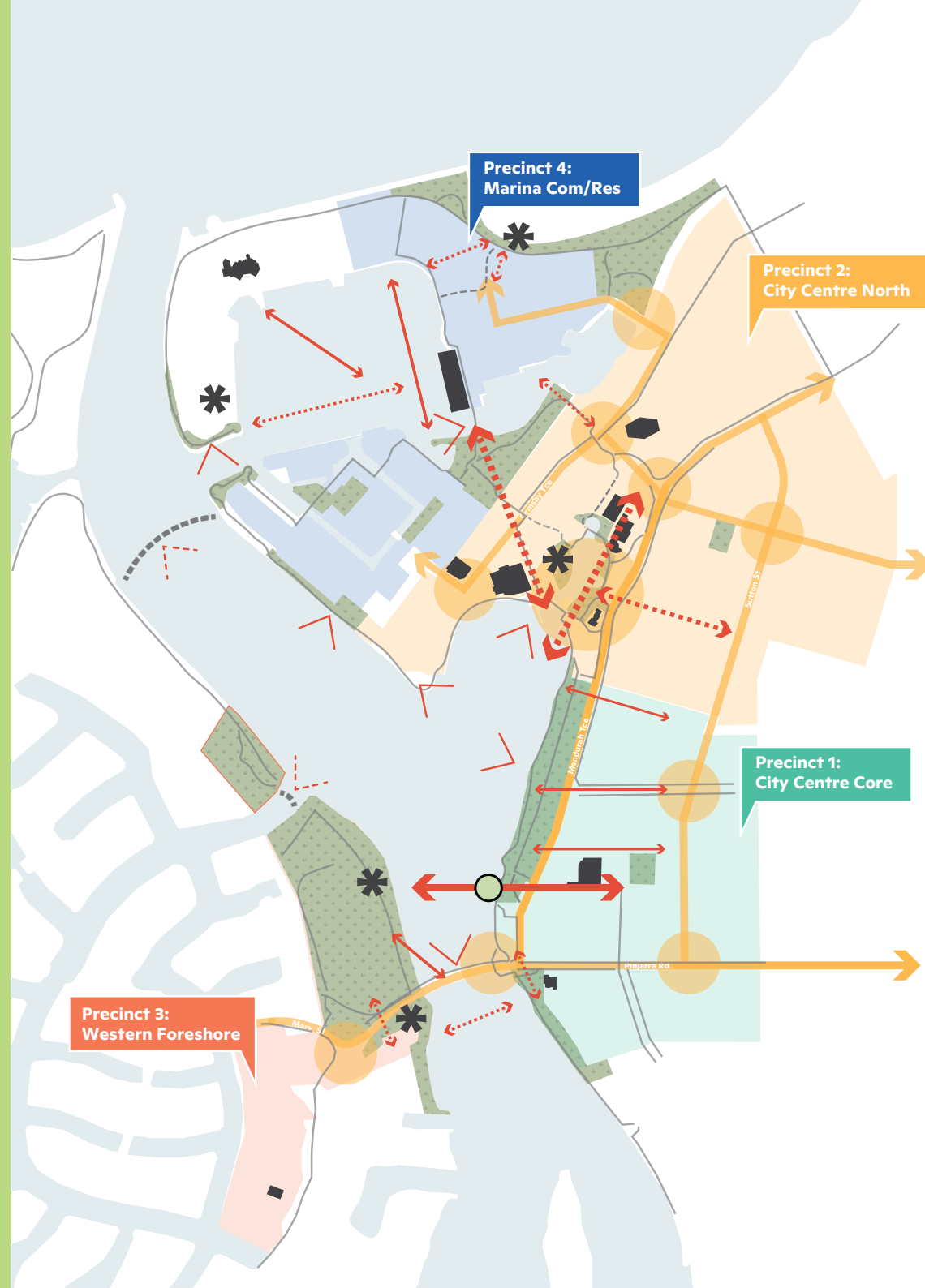
A node or gateway is a focus point of local distribution and highly compelling to the navigator. Areas of distinct public realm such as squares, commercial street corners, junctions and access to transport are examples of nodes. Paths that cross can be nodes, though too many could render them undistinguishable.

Legibility Enhancement Plan

A legible city is one that utilises patterns of recognisable elements as districts (precincts), landmarks, paths, edges and nodes (gateways).

Employment of these elements not only reinforces the legibility and wayfinding strategy of a city, but also allows it to highlight specific aspects of its character, personality and uniqueness. As Lynch proscribed in his book "The image of the City", a city that displays elements is legible, navigable, and enticing to its users.

-  Precincts
-  Gateways
-  Landmarks (Existing/Potential)
-  Paths (Existing/Potential)
-  View Lines (Existing/Potential)
-  Key View Points (Existing/Potential)



Character Outcome 6: Place Design Guide

A Place Design Guide has been prepared to compliment and to be read alongside the Master Plan.

Key elements from this Strategy are embedded in the Master Plan as outlined and elaborate on several of the Key Moves outlined in the Character Theme. The Place Design Guide provides recommendations, guidance and principles on elements associated with the public realm and private realm and will require further implementation through the planning framework and relevant Council policies.

Aims

The aim of the Place Design Guide is ultimately to enhance the experience of the City Centre at ground level, particularly for pedestrians. In this regard, it needs to look beyond the public realm alone and consider the 3 dimensional built form of the private realm that frames the space. This is what defines image, brand and experiential qualities of a place and of utmost importance is the interface of the public and private realms.

Purpose

This document is intended as a guide only. It establishes important principles and some suggested controls aimed at:

1. assisting with the assessment of some built form and public realm proposals
2. informing more detailed controls for the design of the public and private realm.

In this context, the specific aims of the Place Design Guide are to:

1. Implement the Mandurah City Centre Master Plan in line with key stakeholder expectations;
2. Coordinate the design of the public and private realm to achieve consistent high quality outcomes;
3. Enhance the 'ground plane' experience for people within the City Centre, particularly pedestrians, making it more engaging, comfortable and safe;
4. To enhance the character of the City Centre; its sense of place, brand and legibility;
5. To promote walking, cycling and public transport and reduce vehicle dependency;
6. Achieve a more resilient and greener City Centre, which celebrates its unique natural setting;
7. To attract high quality redevelopment and investment within the City Centre; and
8. Improve physical and mental health through more social and physical activity within the public realm.

Objectives, Guidance and Principles

Public Realm

Complete Streets
Space Reallocation Types
Open Space Design
Landscape Treatments and Urban Elements

Public and Private Realm Interfaces

Public and Private Realm Integration
Frontage Types
Alfresco
Greening

Private Realm

Built Form Diversity
Podium and Tower Design
Mid-rise Apartments and Mixed Use
Garden Apartments
Large Floor Plate Built Form
Building Materials, Finishes and Colours

Place Design Guide: Complete streets

Objective

Integrated transport planning and city design that adopts an approach where transport decisions also enhance the image, liveability, street life, safety and walkability of the City Centre.



1. People First

Prioritise pedestrians first, then cyclists, then public transport, then service vehicles, then private vehicles, in order to enhance mobility and ensure a balanced transport system.



2. Vibrant and Great for Business

Design streets to enhance commerce in the Mandurah City Centre and maximise street life both day and night.



3. Legible

A movement network that is easy to understand and navigate, offering diverse and immersive movement experience that create a strong image of the city.



4. Sense of Place

Local character expressed in the design of streets, open space and private realm interfaces, resulting in a look and feel that is authentically Mandurah



5. Safe Streets

Ensure streets are safe for all users through slow design speed, traffic calming, safe crossings and separated lanes, avoiding unnecessary through traffic.



6. Green

Promote sustainable low-energy transport modes and incorporate trees, landscaping and water-sensitive drainage.



7. Smart and Future Focused

Design streets that are flexible and adaptive to technological change.



8. Equitable

Accommodate all ages, abilities, genders and incomes.



9. Efficient

Utilise street space as efficiently as possible to optimise space for other functions such as footpaths, outdoor dining and landscaping.



10. Clean and Maintained

Ensure streets and open spaces are well-kept and are pleasant places to experience.

Place Design Guide: Open Space Principles

Guidance



1. Visible and Safe Crossing Destinations

On key desire-lines and entry points into open spaces.



2. Social Interaction

Within a variety of open spaces designed to be flexible and able to foster a variety of interactions, from relaxing picnics on the foreshore to more active interactions in the same space during special events.



3. Amenity for All

Inclusive spaces that can be enjoyed by all members of the community, leveraging off the amenity of the waterways and foreshore open spaces.



4. Place to Pause and Stay

Within all open spaces, particularly along foreshore open spaces but also local parks and pocket parks. Where amenity is lacking, seek to triangulate with other activities and/or points of interest.



5. Health and Well-being

Promote walking, cycling, rest and relaxation with open spaces, providing the necessary infrastructure and environment for this type of activity to occur (ie. Walking and cycling loops, structured activities such as sport and boot camp to unstructured activities like kicking a football).



6. Visibility and Security

Apply Crime Prevention Through Environmental Design Principles (CPTED) to ensure open spaces feel safe and inviting, particularly to more vulnerable user groups.



7. History and Discovery

Celebrate Mandurah's unique indigenous and European history, and pristine natural environment, particularly by establishing themed walking trails within the City Centre.



8. Public Art as Identity and Passage

Add public art in strategic locations to both celebrate local character and history and assist with legibility and wayfinding.



9. Play and Learning

Introduce fun elements that provide incidental learning opportunities and foster inter-generational interaction, together with more traditional play environments for all age groups.

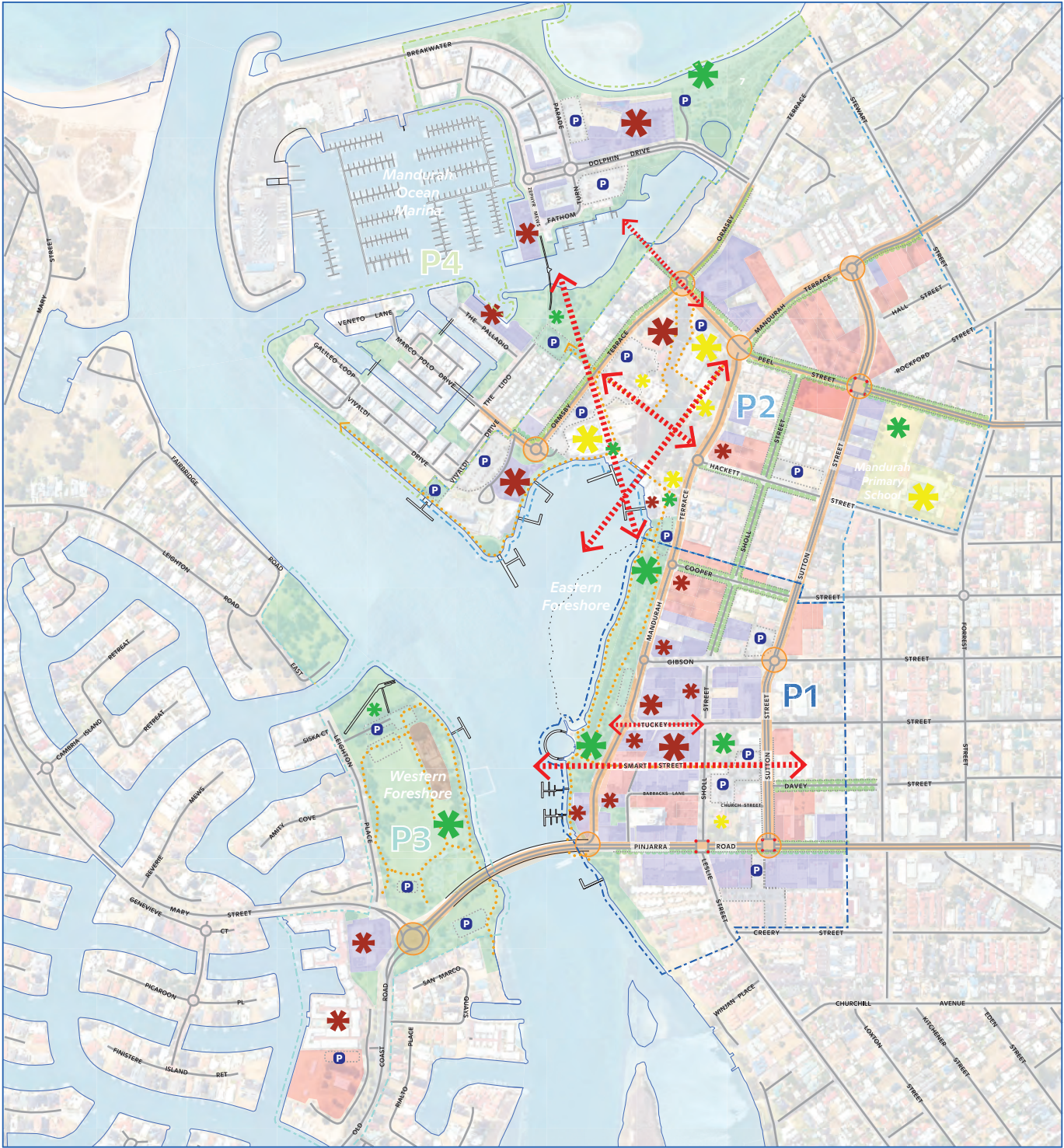


10. Destination Wayfinding

Supplement public art and other landscape legibility interventions with wayfinding signage in strategic locations, promoting walking and cycling between precincts for the betterment of local business.

Plan 9: Activity and Character Overview

- **Key View Lines**
To be Retained and Enhanced
- **Streetscape Upgrades**
New Footpaths, Street Trees and Underground Power
- **Gateways Nodes and Streets**
Landscape, Activity, Artwork and Wayfinding
- **Existing and Proposed Path Network**
Walk and Wonder / Trails / Pedestrian Priority Areas
- **Key Civic and Community Built Form**
City Administration, Library, Arts, Culture, Museum, Education
- **Key Commercial Built Form**
Tourist, Retail, Leisure, Food and Beverage
- **Key Public Spaces**
Meeting Places, Outdoor Activity, Town Squares, Event Spaces
- **Future Mixed Use Development Nodes**
Key Vacant and Redevelopment Sites
- **Existing Commercial Development**
- **Public Parking (Off-Street)**
Existing and Upgraded Parking Stations





5. Movement: An Accessible City

A great city should be accessible and easy to get to and find your way around whether arriving by car, cycle, public transport, on foot or by any other means. Previous strategies had identified a need to enhance arrival points, improve connections between precincts, and explore potential increases in water transport. These issues remain valid. Within this theme, gaps in the movement framework within the City Centre are explored, identifying opportunities to improve the ways in to move around the Precincts.

What We Have

- **Grid Based Street Network**

The street network, due to its 1890s layout of streets and lots, is primarily a grid network and has been subject to change and modification over time. The grid allows flexibility and options for movement, and over the last 20 years efforts have been made to open the grid, such as reopening Sutton Street at Gibson Street, making most streets two-way movement and providing four-way intersections such as Sholl and Tuckey Street. This is a key principle that should be maintained.

- **High Private Vehicle Use**

Based on census data and responses in engagement surveys, there is a heavy reliance on cars to arrive and move around the City Centre. 87% of survey responses identified arrival by car as the primary point of access. The geographic layout and demographics in Mandurah broadly, significantly contribute to this outcome. Whilst affecting change will be over an extended period, maximising and prioritising of modes of transport such as walking, cycling or public transport, together with further development that encourages walking trips between various activities can assist in reducing reliance on private vehicles.



- **Waterway Separation**

Mandjar Bay and the estuary entrance channel sets Mandurah apart from other key centres in regard to natural amenity. However, this provides a challenge for transport and movement with restricted bridge crossings. Significant feedback suggesting a pedestrian and cyclist connection between the Mandurah Bridge and ocean entrance was provided.

- **Parking**

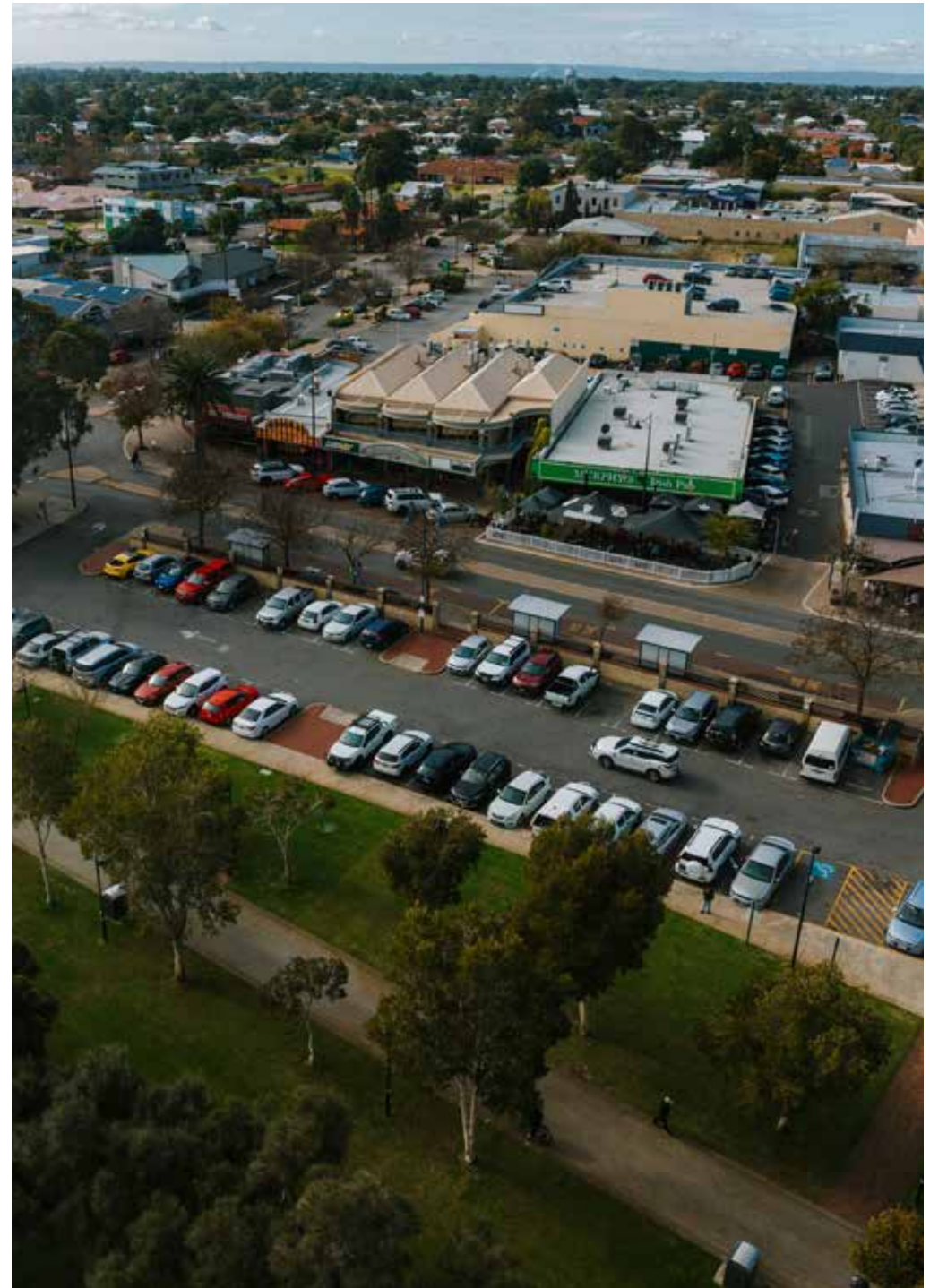
Across the City Centre, there are over 2000 public parking bays with nearly 80 percent of these public parking bays being located 'off-street' in seventeen at-grade, formalised car parks, with the remaining 20 percent being located 'on-street'.

Average occupancy overall for all on and off-street parking areas within the City Centre is generally below 55 percent. A 65- 85 percent average occupancy provides an optimum use of public parking, providing adequate accessible and convenient parking while ensuring bays are available for newly arrived vehicles. Beyond 85 percent average occupancy, there is a greater circulation of drivers looking for vacant bays, causing inconvenience, adding to traffic volumes, potential congestion, and a likely perception that there is not enough parking.

Average occupancy under 65 percent means the parking is under-utilised, which is inefficient.

- **Public Transport**

The City Centre is well serviced by existing bus networks; however they are largely restricted to a circular route between the station, Mandurah Forum and the City Centre, via Pinjarra Road and Peel/ Allnutt Street. Services from the northern areas of Halls Head provide limited access via Pinjarra Road and a limited-service connection is provided to the Mandurah Ocean Marina and from Madora Bay to the northern extent of the City Centre. Primarily, every bus route commences and is completed at the Mandurah Train Station, however this provides a disconnect from the suburbs of Mandurah and the key strategic employment centre in the City Centre.



Key Principles



Prioritise pedestrian and cyclist networks within the City Centre including a dedicated and/or separated cycle network along the extent of Mandurah Terrace with connections to northern and southern coastal paths to east to the Mandurah Train Station.



Plan for, and advocate for a street-based transit system between the City Centre and the Mandurah Train Station



Plan for, and advocate for a rapid bus network that connects Mandurah's suburbs to the City Centre



Manage circulation around and legibility of City Centre through safe movements for all users.



Ensure street infrastructure contributes and enhances the character of the City Centre.



Ensure ongoing management of parking supply and monitoring of occupancy.

Movement Outcome 1: Prioritise Pedestrian and Cyclist Networks

● **Cycle Networks**

There are several ways to improve the cycling experience which include the provision of dedicated street space, wayfinding, lighting, providing safe off road location that avoids high level pedestrian areas and addressing gaps in the network.

The Master Plan recommends the delivery of significant improvements to the cycle network, including dedicated cycle paths, primarily along Mandurah Terrace and connecting to key coastal paths and trails to the north, south and east.

As a priority, addressing the conflict and confusion at the southern end of Mandurah Terrace between Tuckey Street and Pinjarra Road accessing the Mandurah Bridge is required, particularly for cyclist heading south to the Bridge.



● **Path Networks**

Improvements to the walking experience include shade, wayfinding, lighting, providing time for crossing at signalised intersections, frequent street crossing opportunities and addressing gaps in the network.

To compliment cycle infrastructure, there are improvements recommended to the existing path network in recognition of the recreation opportunities in the foreshore spaces and connections between precincts, particularly:

- the design and location of path networks in the Eastern Foreshore by making changes to the central path that divides the space;
- Improving the circuit in and around the Western Foreshore;
- Between the City Centre and the Marina through car park redesign and landscape improvements to the western end of Peel Street.

● **Streetscape Improvements and Street Upgrades**

Significant improvements were undertaken in 2010 and 2011 to parts of Mandurah Terrace, Tuckey Street, Sholl Street (south) and Gibson Street (west). Prior to this, Sutton Street (north) was upgraded. Planning is underway to progress the upgrade of Peel Street.

Surrounding streets, primarily Sholl Street (north), Cooper Street and Hackett Street are recommended for improvements with new footpaths, street trees and underground power to improve appearance and functionality, encourage further development and improve pedestrian movements. Davey Street as a commercial node also requires improvement, and Ormsby Terrace, as a key linkage between Precinct 2 and 4, particularly regarding a footpath on the western side is recommended. Barracks Lane as a core linkage for sites along Mandurah Terrace for servicing, pedestrian access to parking and general amenity is also recommended for upgrade.

Mandurah Terrace was subject to improvements in 2010, however remains a vehicle dominated space and a key barrier between the foreshore and activities on the eastern side.

The Master Plan recommends a future upgrade to improve east-west pedestrian crossings, introduce cycle lanes, remove median and provide for improved street lighting, and dedicated alfresco dining spaces to compliment the intersection upgrades identified.

Similarly, Pinjarra Road and Sutton Street south are identified for upgrade as an outcome of the Master Plan. Pinjarra Road has been progressively upgraded from Mandurah Road in a westerly direction over the last five years. This upgrade represents the last stage, however the form and style of the improvements needs to reflect the change in urban form and address existing challenges in integrating both sides of this street.

Elements that target an improved pedestrian environment along Pinjarra Road between Sutton Street and Mandurah Traffic Bridge should be explored, where options may include reducing speed limits; implementing a mid-block pedestrian crossing and/or refuge island; improving pedestrian phasing at the Sholl/Leslie Street and Sutton Street signalised intersections; and improving wayfinding to the boardwalk beneath the eastern bridge abutment.

- **Mandjar Bay / Entrance Channel Crossing**

Mandurah's waterways provide a beautiful focus area however results in challenges in connections and crossings. Arising from and with support from the Master Plan engagement, the Master Plan recommends that opportunities for connections, be that at water level or an iconic bridge structure be identified on the Movement Network Plan. This connection links Mandurah's northern and southern coastal path networks and facilitates a completion of the Mandjar Bay recreation circuit.

It is acknowledged that this project is aspirational and has significant challenges, but is worthy of recognition in the Master Plan.



Movement Outcome 2: Provide a Legible Street Network

Unlike previous plans, no substantial changes are recommended to the street network, 7 key intersection improvements are recommended for delivery with a focus on reducing the reliance on Mandurah Terrace, to make pedestrian connections accessible across intersections and making right turn movements safe.

Primarily, the existing northern movement on Mandurah Terrace results in a higher than desirable traffic volumes for the key public foreshore area. Simple intersection improvements can address this outcome by making an alternative route more attractive.

The recommended changes are as follows:

- 1** Sutton Street / Pinjarra Road:
Provide for two right turn lanes into Pinjarra Road from Sutton Street in conjunction with improvements to both roads.
- 2** Pinjarra Road / Sholl Street / Leslie Street:
Realign the intersection to ensure that the turning lanes off Sholl Street and Leslie Street into Pinjarra Road are safe. This is achieved by a realignment of the central lanes and being right turn only. The outside lanes are then designed to be through and left turn lanes.
- 3** Sholl Street / Church Street / Barracks Lane:
Recommend the removal of the Church Street and Sholl Street roundabout, potentially closing Church Street to Sholl Street so that it is only accessing the Mewburn Car Park; and consider improvements to access to Barracks Lane from the east.
- 4** Sutton Street / Tuckey Street:
Provide right turn lanes to provide safe access to Tuckey Street.
- 5** Mandurah Terrace / Tuckey Street:
Review functionality with consideration to the removal of

roundabout and create a T-intersection with traffic along Mandurah Terrace from the south required to stop;

- 6** Mary Street / Leighton Place
With improvements and upgrades to the Western Foreshore, consider how access into and out of Leighton Place is managed given its proximity to the Old Coast Road / Mary Street roundabout.
- 7** Mandurah Terrace / Peel Street
This intersection does not currently present an urban / City Centre solution to movements for all users and potentially contributes to the strong northern movement along Mandurah Terrace for vehicles travelling through rather than arriving at the City Centre. The intersection is also the key access into the Civic Precinct and the Marina so all turning movements are important. The Master Plan recommends that changes are required with no specific outcome identified.



Movement Outcome 3: Improved Public Transport

Consistent with the Integrated Transport Strategy, strengthening the connection between the Mandurah Train Station and the City Centre is a core recommendation of the Master Plan. Comments during the engagement suggested that train should be extended to the City Centre, however, this is considered an unrealistic outcome.

- **Street Based Transit**

A street-based, high frequency transit system that is a step change from the suburban bus network requires exploration for this location. Options for delivery are being reviewed by the State Government through the Mid-tier Transport Plan, however planning for a direct service between the Train Station and the City Centre is a key outcome the Master Plan.

- **Rapid Bus Network**

Further, connecting Mandurah's suburbs to the north, south and east via a rapid bus network that primarily uses the existing highway network into the City Centre via Old Coast Road, Pinjarra Road and Mandurah Terrace is recommended. If the City Centre is to become a core employment centre for the region, alternative forms of access are considered essential.



Movement Outcome 4: Ongoing Management of Parking Supply and Occupancy

The City Centre Parking Plan has been developed to be read alongside the Master Plan. The Parking Plan provides a comprehensive plan to managing demand, supply, accessibility and improvements to parking in the City Centre.

Core recommendations align with the Master Plan regarding upgrades to existing parking areas, streetscape improvements, signage and wayfinding together with improvements for ongoing monitoring and management to ensure alignment between the two plans.

- **City Centre Parking Plan**

Reference should be made to the recommendations and actions in the City Centre Parking Plan.

The Plan recommends upgrades to five key existing parking areas, ensuring that the planning framework is updated and further development of at-grade parking at the Western Foreshore, improvements to timed parking, streets and monitoring of occupancy amongst others.



Movement Outcome 5:

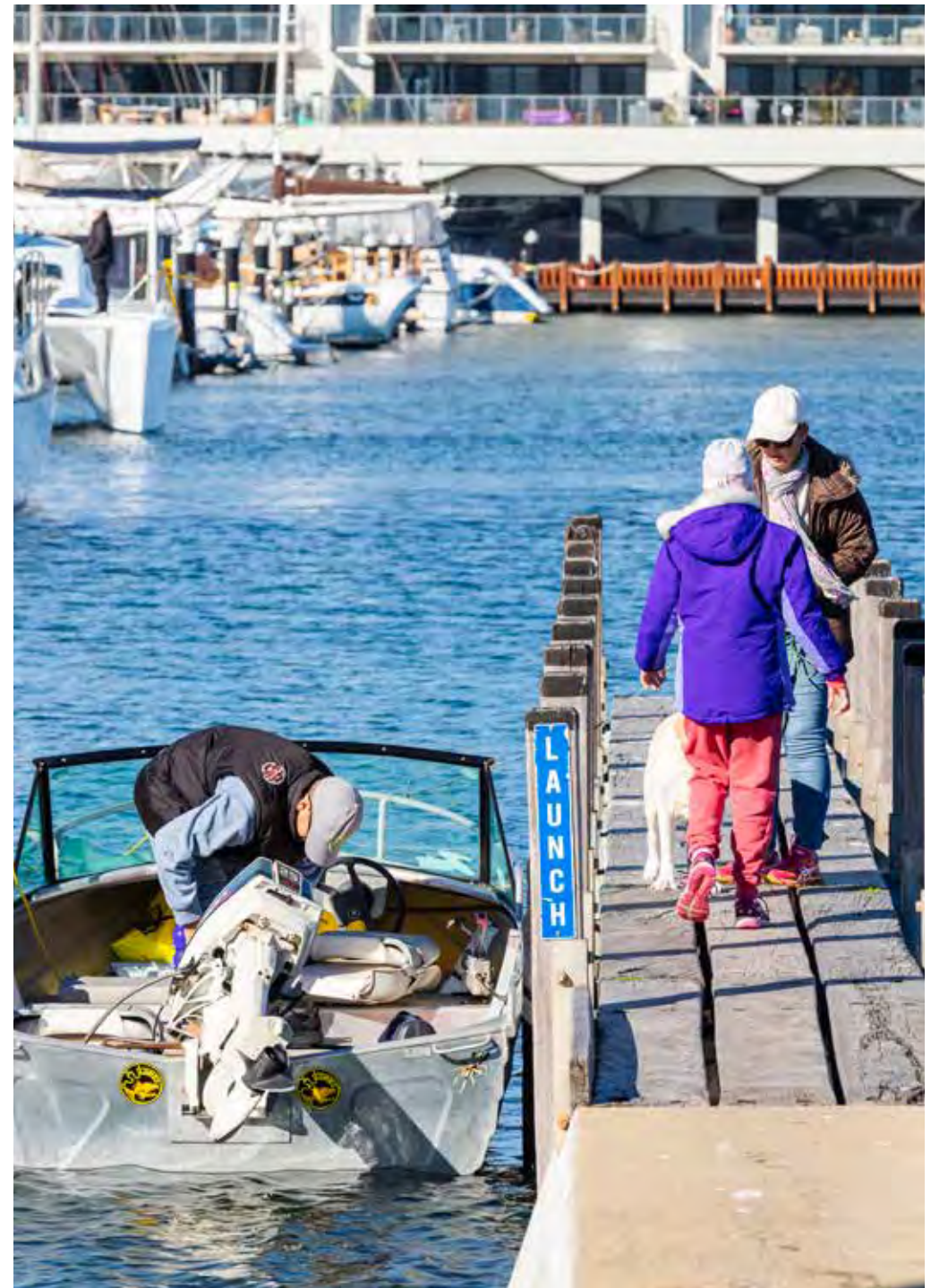
Make the City Centre highly accessible via Boat

Mandurah aims to become the lifestyle capital of Western Australia and is highly appealing due its proximity to the coast and many interconnecting waterways (woven by waterways). The City is already one of the most popular recreational boating environments in the State, with boat ownership predicted to increase with population growth.

There is an opportunity for residents and visitors to use marine transport such as boats and kayaks to not only enjoy the waterways for recreational purposes, but to also visit the City Centre to patronise shop, restaurants and attend events.

- **Waterfront Waterways Master Plan**

This plan will be developed during 2024 to explore and identified jetty and water-based infrastructure within and around Mandjar Bay, the Eastern Foreshore and Western Foreshore based on support for further development arising from the engagement undertaken for the Master Plan.



Plan 10: Movement Network Plan

-

Cycle Path Network
Segregated and/or Separated Bike Paths
-

Streetscape Upgrades
New Footpaths, Street Trees and Underground Power
-

Existing / Proposed Path Network
Walk and Wonder / Trails / Pedestrian Priority Areas
- **Street Based Transit**
Connecting the City Centre to the Station
- **Rapid Bus Network**
Connecting Mandurah's Suburbs to the City Centre
- **Existing Bus Network**
To Be Reviewed upon completion of Transit Improvements
- **Monitor Need for Additional Connections**
A Peel Street to Marina B Sutton Street South
- P

Public Parking (Off-Street)
Upgrade or New From Parking Plan Shown Outlined

- **Intersection Upgrades:**
- 1

Sutton St / Pinjarra Road:
Two Right Turns Lanes into Pinjarra Road;
- 2

Pinjarra Rd / Sholl St / Leslie St:
Realign turning lanes off Sholl/Leslie into Pinjarra Rd;
- 3

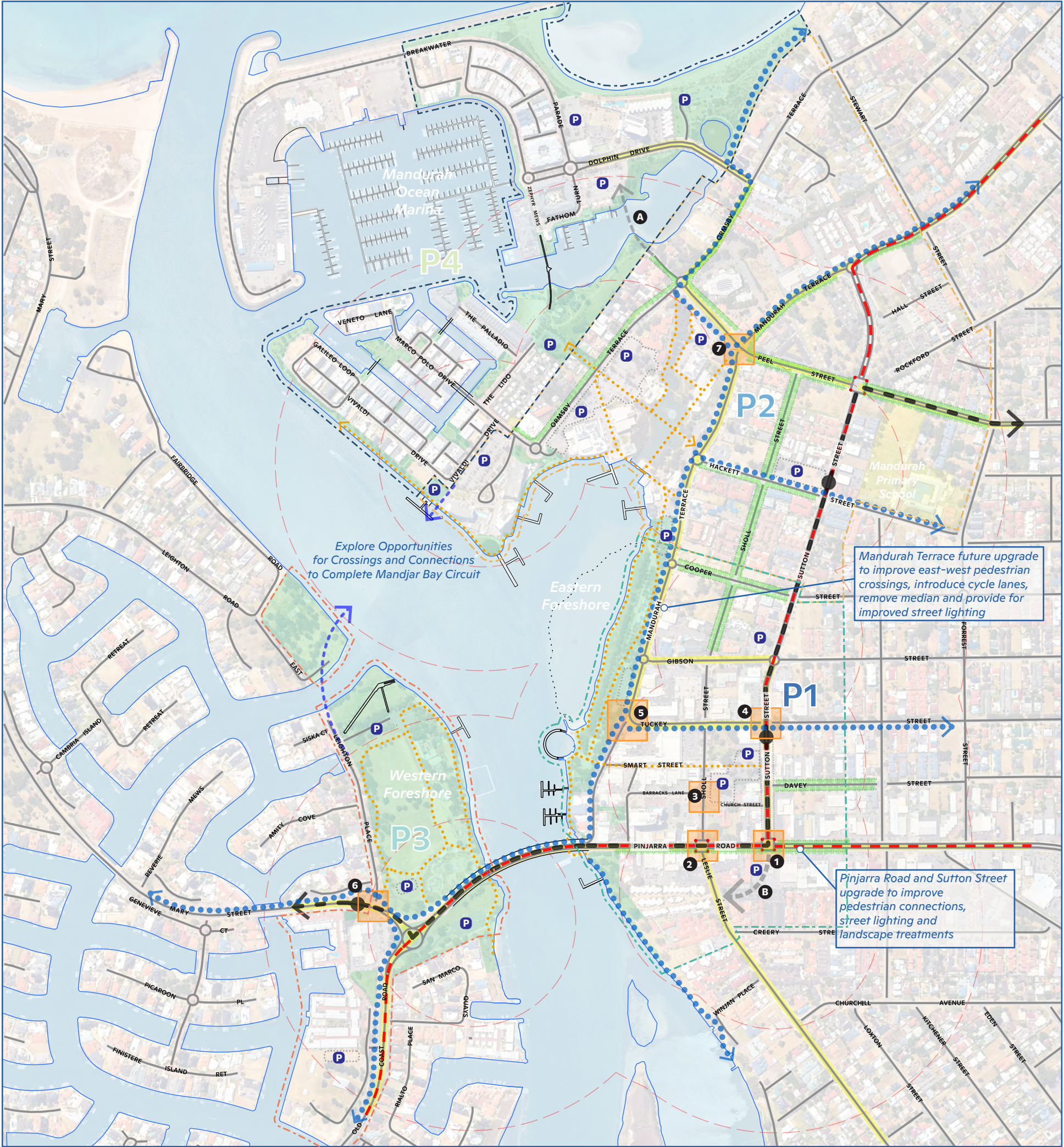
Sholl St / Church St / Barracks Lane:
Remove Church St / Sholl Street Roundabout;
Consider access to Barracks Lane from the east;
- 4

Sutton St / Tuckey St:
Provide Right Turn Pockets to Access Tuckey St;
- 5

Mandurah Tce / Tuckey St:
Review functionality with consideration to the
removal of the roundabout and create a T-Intersection;
- 6

Mary Street / Leighton Place:
Improve right turns;
- 7

Mandurah Terrace / Peel Street:
Monitor intersection treatment and scale;





6. Key Project Areas

In order to further elaborate and expand on the outcomes described in the Key Themes, indicative and schematic high-level concepts have been prepared to articulate the vision.

In progressing the details and concepts further, individual project areas and plans have been prepared in addition to commitment projects that are underway for the Eastern and Western Foreshores as the completion of the Mandurah Waterfront project and the commencement of the Waterfront Waterways Master Plan during 2024.

Each of the plans provide high level recommendations and key moves to identify opportunities and development as individual projects, pending funding, advocacy, private investments, and government partnerships. These plans set the framework for refinement and will be subject to further detailed design and implementation through the Long-Term Financial Plan, improvements to the land use planning and Council policy framework.

Plan 9 outlines the Key Project Areas noting the following where further plans are not included in the Master Plan:

- **Eastern Foreshore Central and North**

Progressing to detailed design and delivery during the preparation of the Master Plan and that reference should be made to the relevant Project Page website for further detail.

This plan will deliver a district level playspace, improved events stages, updated path and landscape outcomes and connections to the water and improvements to the car parking and pedestrian space at the northern end of the Foreshore.



- **Western Foreshore**

The Western Foreshore project area is a continuation of the Mandurah Waterfront project with the development of the commercial site identified together with updates to car parking, path connections and water edge treatments.

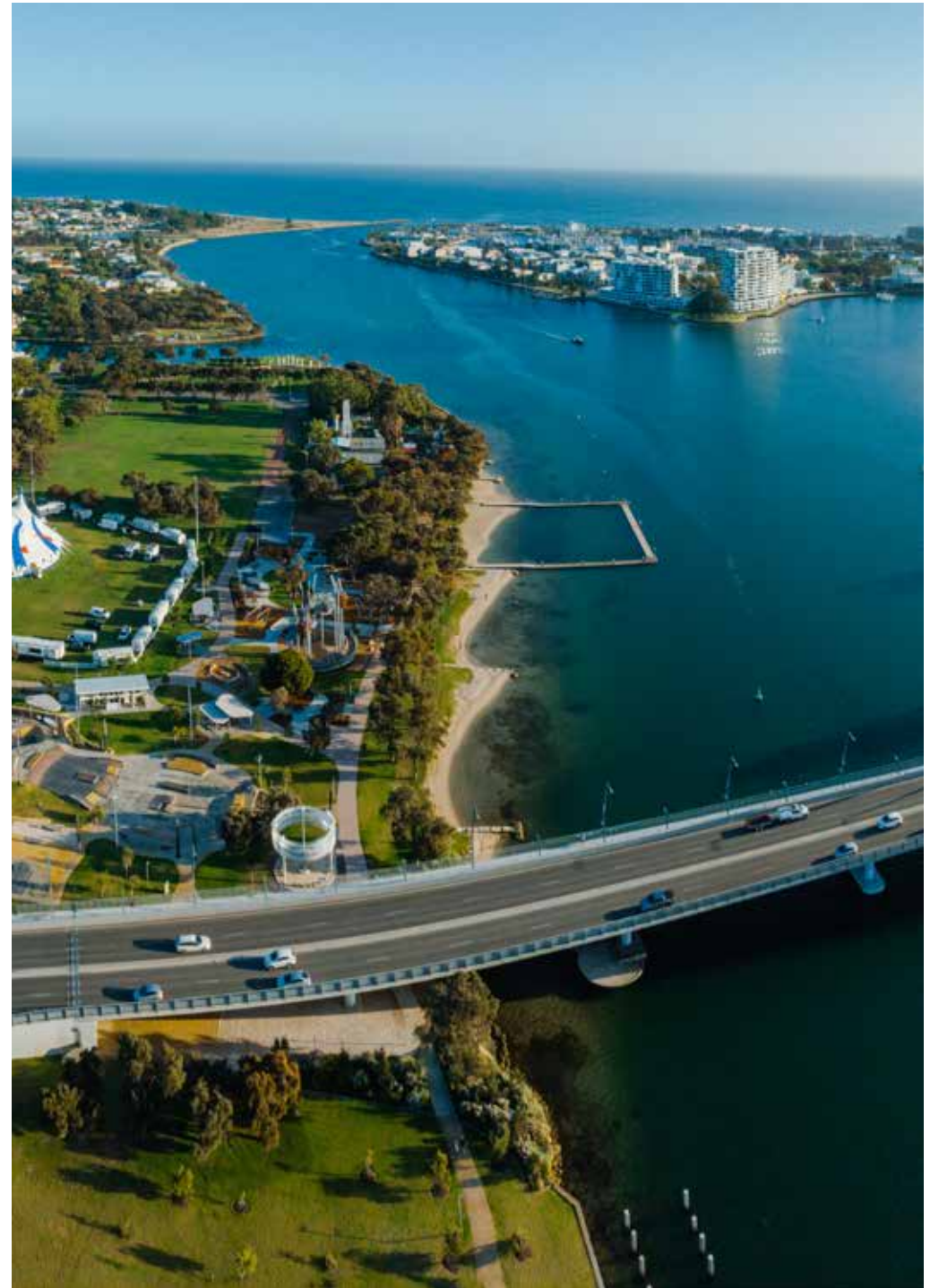
- **Waterfront Waterways Master Plan**

This plan will be developed during 2024 to explore and identify jetty and water-based infrastructure within and around Mandjar Bay, the Eastern Foreshore and Western Foreshore based on support for further development arising from the engagement undertaken for the Master Plan.

- **Roberts Point**

Roberts Point was identified in the Mandurah Foreshore Focus 2020 Vision Master Plan. Remaining locations and recommendations from this Master Plan have largely been progressed except for the outcomes for this Precinct. Whilst siting outside of the Master Plan area, it is a significant piece of government-owned land that has significant potential to compliment the City Centre.

Outcomes such as tourist resort, additional marina, key landscape and public amenity remain key outcomes, and will be subject to further master planning over time.



Plan 11: Key Project Areas

Project Plans Included in the Master Plan

- 1 **Mewburn Site**
Short term parking upgrades; Long term Mixed Use Development
- 2 **Heritage Precinct**
Pinjarra Road, Dalrymple Park and Museum Site Upgrades
- 3 **Civic Centre Precinct**
Civic / Administration, Library, Arts, Cultural Infrastructure, Tourist Development, Administration Bay Upgrade
- 4 **Town Beach**
Landscape, Playground and Access Upgrade

Projects Underway

- 5 **Eastern Foreshore Central and North**
District Level Playspace, Landscape, Connection to Water
- 6 **Western Foreshore**
Commercial Site, Parking, Paths and Water Edge Treatments
- 7 **Waterfront Waterways Master Plan**
Explore scope for future Jetty Infrastructure

Future Project Areas

- 8 **Roberts Point (Long Term):**
Potential Marina, Tourist Resort, Landscape Upgrade
(Subject to further Refinement and Detail)

-  **Key Civic and Community Built Form**
-  **Western Foreshore Commercial Site**
-  **City of Mandurah Owned Sites**
-  **Key Public Space Upgrades**
-  **Potential Tourism Development**
-  **Streetscape Upgrades**
-  **Public Parking (Off-Street)**



Mandurah City Centre Master Plan



Mewburn Car Park Site

In conjunction with the City Centre Car Parking Plan, for the foreseeable future, this site will remain a consolidated car parking location for the City Centre. The site is owned in freehold by the City of Mandurah.

The City of Mandurah's Property Strategy recommends that the site is retained for city growth opportunities, where development for an identified purpose will assist in the future economic development of Mandurah and that centralised parking is considered essential on this site, therefore future development options need to consider the replacement of parking as part of any design and layout.

Two plans have been prepared for the site – a short to medium term improvement plan; and a long term developed option.

The short-term option includes improvements to the vehicle movement and pedestrian environment in Sholl Street, Barracks Lane, Sutton Street and Pinjarra Road.

This is in conjunction with improvements to the layout and functionality of the Mewburn Car Park and use of open spaces around Christ Church and George Robinson Gardens.

The long term developed option explores how the site could be configured with future built form, together with the integration of car parking, public spaces and pedestrian connections. This plan also outlines significant private development opportunities along Mandurah Terrace, Sholl Street and Barracks Lane.

Any development of the Mewburn Site will need to ensure that progress on these sites is substantially progressed prior to consideration of development of the Mewburn Site, unless significant partnerships are made available that does not compromise development outcomes on nearby sites.



Key moves

Church Street

- 1 Consider and review closure of Church St at Sholl St
- 2 Creation of pocket park
- 3 Extension and linking of heritage walk with lighting and landscaping
- 4 Removal of Sholl St roundabout

Barracks Lane

- 5 Framing built form and public art, activation of lane
- 6 Upgrade lighting
- 7 Inclusion of loading zone

Sutton Street

- 8 Relocate bus stop
- 9 Introduce double right turn onto Pinjarra Rd

Pinjarra Road

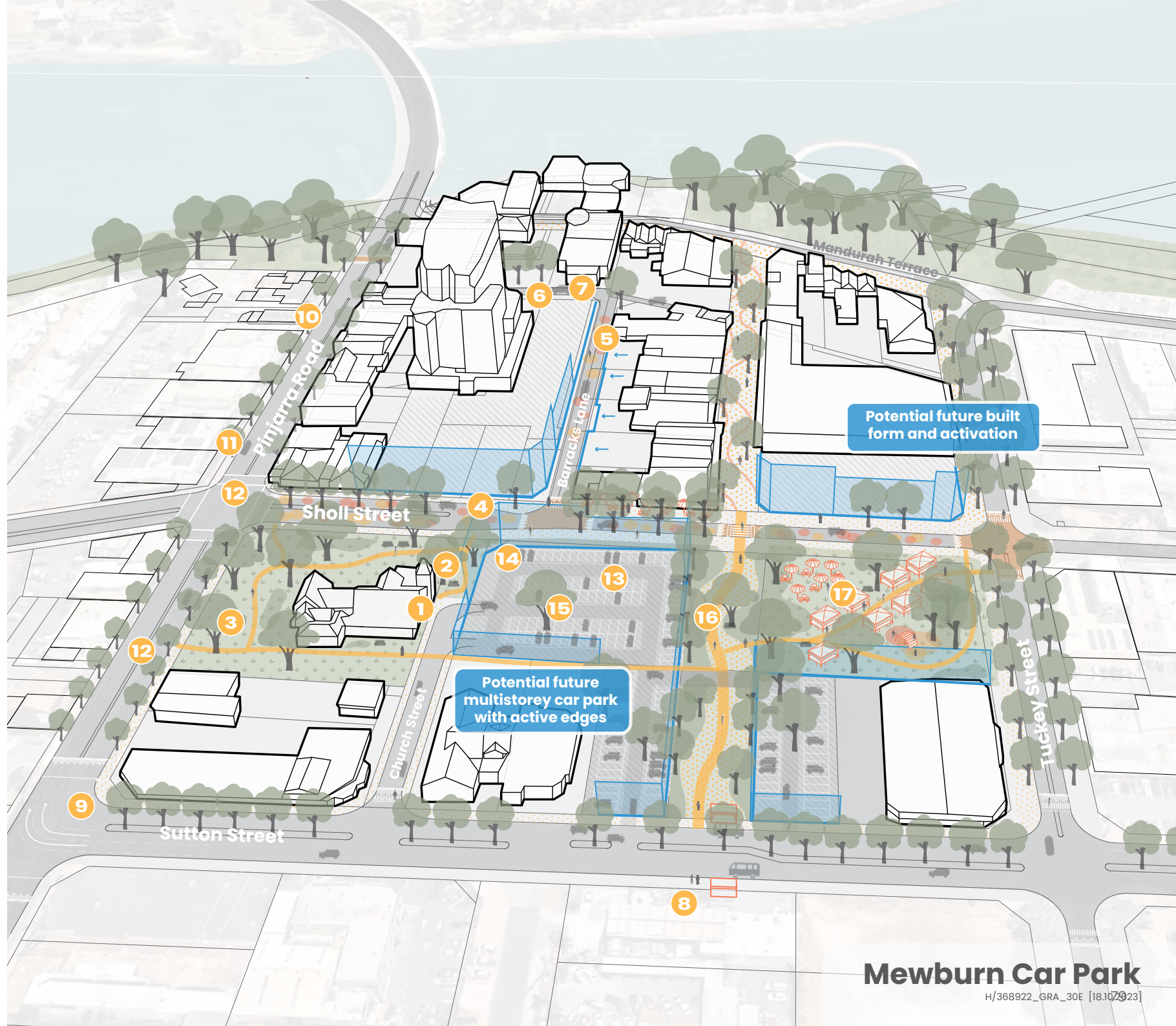
- 10 Undergrounding of power
- 11 Street trees
- 12 Creation of an improved pedestrian environment

Mewburn Centre

- 13 Redesign and upgrade parking
- 14 Improved lighting
- 15 Change to all day parking
- 16 Extension of pedestrian pathway to Sutton St

G. Robinson Gardens

- 17 Redesign of park, creation and activation of event space



Mewburn Car Park

H/368922_GRA_30E [18.10/2023]

Smart Street Pedestrian crossing with George Robinson Gardens



Key moves

G. Robinson Gardens

- 1 Additional green space/reconfiguration into "Village Heart"
- 2 Flexible event space/potential markets

Christs Church

- 3 Heritage church celebrated. Improvements to built form interfaces, curtilage and connectivity
- 4 Green space setting to enjoy heritage church building

Mewburn Car Park

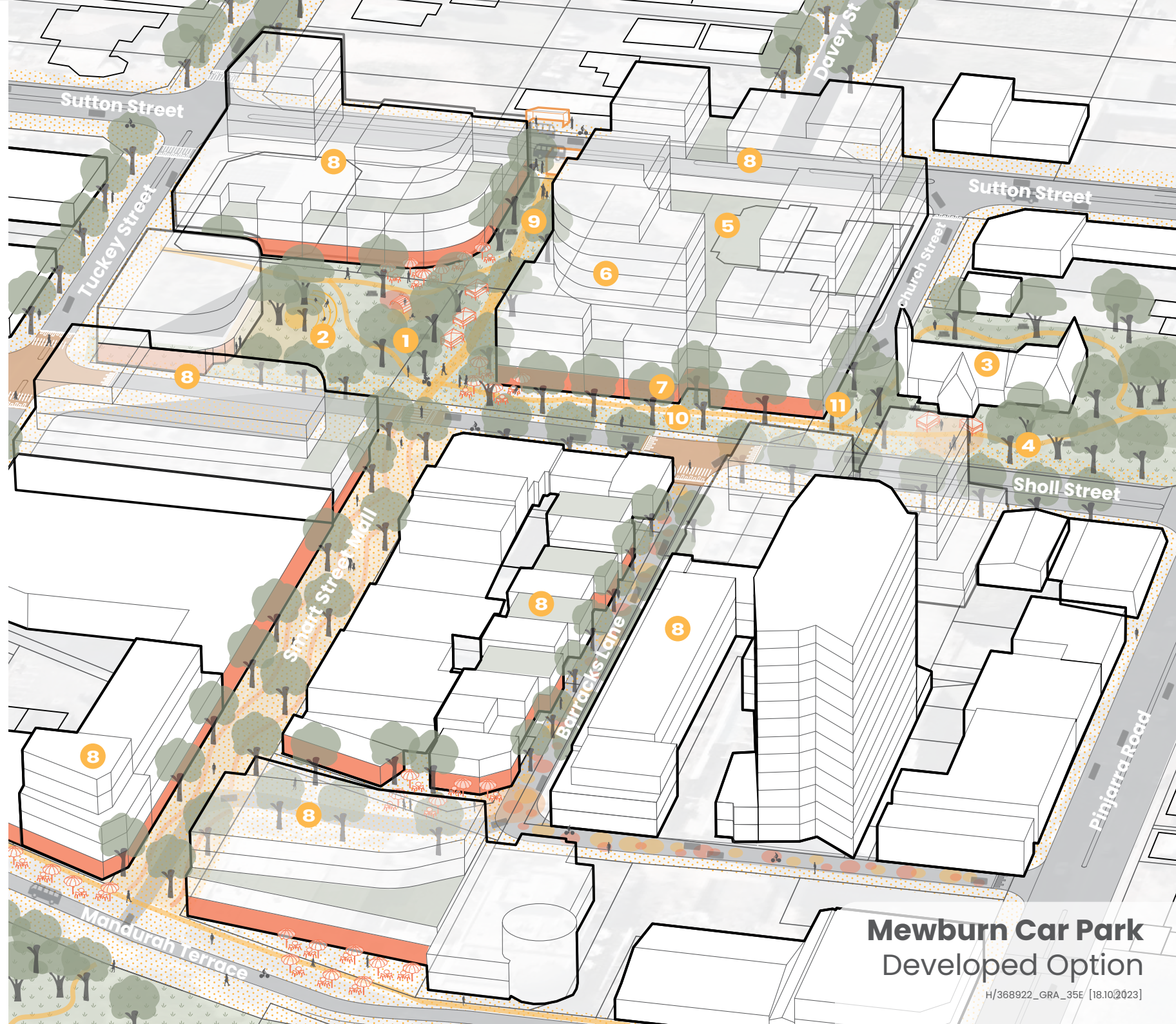
- 5 New multi-level car park
- 6 Development opportunities to help fund car park
- 7 New active built form edges sleeving car park

Potential Private Development

- 8 Potential new development activating public spaces and providing new commercial and housing opportunities

Connections

- 9 New green link between bus stop and Smart Street Mall/Foreshore
- 10 Green link between "Village Heart" and church green
- 11 Partial closure of Church Street and roundabout removal for improved pedestrian movement/streetscape



Mewburn Car Park
Developed Option

H/368922_GRA_35E [18.10.2023]

Barracks Lane Perspectives



Barracks Lane looking west



Heritage Precinct

The Heritage Precinct has a focus on the eastern end of the Mandurah Bridge and the current Mandurah Museum location.

The plan shows a potential expansion and enhancement of the Museum building and linkages to Dalrymple Park to improve the connection between this precinct and the water. Further planning and the preparation of business case will need to be undertaken to confirm the future uses of these buildings and whether the Museum remains in this location.

The Master Plan makes recommendations for improvements to Pinjarra Road and Mandurah Terrace as an outcome of the Mandurah Bridge completion and some challenges that have been created regarding traffic speed and pedestrian and cyclist conflict.

Given current challenges in this location, the improvements to Mandurah Terrace are considered a priority project for delivery.



Key moves

Pinjarra Road

- 1 Underground power and introduce street trees
- 2 Introduction of median and upgraded footpaths
- 3 Explore options for pedestrian crossing

Museum and Cultural Centre

- 4 Museum building expansion and landmark built form. Final use to be determined.
- 5 Cafe and cultural hub activation of Dalrymple Park
- 6 Upgrade of Dalrymple Park

Mandurah Terrace

- 7 Consider options to reduce entry speed and introduce greening
- 8 Realignment of carriageway to expand cycle/pedestrian space
- 9 Dedicated cycle and pedestrian paths

Foreshore

- 10 Leverage existing jetty infrastructure. Maintain fishing on jetty
- 11 Explore additional jetty location for water-based transport and activities
- 12 Improved lighting under bridge



Heritage Precinct Perspective



Civic Centre Precinct

The development of the Civic Centre Precinct is a core component of Precinct 2 where numerous strengths, challenges and opportunities were identified relative to this location.

The land is primarily in Crown Land reserves and provides an opportunity to improve its functionality and layout by new and improved built form, pedestrian connectivity and landscape improvements.

The location of built form should ensure that view corridors are that connections are improved between the City Centre Core and the Mandurah Ocean Marina and the arrival into the City Centre from the north.

A key outcome is the consolidation of the City of Mandurah's Administration and Council Chambers activity in this precinct after previous plans and concepts were considering an alternative location.

Further, the development of community related infrastructure is recommended, however the final use and occupation of any buildings will require further Infrastructure Needs Analysis, Detailed Business Case and Concept Designs.

A number of commercial development opportunities are also identified and these will be subject to partnerships with State Government in regard to land tenure and land exchanges.



Key moves

Council Chambers

- 1 Upgraded Intersection: Monitor intersection treatment and scale to suit urban form required for an entry to the City Centre and Marina Precinct
- 2 New Civic Administration / Council Chambers
- 3 Existing Civic Building retained or adapted for other community purposes such as education, art studios, not for profit office space
- 4 Waterfront Civic Space
- 5 New waterfront green with active edge

Muddy Creek

- 6 Retained and enhanced Muddy Creek/ low-key nature trails
- 7 New site created for Tourist Hotel Resort and/or Mixed Use Commercial Site; short term at-grade parking

Admin Bay

- 8 New community buildings as a potential town hall, complimentary art and cultural space replacing existing Contemporary Art Space and interacting with existing Seniors Centre
- 9 New Food and Beverage or Commercial site to create stronger edge
- 10 New landmark community / education building with two frontages as a potential Library and Learning Centre on regional level
- 11 Reshaped and more natural edge to Admin Bay to implement improved Water Sensitive Urban Design Outcomes and new pedestrian linkages
- 12 Enhanced waterfront parkland and new active plaza space
- 13 Seek further upgrades to the Performing Arts Centre to ensure that it continues its regional level functionality



Administration Bay Perspective



Town Beach

Town Beach formed part of the original development outcomes of the Mandurah Ocean Marina. As a rare north-facing beach that is protected from strong summer winds, it has tremendous opportunity to be focal point for the City Centre as a regional beach.

Given the planned growth of central Mandurah, it will also play an important role in providing locals with access to the ocean and forms part of an important open space network for these residents.

As a result, a concept plan has been developed for town beach to provide a focus for future opportunities, both short term and long term, building on localised landscape quality, water quality improvement opportunities and connections to extensive path network.

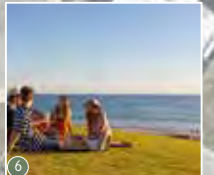
In preparing the concept plan, a number of exemplar sites were reviewed to test scenarios for amount of parking, lawn and play spaces, amenities and so on. As a result, the concept plan identifies a refined layout for parking and playground to improve the site's functionality.

In addition, the plan identifies opportunities for pop-up / food truck and other small scale commercial opportunities, maintains and enhances spaces for surf-life saving and small-scale event space.

The final layout and implementation will be subject to refinement and inclusion in the Long Term Financial Plan, however provides a focus for the importance of the site in the short term.



Town Beach Concept





7. Implementation

The range of actions within the City Centre Master Plan will require sustained effort and cross-functional work to ensure delivery of the recommendation of the Master Plan.

A key outcome is that an internal City Centre Master Plan Implementation Group ('Implementation Group') is established, to lead the delivery of the Master Plan actions including:

- budget allocation through the Long-Term Financial Plan for design and delivery of key infrastructure projects;
- funding submissions and management of grants for infrastructure projects
- asset renewal and upgrades for public spaces and servicing infrastructure;
- business case development for key built form and partnership outcomes;
- investment attraction;
- tourism development, promotion and attraction;
- large and small business support;
- updates and changes to the local planning framework and other policies and guidelines to facilitate new development of private land and support existing and new business;
- place making, activation and events;
- implementation of the supporting plans and strategies such as the Car Parking Plan, Wayfinding Strategy and Place Design Guide.

These will need to be a regularly reported on their progress to Council, community and key stakeholders.

Numerous lower priority actions may be implemented through the regular scheduled renewals asset management process, whilst other, higher priority actions will require sustained funding through direct budgeting, and/or in combination with other sources.



Table 1 Implementation Table: Activity – Always Something to Do

Project / Initiatives	Location / Details	City Role / Funding Type	Years 1-2 (24/25 – 25/26)	Years 3-5 (26/27 – 28/29)	Years 5 to 10+ (29/30 +)	Responsibility
Activity Outcome 1: Facilitate Catalyst Investment Opportunities						
A1.1 Review barriers and interventions to encourage further Office Space Development and identifies the City Centre as the core location for future office development to provide an agglomeration of activity.	Development of high-quality office space requires Investment Attraction outcomes, engagement with landowners and ensuring the planning framework has a focus on Precinct 1 and southern area of Precinct 2.	Internal Staff Costs	\$20k	Subject to consideration in LTFP if further investment and infrastructure is required;		Transform Mandurah
		Internal Staff Costs	Review of the Strategic Centre Precinct Structure Plan			Strategic Planning and Urban Design
A1.2 Review barriers and interventions to encourage further Short Stay Accommodation and Tourism Development and ensure that the planning framework identifies the key locations.	Support Visit Mandurah undertake a Tourism Needs Analysis, engagement with landowners and ensuring the planning framework has a focus on Precinct 1 and key sites in Precinct 2 and 4.	Internal Staff Costs	Complete Needs Analysis			Visit Mandurah
		Internal Staff Costs	Sites Identified in Current Precinct Structure Plan – Tourism Needs Analysis to Confirm Retention			Strategic Planning and Urban Design
A1.3 Review barriers and interventions to encourage further residential development including Student and Key Worker Accommodation , which may include partnerships on City owned land; and ensure that the planning framework support these outcomes.		Internal Staff Costs	\$20k	Subject to consideration in LTFP if further investment and infrastructure is required;		Transform Mandurah
		Internal Staff Costs	Review of the Strategic Centre Precinct Structure Plan			Strategic Planning and Urban Design

Project / Initiatives	Location / Details	City Role / Funding Type	Years 1-2 (24/25 – 25/26)	Years 3-5 (26/27 – 28/29)	Years 5 to 10+ (29/30 +)	Responsibility
A1.4 Investigate planning and environmental regulation provisions relating to Noise Controls in Entertainment Precincts to ensure vibrant and mixed-use land uses can co-exist.	Seek to implement planning scheme and regulatory change to better manage noise provisions for mixed use city centre development outcomes	Internal Staff Costs	Review of the Strategic Centre Precinct Structure Plan and Local Planning Scheme Amendment.			Strategic Planning and Urban Design
Activity Outcome 2: Plan and deliver strategic community infrastructure within the City Centre to service the broader community						
A2.1 Part A: Prepare a Central Mandurah Library and Learning Facility Needs Analysis and Detailed Business Case for consideration to guide future library infrastructure needs.	Potential locations identified in Civic Centre Project Area;	Within Existing Operating Budget	\$90K			Community Development
Part B: Prepare a Concept Plan and Detailed Design for a Central Mandurah Library and Learning Facility .	Subject to the needs analysis and business case confirm a City Centre location for further development.	Within Existing Operating Budget	\$50K			Strategic Planning and Urban Design
		External Funding Required		Delivery Costs to Be Determined via Business Case		Community Development
A2.2 Advocate for the establishment of Tertiary and Higher Education Facility within the City Centre	Consistent with the Sub Regional Planning framework, any further development of tertiary education in the region should be in the City Centre.	Internal Staff Costs				Transform Mandurah
A2.3 Preparation of a business case for an upgrade to the Mandurah Performing Arts Centre	The Mandurah Performing Arts Centre is over 25 years old and whilst a successful centre, its form and function should be reviewed in the context of its regional importance.	Within Existing Operating Budget	\$30K (Business Case)			Community Development
		External Funding Required		Delivery Costs to Be Determined via Business Case		Community Development

Project / Initiatives	Location / Details	City Role / Funding Type	Years 1-2 (24/25 – 25/26)	Years 3-5 (26/27 – 28/29)	Years 5 to 10+ (29/30 +)	Responsibility
A2.4 Confirm the long-term future for the City Administration and Council Chambers being located in the Civic Centre Precinct.	Provide certainty to any upgrade or consolidation of the built form in the Civic Centre Precinct based on land tenure and the core activity in the precinct.	Subject to Consideration at Next LFTP Review	Delivery Costs to Be Determined via Business Case; Refurbishment Plans; and Building Maintenance Plans.			Asset Management; Project Management
A2.5 Undertake a business case to determine the preferred long-term location for the key Community Infrastructure within the City Centre that includes the Mandurah Seniors Centre, Mandurah Museum and Art Gallery, music rehearsal and performance spaces, studio spaces, exhibition and gallery facilities.	A review of current to be undertaken with a focus on the current facilities located within the Civic Centre and Heritage Precinct. Service delivery models to be considered.	Subject to Consideration at Next LFTP Review		\$100K		Community Development
Activity Outcome 3: Grow and promote a strong and distinctive brand identity for the City Centre						
A3.1 Create a Brand Identity for the City Centre for signage, promotion, and marketing in conjunction with the Wayfinding Strategy.	A place led approach to promotion and marketing, potentially in partnership with business and landowners, that compliments the City's corporate brand, but distinct for the place.	New Operating	\$20k			Corporate Communications; Transform Mandurah
A3.2 Continue to invest in opportunities and staff that provide Business Support to further develop the evening economy to encourage core trading hours after 3pm.	Facilitation through planning framework, approvals, public spaces and promotion together with the City Centre Place Manager role.	Within Existing Operating Budget	\$800K Per Year (incl 1 FTE)	Ongoing		Transform Mandurah

A3.3 Review and update the Alfresco Dining and Outdoor Trading Guidelines .	Ensure the elements from the Place Design Guide, review of the trial guidelines an approval process reflect intended outcomes.	Within Existing Operating Budget	To be completed early 2024			Strategic Planning and Urban Design
Activity Outcome 4: Activate and Promote Public Spaces						
A4.1 Continue to facilitate an Annual Events Program that celebrates and strengthens local pride and identity, centring around the following themes: <ul style="list-style-type: none"> • Connection to country • Water and marine • Arts and culture (live music) • Sport and recreation • Health and wellbeing 	The City's Events Program is a key activation outcome for the City Centre, working in conjunction with external event attraction, should continue.	Within Existing Operating Budget	\$1.5M (including	Ongoing		Festivals and Events
A4.2 Review Event and Markets Guidelines for the City Centre to outline preferred event spaces with the aim to reduce the focus on the Eastern Foreshore.	Identify locations available for events, consider locating some activities further back from foreshore except those that have link to water. Seek to provide process and set up simple for proponents and outline key infrastructure and utilities;	Subject to Consideration at LFTP Review	\$20K			Festivals and Events; Transform Mandurah; Strategic Planning and Urban Design;
Project / Initiatives	Location / Details	City Role / Funding Type	Years 1-2 (24/25 – 25/26)	Years 3-5 (26/27 – 28/29)	Years 5 to 10+ (29/30 +)	Responsibility
A4.3 Prepare a Concept Plan for the upgrade the George Robinson Gardens / Mewburn Centre , to provide a central town square that can host pop up events and markets.	Upgrade the landscaping and lighting to contemporary standards. Replace existing toilet block to a built form that compliments the site. Works to be considered in conjunction with Car Park Upgrade outlined in the City Centre Parking Plan.	Subject to Consideration at LFTP Review		\$30K (Design) \$2M (Development)		Landscape Services

<p>A4.4 Prepare a Waterfront Waterways Master Plan that seeks further investment in infrastructure upgrades to enable people to interact with and move around the foreshore (with a strong experiential focus), for example protrusions into water at different levels such as:</p> <ul style="list-style-type: none"> • Boardwalks • Viewing and seating areas • New jetties • Floating platforms 	<p>Explore and identify jetty and water-based infrastructure within and around Mandjar Bay, the Eastern Foreshore and Western Foreshore</p>	<p>Within Existing Budget</p> <p>Implementation Subject to Consideration at LFTP Review;</p>	<p>Refer to Waterfront Waterways Master Plan when completed</p>			<p>Marina and Waterways</p>
<p>A4.5 Update the Trading Permit Guidelines and progress infrastructure upgrades that encourage a diverse range of water-based amenities on the foreshore such as</p> <ul style="list-style-type: none"> • Kayaking/canoes • Paddleboat hire • Inflatable water parks • Waterside entertainment 	<p>As part of the next iteration of the Trading Permit Guidelines together with investment attraction and business grants, seek proactive outcomes to further small business opportunities that interact with the waterways.</p>	<p>Within Existing Operating Budget</p>	<p>Staff Costs;</p>			<p>Property Services Transform Mandurah Strategic Planning and Urban Design</p>
<p>A4.6 Progress detailed design and implementation of the concept plan for Town Beach as the primary beach for the City Centre incorporating:</p> <ul style="list-style-type: none"> • Landscaping • Hospitality opportunities • Space for life-saving training • Event space 	<p>Town Beach in Precinct 4</p>	<p>Subject to Consideration at LFTP Review</p>			<p>\$30K (Design) \$2M (Development)</p>	<p>Landscape Services</p>

Table 2 Implementation Table: Character – Celebrate Mandurah’s point of difference.

Project / Initiatives	Location / Details	City Role / Funding Type	Years 1-2 (24/25 – 25/26)	Years 3-5 (26/27 – 28/29)	Years 5 to 10+ (29/30 +)	Responsibility
Character Outcome 1: Grow and promote a strong and distinctive brand identity for the City Centre						
C1.1 Prepare and implement a City Centre Signage Manual using the Wayfinding Strategy as a guide for its development and implementation.	This will be a priority project as an outcome of the City Centre Car Parking Plan and will need to ensure that artwork and character outcomes are incorporated into these designs. Process to include removal of unwanted existing signage; engagement with stakeholders and prepare detailed design and implementation.	Subject to Consideration at Next LFTP Review	\$20K Design First Stages included in City Centre Parking Plan	\$100K per year for three years for Implementation		Strategic Planning and Urban Design Support: Transform Mandurah Development and Compliance, Corporate Communications, Landscape Services and Traffic Maintenance
C1.2 Develop a plan to upgrade entry points to the City Centre to create a welcoming atmosphere through stronger entry statements, banners, and infrastructure upgrades in main entrance points	To be undertaken in conjunction with City Centre Signage Manual	Subject to Consideration at Next LFTP Review	\$20K Design	\$50K per year for each of the 8 intersections identified; May be undertaken in conjunction with other landscape and streetscape upgrades under the Movement Network improvements		Strategic Planning and Urban Design with Landscape Services

Project / Initiatives	Location / Details	City Role / Funding Type	Years 1-2 (24/25 – 25/26)	Years 3-5 (26/27 – 28/29)	Years 5 to 10+ (29/30 +)	Responsibility
Character Outcome 2: Ensure built form contributes/enhances to the character of Mandurah						
C2.1 Prepare a Lighting Plan for the City Centre to include an audit of existing lights and an action plan to implement upgrades where identified in conjunction with Car Park Upgrades identified in the City Centre Parking Plan.	Build on previous projects such as the Waterfront and previous street improvements to provide for a consistent style of lighting, specific standards for lux levels and further develop opportunities for decorative lighting.	Subject to Consideration at Next LFTP Review	\$20K (Plan)	\$1M (Development) Implementation across multiple years		Technical Services with Landscape Services
C2.2 In conjunction with the Signage Manual and Lighting Plan, use the Place Design Guide in the preparation detailed design for new and upgrade public spaces and consider need for the development of a Landscape Design Manual for the City Centre.	Unifying and consistent elements used in public space upgrades such as lighting, bollards, bins, shelters, paving and planting aid and assist in creating consistent in theming and	Subject to Consideration at Next LFTP Review		\$20K		Strategic Planning and Urban Design with Landscape Services
C2.3 Update the Mandurah Strategic Centre Structure Plan to include further built form guidelines for new development proposals based on the Place Design Guide outcomes.	Review and update the planning controls for the Master Plan area to ensure that new built form contributes positively to the character of the area and can be utilised in the assessment process.	Within Existing Operating Budget	Staff Costs			Strategic Planning and Urban Design

Project / Initiatives	Location / Details	City Role / Funding Type	Years 1-2 (24/25 – 25/26)	Years 3-5 (26/27 – 28/29)	Years 5 to 10+ (29/30 +)	Responsibility
C2.4 Conduct a Strategic Public Art Review and Audit identifying new opportunities and sites to commission 3 pieces of sculptural public art and a series of murals in the next five years. The review will include processes required for percent for art schemes requirements for new development.	In conjunction with signage and branding that integrates artwork, a strategic approach to public art in the City Centre is required, and is recognised in the Arts and Culture Strategy	Within Existing Operating Budget	Included in the Arts and Culture Strategy Implementation plan			Community Development; Landscape Services; Strategic Planning an Urban Design
C2.5 Identify locations for Art and Murals as a solution to add visual interest to walls that are likely to be blank in the short to medium term	Recognised as an action in the Arts and Culture Strategy; Provides interest to places and spaces.	Within Existing Operating Budget	Included in the Arts and Culture Strategy Implementation plan			Community Development; Transform Mandurah
Character Outcome 3: Enhance/protect and celebrate the natural environment						
C3.1 In conjunction with Action M2.3, develop Streetscape Improvement Plans to those streets identified in Plan 9 with a focus to maximise street tree planting;	There are significant opportunities to improving the urban tree canopy in existing streets	Subject to Consideration at Next LFTP Review	See Action M2.3			Technical Services
C3.2 Implement key projects identified in the Strategic Water Sensitive Urban Design prioritising project.	Focus on improving stormwater management in City Centre streets and Administration Bay	Subject to Consideration at Next LFTP Review		\$20K (Plan) \$2M (Development) (estimated cost only)		Technical Services

Project / Initiatives	Location / Details	City Role / Funding Type	Years 1-2 (24/25 – 25/26)	Years 3-5 (26/27 – 28/29)	Years 5 to 10+ (29/30 +)	Responsibility
Character Outcome 4: Celebrate Mandurah’s History						
C4.1 Continue to deliver the Mandurah Arts Festival that allows for cultural expression in key public spaces		Internal Staff Costs	Ongoing			Place and Community
C4.2 Undertaken a strategic review of Public Art and commissioning of murals and public art pieces	See Actions C2.5 and C2.5	Internal Staff Costs	Ongoing			Place and Community
C4.3 Continue to seek opportunities for further Dual Naming , incorporation of stories and culture in public spaces, signage and artwork		Internal Staff Costs	Ongoing			Place and Community
Character Outcome 5: Wayfinding Strategy						
C5.1 Note the Wayfinding Strategy as an input document into the Master Plan and progress its implementation through the actions outlined.	See Action C1.1 and C1.2	Within Existing Operating Budget	Ongoing			Strategic Planning and Urban Design

Project / Initiatives	Location / Details	City Role / Funding Type	Years 1-2 (24/25 – 25/26)	Years 3-5 (26/27 – 28/29)	Years 5 to 10+ (29/30 +)	Responsibility
Character Outcome 6: Place Design Guide						
C6.1 Note the Place Design Guide as an input document into the Master Plan and progress its implementation through the actions outlined.	To be used in plan preparation for public space, assessment of new proposals and implementation into the planning framework	Within Existing Operating Budget	Ongoing			Strategic Planning and Urban Design

Table 2 Implementation Table: Character – Celebrate Mandurah’s point of difference.

Project / Initiatives	Location / Details	City Role / Funding Type	Years 1-2 (24/25 – 25/26)	Years 3-5 (26/27 – 28/29)	Years 5 to 10+ (29/30 +)	Responsibility
Movement Action 1: Prioritise pedestrian and cyclist networks within the City Centre and Movement Action 2: Provide a Legible Street Network						
M2.1 Prepare and Implement a Concept Master Plan for the upgrade of the southern part of Mandurah Terrace between Pinjarra Road and Tuckey Street that includes provision of a cycle path in both directions.	As Shown in the Heritage Precinct Key Moves Plan	Within Existing Budget (Capital)	\$2M			Strategic Planning and Urban Design; Technical Services
M2.2 Seek funding and deliver of priority Long Term Cycle Network upgrades: <ul style="list-style-type: none"> Northern Coastal Cycle Path; Mary Street. 	When current committed projects are progressed, consider there two routes for subsequent funding; together with resolving relevant land tenure.	Subject to Consideration at LFTP Review	\$50K Design	\$2M Delivery		Strategic Planning and Urban Design; Technical Services
M2.3 Prepare and Delivery Streetscape Improvements for Sholl Street, Cooper Street and Hacket Streets	Improvements include new footpaths, street trees and underground power to improve appearance and functionality, encourage further development and improve pedestrian movements.	Subject to Consideration at LFTP Review; External Funding Required	\$50K Design	\$1.5M each year for three years		Strategic Planning and Urban Design; Technical Services

Project / Initiatives	Location / Details	City Role / Funding Type	Years 1-2 (24/25 – 25/26)	Years 3-5 (26/27 – 28/29)	Years 5 to 10+ (29/30 +)	Responsibility
M2.4 Prepare and deliver Streetscape Improvements for Barracks Lane	Improvements include new footpaths, street trees and activation of sites on norther side of the street, in conjunction with new development on the southern side of the street.	Subject to Consideration at LFTP Review; External Funding Required		\$50K Design	\$500K	Strategic Planning and Urban Design; Technical Services
M2.5 Prepare and deliver Streetscape Improvements for Pinjarra Road (Sutton Street to Mandurah Bridge) (Pinjarra Road Stage 9)	Improvements include reducing speed limits; implementing a mid-block pedestrian crossing and/ or refuge island; improving pedestrian phasing at the Sholl/Leslie Street and Sutton Street signalised intersections; and improving wayfinding to the boardwalk beneath the eastern bridge abutment.	Subject to Consideration at LFTP Review; External Funding Required		\$1.5M for two years		Strategic Planning and Urban Design; Technical Services
M2.6 Prepare and deliver Streetscape Improvements for Mandurah Terrace (Tuckey Street to Peel Street)	Improve east west pedestrian crossings, introduce cycle lanes, remove median and provide for improved street lighting, and dedicated alfresco dining space and intersection improvements.	Subject to Consideration at LFTP Review; External Funding Required		\$50K Design	\$3M	Strategic Planning and Urban Design; Technical Services

Project / Initiatives	Location / Details	City Role / Funding Type	Years 1-2 (24/25 – 25/26)	Years 3-5 (26/27 – 28/29)	Years 5 to 10+ (29/30 +)	Responsibility
M2.7 Seek to prepare a business case for a 'green bridge' across the Mandjar Bay entrance channel, connecting Mandurah's northern and southern coastal path networks and facilitating an iconic inner-city recreational loop.	It is acknowledged that this project is aspirational and has significant challenges	External Funding Required			\$100K	Technical Services
Movement Action 3: Improved Public Transport						
M3.1 Advocate for a Mid-Tier Transport solution to link the City Centre to Mandurah Train Station, Peel Health Campus and Mandurah Forum. In the short term, work with PTA to increase visibility/ branding of routes which service the City Centre	Over time, explore the viability of upgrading certain routes to higher order services such as light rail or trackless trams	Internal Staff Costs	Ongoing			Strategic Planning; Technical Services
M3.2 Work with PTA in advocating for Higher Frequency Bus Services linking Mandurah's suburbs to the City Centre.	If the City Centre is to become a core employment centre for the region, alternative forms of access are considered essential.	Internal Staff Costs	Ongoing			Strategic Planning; Technical Services

Project / Initiatives	Location / Details	City Role / Funding Type	Years 1-2 (24/25 – 25/26)	Years 3-5 (26/27 – 28/29)	Years 5 to 10+ (29/30 +)	Responsibility
Movement Action 4: Ongoing Management of Parking Supply and Occupancy						
C5.1 Adopt the City Centre Parking Plan as part the Master Plan and progress its implementation through the actions outlined.	The Plan recommends upgrades to five key existing parking areas, ensuring that the planning framework is updated and further development of at-grade parking at the Western Foreshore, improvements to timed parking, streets and monitoring of occupancy amongst others	Subject to Consideration at LFTP Review;		Refer to City Centre Parking Plan		Refer to City Centre Parking Plan
Movement Action 5: Make the City Centre highly accessible by boat						
M5.1 Prepare and develop the Waterfront Waterways Master Plan	Explore and identify jetty and water-based infrastructure within and around Mandjar Bay, the Eastern Foreshore and Western Foreshore	Within Existing Budget Implementation Subject to Consideration at LFTP Review;		Refer to Waterfront Waterways Master Plan when completed		Refer to Waterfront Waterways Master Plan when completed



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