

TOWN OF COTTESLOE

# LOCAL PLANNING STRATEGY REVIEW

## COMMUNITY WORKSHOPS



2019

consult<sup>wg</sup>  
project development | facilitation | engagement

wOnder  
city + landscape

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## 1.0 EXECUTIVE SUMMARY

The following is a summary of the process and outcomes of engagement undertaken with the Cottesloe community to inform the review and preparation of a Discussion Paper to inform the Local Planning Strategy.

The focus of the engagement was to derive implementable solutions that reconcile the complex interplay between infrastructure, local revival and the Town's long-term character considering the values and aspirations of the local community. This consultation took the form of a Scenario Planning Game and was conducted across four workshops, including local youth, residents, land and business owners.

The scenario game was individually designed for Cottesloe and followed a consistent approach across all workshop sessions. During the scenario games, the community was engaged in the following workshop activities:

- Explore the activation and service provision opportunities within the Town's activity landscape
- Investigate the local movement connectivity and possible streetscape enhancements
- Consider the present and future housing typology and location to accommodate the Town's growing community
- Establish the priorities for the Town's long-term strategic planning and development

Presented with the game pieces depicting the activities aimed at enhancing local liveliness, viability of business and local amenities, the community identified three key areas defining Cottesloe's activity landscape – the Town Centre, the Foreshore, train station precincts and Wearne development area. As derived from the consultation process, the community views these areas be further activated through provision of food and beverage venues, shops, medical and community services accompanied by catalysing agents including short-stay accommodation, offices and regular farmers markets and other pop-up events. Participants also strongly advocated for the preservation

and further development of local corner stores.

The second activity resulted in the participants strengthening pedestrian and cycling movement corridors with additional integration of a network of bicycle boulevards, preservation of the existing tree coverage and the application of traffic calming measures around Cottesloe's local destinations, especially the Foreshore Reserve and Town Centre. The community also supported the activation of verge and median strips within local streetscapes to stimulate street life and enhance the active experience.

Following the activities focused on enhancement of local activity and connectivity, the community determined the following areas as desirable locations for the future community members to live, work and play:

- Town Centre
- Wearne Cottesloe development zone
- Foreshore
- Train Station Precincts

The final activity of the Scenario Planning Games workshop involved that participants identify the strategic priorities in the Town's future growth and development. The community concluded the workshop activity with the following list of initiatives in order of importance:

1. The Town Centre's activation and development
2. Foreshore development, including No. 2 Car Park retrofit, Sea View Golf Club upgraded facilities and activation of the Foreshore Centre
3. The third priority was shared between the retrofitting of No.2 Car Park, Swanbourne Train Station Precinct potential and the Wearne mixed-use development

## 2.0 INTRODUCTION

This report details the process and outcomes of the engagement undertaken with Cottesloe community members to help inform the review and preparation of a Discussion Paper to inform the Local Planning Strategy (LPS). **ConsultWG** led the involvement process supported by **wOnder city+landscape**. The focus of the consultation was to derive a strategic and statutory framework and the development of an LPS that addresses the values and expectations of the community.

### 2.1 BACKGROUND

The Cottesloe community comprises of highly involved individuals and groups with a keen level of interest in the planning and design of their town. In view of this, the Town has committed to:

- Identify strengths, weaknesses, opportunities and threats associated with the town's public realm, residential and commercial development.
- Develop planning strategies to inform, guide and underpin the development of local housing, recreation, movement and activity nodes within the town.

In order to address these objectives, the Town sought a comprehensive planning and engagement process with the community. This process aims to assist the Town to identify and honour the community's vision and values in relation to Cottesloe's future, which would support the desirable and pertinent outcomes delivered by local long-term planning and development.

### 2.2 COMMUNITY WORKSHOPS

The community engagement process consisted of four 2-hour Scenario Planning Game workshops to identify community values and aspirations for the future development of the Town of Cottesloe. A Scenario Planning Game is an activity to get residents to discuss and envision future solutions to local planning and place-based community building. The game was designed to target specific community values regarding preferred town activities, streetscape design and accommodation of future community growth.

A total of 63 community members participated in the community workshops and the Scenario Planning Game. Further details are listed in the project overview and participant table below:

**TABLE | WORKSHOP ATTENDANCE**

| Event                             | Dates      | Time                | Public Attendance |
|-----------------------------------|------------|---------------------|-------------------|
| <b>Day 1</b>   Community Workshop | 16/11/2019 | 1.00 pm -3.00 pm    | 3                 |
| <b>Day 2</b>   Youth Workshop     | 23/11/2019 | 10.00 am - 11.30 am | 5                 |
| <b>Day 2</b>   Community Workshop | 23/11/2019 | 1.00 pm - 2.00 pm   | 16                |
| <b>Day 3</b>   Community Workshop | 27/11/2019 | 6.00 pm -8.00 pm    | 36                |
| <b>TOTAL</b>                      |            |                     | <b>63</b>         |

A copy of the workshop agenda can be found in Appendix 1.

## 2.3 SCENARIO PLANNING GAME

The game includes a 'board' depicting the map of Cottesloe and pieces that represent key land use elements with specific functions such as shops, housing, vegetation, recreation, public art and movement. Playing in groups, participants use these pieces to link a specific area on a map with a preferred land use. The game aims to get players discussing and envisioning possible solutions for future planning and community building.

The scenario game has been uniquely created for Cottesloe. The game is built up around the opportunities and the issues that need interrogating as part of the LPS. What are the opportunities and challenges, and how can the community articulate these across their local area? The scenario game links the spatial possibilities to these elements, thus forcing the players to make realistic choices.

The course of the game developed from engaging participants individually to involving exercises completed in mixed groups. The Cottesloe community were presented with three key exercises.

**ACTIVITY**

The participants were asked a fundamental question: “Where do you come together in the neighbourhood and support and maintain a Sense of Community, and should these places be improved?”

**LOCAL NETWORK & MOVEMENT**

The participants were prompted to explore the opportunities surrounding the local mobility, streetscape activation and network links on a town level.

**FUTURE COMMUNITY & HOUSING DIVERSITY**

The players were asked to designate the areas of future population growth within the town.

Participants were provided with a set of playing pieces grouped into three categories representing the workshop activities with an additional set of three priority pieces.

**GAME BOARD**

## GAME PIECES

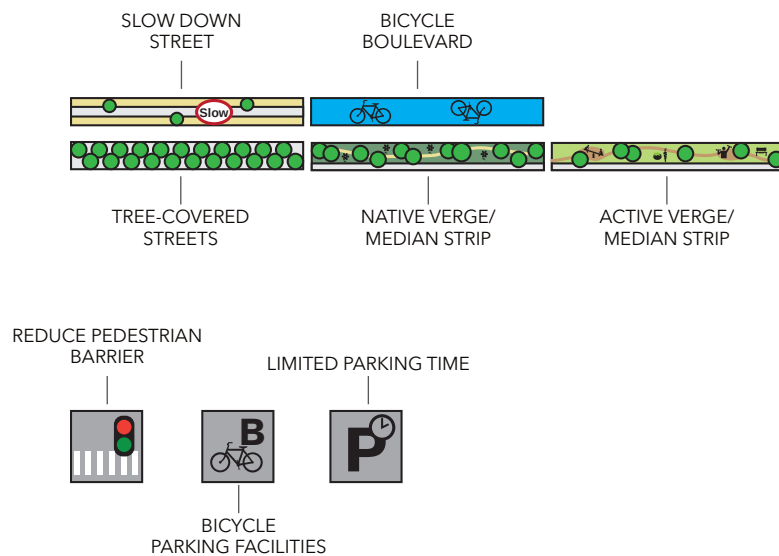
### Activity Pieces

to improve liveliness; viability of businesses / amenities

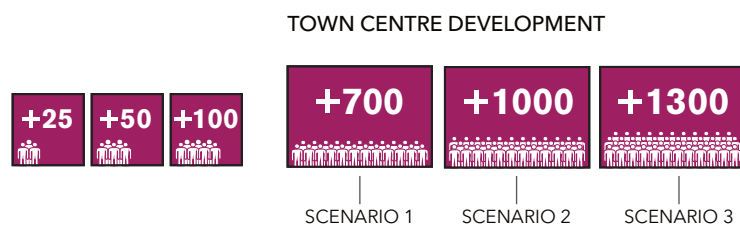


### Network Pieces

to improve people walking & cycling by; increasing streetlife and passers-by who can randomly stop, stay, chat and become a customer



### Future Community Pieces



### Priorities

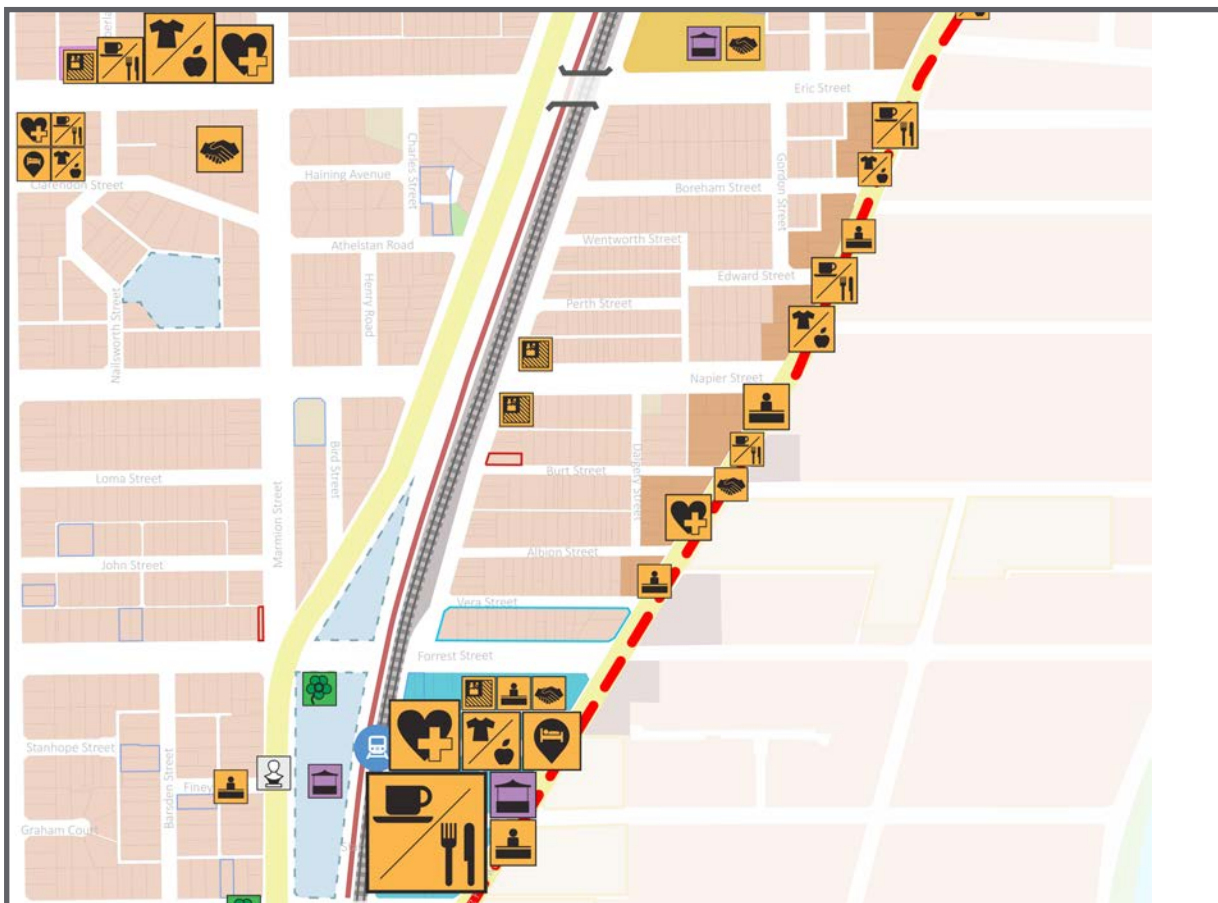
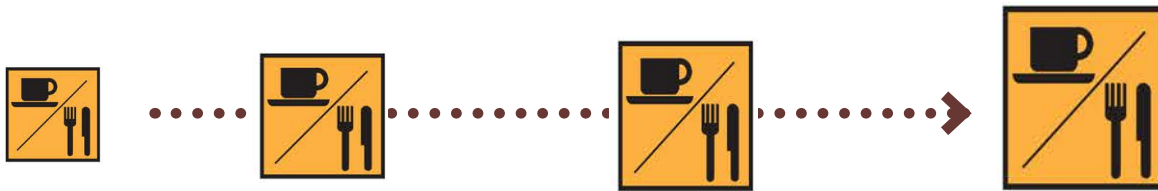


## 2.4 MAP ANALYSIS

As a result of the community engagement in the game, 11 maps for each of the exercises were produced by the participants. The analysis process of the resulting maps was based on the digital overlaying of all the created maps and, where the matching pieces overlapped, their size was increased as shown below.

Following this method, the resulting maps link the size of the labels with the significance of the depicted land use feature in its location on the map, which was based on matching responses from different community participant groups.

### SIGNIFICANCE OF A LAND USE FEATURE IN ITS LOCATION





DOM

lotterywest Napoleon Street Newsagency

bankwest

motion

ART MAIL

2015 CALENDARS  
2015  
Date Furry

20

# 3.0 COTTESLOE PROFILE & OVERALL SUMMARY

### 3.1 COTTESLOE PROFILE

|                                                                                   | COTTESLOE                                        | WA                                               | AUSTRALIA                                        |
|-----------------------------------------------------------------------------------|--------------------------------------------------|--------------------------------------------------|--------------------------------------------------|
|  | 41 years old                                     | 37 years old                                     | 37 years old                                     |
|  | \$1700 weekly household income                   | \$970 weekly household income                    | \$880 weekly household income                    |
|  | 10km average distance to work                    | 16km average distance to work                    | 16km average distance to work                    |
|  | 75% completed Y12 77% post school qualifications | 52% completed Y12 61% post school qualifications | 52% completed Y12 60% post school qualifications |
|  | 23% born overseas                                | 32% born overseas                                | 25% born overseas                                |

#### COTTESLOE HOUSEHOLDS

|                                                                                     |                                     |
|-------------------------------------------------------------------------------------|-------------------------------------|
|  | 65% families                        |
|  | 46% married couples                 |
|  | 41% couples with dependent children |
|  | 41% couples without children        |

#### COTTESLOE HOUSING STOCK

|                                                                                     |                                   |
|-------------------------------------------------------------------------------------|-----------------------------------|
|  | 65% single houses                 |
|  | 82% dwellings with bedrooms spare |
|  | 42% households own home           |
|  | \$625 average weekly rent         |

#### COTTESLOE ECONOMIC ENVIRONMENT

|                                                                                     |                                                   |                                                                                     |                                                      |
|-------------------------------------------------------------------------------------|---------------------------------------------------|-------------------------------------------------------------------------------------|------------------------------------------------------|
|  | 1447 businesses                                   |  | 19% of businesses - Professional/Scientific Services |
|  | 18% employees in healthcare and social assistance |                                                                                     |                                                      |

## 3.2 OVERALL SUMMARY

### ACTIVITY

The community's vision for the town encompasses a holistic activation of the town's primary activity nodes – the Town Centre, the Foreshore, the two train station precincts and the Wearne development area. This activation can be achieved through the provision of a wide variety of cafes, restaurants, shops, medical and community services. The participants also highlighted the significance of the short-stay accommodation and locally-based agencies being located at primary activity areas to assist in boosting the vibrancy of these locations. Other catalysing element supported by the participants included the retention of local corner stores and their further dissemination into Cottesloe residential development.

### LOCAL NETWORK & MOVEMENT

The group discussion revealed two areas of focus for the town's local movement network. Firstly, the participants strongly supported the prioritisation of active modes of transport, especially around Town and Foreshore Centres. Furthermore, the community highlighted the important role of tree coverage, shared slower speed areas abutting local destinations and a comprehensive network of bicycle boulevards in supporting active travel around the town. Secondly, the participants also explored the potential of local streetscapes gaining social dimension and becoming harbours of local activity and community-building through the activation of the local distinctively vast verges and medians.

### FUTURE COMMUNITY & HOUSING DIVERSITY

In consideration of the anticipated populational growth within the town, the participants identified four key areas for future residential development to accommodate their growing community. These areas comprise of the following areas listed in order of significance:

- Town Centre
- Wearne Cottesloe development zone
- Foreshore
- Train Station Precincts

### PRIORITIES

The community's discussion of the first steps in the town development revealed the following three priorities:

1. Town Centre's activation and development
2. Foreshore development, including No. 2 Car Park retrofit, Sea View Golf Club upgraded facilities and activation of the Foreshore Centre
3. The third priority was shared by the redevelopment of No.2 Car Park, Swanbourne Train Station Precinct upgrade and the activation of the southern Cottesloe through the services offered by the Wearne mixed-use development

## 4.0 ACTIVITY





## YOUTH WORKSHOP | KEY THEMES

### Local parks activation

- The young participants suggested supporting the activation of Grant Marine Park and Jasper Green Reserve by providing spaces to skateboard, or as in the case of Jasper Green Reserve, enjoy a meal or beverage at the small park café.

### No. 2 Car Park

- The participants strongly associated the future of Cottesloe as a local destination for youth in contrast to their view of its current role as a departure point to join entertainment, music and other events elsewhere. With this aspiration in view, young people suggested redeveloping the existing No.2 Car Park into a flexible, adaptive and multi-purpose space to host a range of music, drama and other events locally.
- With regards to the nature reserve adjacent to Car Park No.2, the young participants would like to see more vegetation and landscaping within the reserve area.

### Foreshore Development Zone

- Short-term accommodation and local food and beverage venues were proposed to be included in the future development of the site.

### Foreshore Centre

- Due to its setting and amenities, the Foreshore Centre precinct was viewed as a suitable location for short-term accommodation in Cottesloe.

The hotel development within the Centre, regular farmer's markets at the adjoining Beach Carpark combined with a permanent skatepark could further facilitate the activation of the foreshore.

### Sea View Golf Club

- Community facilities catering for youth sports were proposed. These could also act to support and diversify local sports culture and enhance the broader utilisation of the Golf reserve. The young participants also suggested locating an underground car parking facility within the reserve.

### Wearne Cottesloe

- The community discussion of future development centred around the provision of green spaces, shops and cafés or restaurants as vital components of the site's impending transformation. To further activate the southern part of Cottesloe, the idea of placing a local food and beverage corner store within the residential area was also supported by participants.

### Town Centre

- The young participants envisioned the Town Centre to accommodate more opportunities to attend diverse entertainment events and youth oriented clubs, which could be facilitated through a town centre community facility and the return of a local cinema.



## COMMUNITY WORKSHOPS | KEY THEMES

### Train Station Precincts

- During the discussion of the Cottesloe's activity and accommodation landscape and its key nodes, the train stations and surrounding land were raised as areas suitable to introduce and sustain new town destinations.
- In particular, the Swanbourne Local Centre was viewed as a suitable location for short-term accommodation surrounded by small-scale food and beverage venues, offices and community services.
- Community-orientated development and services were also considered important around the Grant Street Train Station, especially given its close proximity to the North Cottesloe Primary School.
- The School was also viewed as an ideal space to host regular farmer's markets which could also act as a passive revenue stream for the school.

### Corner Stores

- Local corner cafes and stores were seen as harbours anchors for street life and community activity within the residential development areas. The community strongly supported the preservation of the existing low-impact stores in the northern Cottesloe and suggested to introduce new cafes and stores towards south and east of the railway corridor.

### Stirling Highway

- The participants encouraged more restaurants and cafés along Stirling Highway. Greater variety of shops, small offices, accessible medical and community services were also proposed as part of any Stirling Highway commercial development.

### Town Centre

- As a first priority, the community envisioned a greater choice of cafés and restaurants offered within their Town Centre. The Centre was also seen as an important destination to access medical services, which in combination with cafés, shops, local agencies, community services and regular street markets, creates the opportunity for a great location for short-stay accommodation.
- Some participants also suggested the enhancement of land to the west of the Town Centre (railway line) precinct along with public art and greenery. It was considered that this would create a great setting for local farmer's markets.

### Eric Street

- The group discussion revealed a strong preference for further consolidation and development of the existing local commercial strip along the foreshore section of Eric Street. The desired development should include more shops, health and community facilities, cafés and short-stay accommodation.

### No. 2 Car Park

- The participants shared an idea of transforming the existing car park into a mixed use development, offering a greater variety of services, in particular food and beverage venues, and retail and short-stay accommodation. Some residents also considered the car park may be able to accommodate more small local businesses and community facilities.

### Foreshore Development Zone

- The community discussions revealed a strong support for the short-term accommodation development within the Foreshore Development Zone. The accompanying development of small-scale commercial land uses including cafés, shops, offices and community spaces was also seen as a desired outcome for both Cottesloe locals and visitors.

### Foreshore Centre

- The residents highlighted the cafés, restaurants and frequent farmer's markets held in Beach Car Park and Cottesloe Civic Centre as important components of the Centre's future activity landscape. The Centre could be further activated by the development and co-location of small offices, hotels, community-orientated facilities complemented by public art and enhanced landscaping.

### Public Open Space Activation

- As part of the Cottesloe recreation network, Grant Marine Park and

the Tennis Club are important activity nodes on a local scale and could be further enhanced through activation such as pop up cafés and frequent farmer's markets. In the case of Jasper Green Reserve, participants envisioned the park to further develop as a community-orientated space through the provision of infrastructure and improved landscaping.

### Sea View Golf Club

- Occupying the central location with views over the coastline, the Golf reserve was strongly associated with promoting more community-centered development by the participants. The community strongly encouraged the development of a multi-purpose facility catering for a variety of interest groups, and sports welcoming of all ages and recreation pursuits. This development could also benefit from co-location with either fixed or pop up food and beverage facilities.

### Wearne Cottesloe

- The community members viewed the future development within the Wearne development zone as becoming a primary southern activity destination offering a rich variety of restaurants, health and community services. Some participants suggested cafés and restaurants extending towards the foreshore section abutting the development site.



## 5.0 LOCAL NETWORK & MOVEMENT



## YOUTH WORKSHOP | KEY THEMES

### Verge Activation

- The group's discussion of the improvements to the future Cottesloe network mainly revolved around fostering more activity within uniquely wide street medians and verges.
- In particular, young participants envisioned more local engagement with the landscapes of Broom Street, Marmion Street and Forrest Street by means of street furniture, play or exercise equipment and community gardens.
- It was also proposed to redevelop medians and verges into landscaped areas with native vegetation parkstrips, in particular, along Grant Street and the section of Marine Parade abutting the Foreshore Centre.

### Pedestrian-orientated Centres

- Participants viewed Cottesloe Foreshore and the Town Centre as pedestrian-centered environments. In an effort to create more pleasant and safer pedestrian experience within these Centres, the participants suggested to slow down Marine Parade, where it borders the Foreshore Centre, and close off Napoleon Street to cars. Participants also expressed the need to improve pedestrian access over Stirling Highway to further enhance the connectivity and pedestrianisation of the Town Centre.

### No. 2 Car Park

- The young community members shared the idea of upgrading No. 2 Car Park to a multi-deck car parking facility to alleviate the shortage of parking at the foreshore and achieve greater land utilisation around the Cottesloe coastline.

## COMMUNITY WORKSHOPS



## COMMUNITY WORKSHOPS | KEY THEMES

### Community-orientated Streetscapes

- The community viewed the local landscapes dominated by uniquely wide verges and medians as an opportunity to foster community-centered activity and breathe life into local streets. In particular, the participants identified the following streets as a possible network of activated medians and verges in order of importance:
  - Grant Street, Broome Street and Marmion Street
  - Broome Street, Napier Street, Eric Street and Jarrad Street
  - Gibney Street, Salvado Street and Congdon Street

### Pedestrian Links

- Participants also encouraged preservation and enhancement of tree coverage to support walking and cycling along key movement corridors including Forrest Street, Curtin Avenue, Broome Street, Napier Street and Marmion Street.
- In an effort to foster a pleasant pedestrian experience along the foreshore walking route and Foreshore Centre, the residents strongly supported the application of traffic calming measures along Marine Parade and Grant Street.
- The groups' discussion of the

pedestrian movement network also highlighted the issues of constrained access across the railway corridor from the following streets in order of priority:

- Napier Street
- Macarthur Street
- Claremont Crescent
- Eric Street, Jarrad Street, Grant Street, Princes Street

### Bicycle Network

- Cycling was highly prioritised by community members as a mode of travel around the town. A Bicycle boulevard was proposed along Broome Street as a north-south network link, while Grant, Forrest and Eric Streets' boulevards would support west-east-west connectivity and movement flows, especially from the Town Centre to Cottesloe Beach.
- The participants strongly encouraged greater provision of bicycle parking throughout the town. In particular, the following areas were identified as locations in need of more bicycle facilities and infrastructure:
  - The Foreshore Reserve
  - Train stations
  - Pockets of parking throughout Town Centre
  - Sea View Golf Club

### Car Parking Management

- During the workshop discussions, the participants shared the idea of improving local car parking management through establishing the following key nodes of time-restricted parking:
  - No. 2 Car Park can unlock greater land use opportunities for the community to enjoy unobstructed ocean views if upgraded to an underground car park
  - Foreshore section of Sydney Street
  - Town Centre
- The community also identified the following areas for more localised small-scale parking allocation:
  - Along the Foreshore Reserve
  - Town Centre
  - Golf Club
  - Wearne Cottesloe



## 6.0 FUTURE COMMUNITY & HOUSING DIVERSITY

## YOUTH WORKSHOP



Unlike previous activities where participants were not limited in allocating activities and network links throughout the game board, the Future Community exercise involved participants meeting the goal of accommodating at least 1700 new community members throughout the town. The Town Centre growth was limited to three scenarios of 700, 1000 and 1300 people, while the remaining population increase was able to be distributed throughout the rest of Cottesloe.

## YOUTH WORKSHOP | KEY THEMES

### Town Centre

- The participants envisioned the future redevelopment of the Town Centre to accommodate the bulk of the anticipated population growth through an integration of diversified housing typology within the Centre and its surrounds.

### Transit-orientated Development

- The workshop activity also revealed the youth's preference for more community members having an opportunity to live in close proximity to local train stations, including Grant Street, Mosman Park and Victoria Street stations.

### Foreshore

- The setting and amenities offered by the Foreshore area was viewed as a suitable location for future community members to live, work and play. In particular, participants indicated three potential areas for increased residential development:
  - Foreshore Centre
  - Foreshore Development Area
  - Grant Marine Park surrounds

## COMMUNITY WORKSHOPS



## COMMUNITY WORKSHOPS | KEY THEMES

### Town Centre

- The community expressed a strong preference for housing the majority of the new community members amidst areas of high amenity and public transport connectivity in the Town Centre. Some participants strongly encouraged the provision of different housing types, including serviced apartments for the disabled and an ageing population.

home for the growing Cottesloe community. In an effort to address varying needs of local community members, the participants suggested to provide a wide range of housing options within the areas of No. 2 Car Park, Foreshore Centre and Foreshore Development zone, including apartments for people with special needs.

### Wearne Cottesloe

- The second preferred area suitable for increased population density and diversified housing typology is the Wearne development zone as this precinct provides an enormous opportunity for a variety in housing types and styles.

### Foreshore

- The amenity, services and interconnectedness of the Foreshore area was also viewed as potentially a great

### Train Station Precincts

- The residents also encouraged residential development in proximity to train stations for community members preferring active modes of transport. In particular, the participants identified the following train stations in order of priority:
  - Swanbourne Station
  - Grant Street Station
  - Mosman Park Station

| Location                 | Table 1     | Table 2     | Table 3     | Table 4     | Table 5     | Table 6     | Table 7     | Table 8     | Table 9     | Table 10    | Average |
|--------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|
| Town Centre              | 700         | 700         | 1000        | 1300        | 1000        | 1000        | 1000        | 1000        | 700         | 1000        | 940     |
| Foreshore Centre         |             | 200         | 50          |             | 50          | 250         |             |             | 100         | 50          | 70      |
| No. 2 Car Park           | 200         |             | 150         |             |             | 50          | 200         | 100         | 25          | 25          | 75      |
| Foreshore Development    |             | 100         | 150         |             | 25          | 50          | 200         | 50          | 25          | 25          | 62.5    |
| Wearne Cottesloe         | 200         | 300         | 650         | 100         | 200         | 400         | 425         |             | 100         | 100         | 247.5   |
| Swanbourne Train Station | 100         |             |             | 100         | 300         | 50          |             | 100         | 250         | 100         | 100     |
| Mosman Train Station     |             |             |             |             | 50          |             | 75          | 100         |             | 100         | 32.5    |
| Grant Street Station     |             |             |             |             | 125         |             |             | 100         | 150         | 100         | 47.5    |
| Curtin Avenue            |             | 125         |             | 100         |             |             |             | 100         | 250         |             | 57.5    |
| Grant Street             |             |             |             |             |             |             |             | 100         | 50          |             | 15      |
| Broom Street             |             |             |             |             |             |             | 100         |             |             |             | 10      |
| Eric Street              |             |             |             | 50          |             |             |             | 100         | 25          |             | 17.5    |
| Striling Hwy             |             |             | 50          |             |             | 100         |             |             |             |             | 15      |
| Railway Street           |             |             |             | 100         | 125         |             |             |             |             |             | 22.5    |
| Other                    |             |             |             |             | 100         |             | 125         |             | 250         |             | 47.5    |
| <b>Total</b>             | <b>1200</b> | <b>1425</b> | <b>2050</b> | <b>1750</b> | <b>1875</b> | <b>1900</b> | <b>2000</b> | <b>1750</b> | <b>1675</b> | <b>1500</b> |         |

## 7.0 PRIORITIES





## YOUTH WORKSHOP | KEY THEMES

The participants specified three areas of significance for future development in Cottesloe. These areas include in order of priority:

### 1. Town Centre

As derived from the participants' discussion of the Cottesloe's present and future activity landscape, its connectivity and its housing and lifestyle choices available for its future residents, the Town Centre plays a critical role in delivering a positive change for Cottesloe's present and future community.

### 2. Foreshore Centre

The second priority identified by the participants was the development and activation of the Foreshore Centre, which has a vital role in the town's activity landscape and its commercial development due to its available amenities, which also make the Centre a desirable place to live for a future Cottesloe community.

### 3. No. 2 Car Park

Associated with its location, the inherent potential of the site occupied by the No.2 Car Park was the last and yet most frequently discussed priority by the residents.



## COMMUNITY WORKSHOP



## COMMUNITY WORKSHOPS | KEY THEMES

The community's feedback on Cottesloe's future development listed the following areas in order of priority:

### 1. Town Centre

The development of the Town Centre was highly prioritised by the community. The participants viewed the Centre as a key destination to access a range of civic and commercial services, local activities and events. In addition to its critical location within the transport network, the residents considered this an appropriate area to become a desirable place to live, work and play for years to come.

### 2. Foreshore

The Foreshore precinct with its three key locations of the Foreshore Centre, the Development Zone and No. 2 Car Park were recognised as a second matter of importance in the town. The community envisioned the Cottesloe Foreshore gaining a vibrancy through housing more hotels, commercial and residential developments.

### 3. Swanbourne Train Station and Wearne Cottesloe

The Swanbourne Station precinct and Wearne development zone shared the third place in the list of the Cottesloe development priorities. With Wearne providing more activation and service provision to the south of Cottesloe, the Swanbourne Train Station was also viewed as an important residential area. This is due to its immediate proximity to activity and public transport connections offered by the co-location of Swanbourne Train Station, Local Centres on both sides of the railway and the walking distance to Stirling Highway, North Cottesloe Primary School and Jasper Green Reserve.

## 8.0 CONCLUSION

Over the four Scenario Planning Game workshops, the engagement process reached a fairly large number of the Cottesloe community. It was undertaken to allow for wide-ranging, demographically and geographically diverse input to inform the development of the Town of Cottesloe Local Planning Strategy.

The consultation drew out a broad range of stakeholders of various age groups, including residents and landowners with an interest in Cottesloe. The outcomes saw the identification of a unique set of values relating to Cottesloe's present and future development.

By collaboratively filling in the board/map with the custom designed board pieces, the community was able to identify local activities and connections that were considered to be missing or needed improvement. The common themes centered around opportunities, needs and concerns associated with key community destinations as well as movement networks and local streetscape qualities. Over the course of the engagement, the community's contributions resulted in a network of diverse and interconnected activity nodes comprising of vibrant cafes, shops, street markets, hotels and offices interconnected with bicycle boulevards, activated verges and residential streetscapes generously populated with trees and vegetation.

The workshops concluded with a discussion of the Town's future population growth and its potential implications on the community which could be mitigated through the provision of housing opportunities within the areas in Cottesloe that are rich in activity, amenity and job opportunities.

As an engagement approach, the Scenario Planning Game and its consultative process provided the Cottesloe community with an instrument to meaningfully contribute to the discussion of the future priorities of the Town, and the key components that need to be further investigated through the Local Planning Strategy. This will ensure that the future of Cottesloe is robust, sustainable and in line with community values and aspirations.

# 9.0 APPENDICES

1.0 WORKSHOP AGENDA

2.0 WORKSHOP PRESENTATION

3.0 ELECTED MEMBERS WORKSHOP REPORT



## AGENDA

### TOWN OF COTTESLOE – LOCAL PLANNING STRATEGY COMMUNITY WORKSHOP

|                   |                                                                                                                                                                                                   |              |                  |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------|
| <b>Venue:</b>     | TOWN OF COTTESLOE<br>Lesser Hall                                                                                                                                                                  | <b>Date:</b> | 16 November 2019 |
|                   |                                                                                                                                                                                                   | <b>Time:</b> | 1.00pm – 3.00pm  |
| <b>Purpose:</b>   | Obtain Community input into a discussion paper that will inform the revised Local Planning Strategy. Identify values, utilise scenario game to identify future activity, place and housing needs. |              |                  |
| <b>Attendees:</b> | Town of Cottesloe Community Members                                                                                                                                                               |              |                  |

| Time    | Item                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | By                 |
|---------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 12.45pm | <b>Arrival and Refreshments</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | All                |
| 1.00pm  | <b>Welcome</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | ToCottesloe – Jana |
| 1.05pm  | <b>Introduction</b><br>Purpose of workshop & proceedings <ul style="list-style-type: none"> <li>o What is a Scenario Game?               <ul style="list-style-type: none"> <li>▪ Key land use elements</li> <li>▪ Lifestyle attributes</li> </ul> </li> </ul>                                                                                                                                                                                                                                                                                                                                                                         | ConsultWG – Warren |
| 1.10pm  | <b>Project Overview and Cottesloe Snapshot [20mins]</b> <ul style="list-style-type: none"> <li>• Cottesloe – demographic snapshot</li> <li>• Brief revision of introductory presentation               <ul style="list-style-type: none"> <li>o Local Planning Policy Framework</li> <li>o Community Expectations</li> <li>o Review Process</li> <li>o Scope</li> </ul> </li> <li>• The 3 parts to the LPS Review               <ul style="list-style-type: none"> <li>o “The Have To’s”</li> <li>o The Review</li> <li>o Whats New.</li> </ul> </li> <li>• State Expectations</li> <li>• Local Planning Framework response</li> </ul> | ToCottesloe – Jana |

|        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                           |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
|        | <ul style="list-style-type: none"> <li>What do we want to achieve - A Strategic Vision for Cottesloe.</li> <li>Confirm the community participation approach?</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                           |
| 1.20pm | <b>Questions/Discussion</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                           |
| 1.30pm | <p><b>Activity Session   Community Places</b></p> <p><b>Part 1 – Activity</b><br/> <b>Part 2 – Future Community &amp; Housing Diversity</b><br/> <b>Part 3 – Movement and Networks</b></p> <p><b>Activity Session</b><br/> Participants to develop the sense of community on a neighbourhood scale considering the following:</p> <ol style="list-style-type: none"> <li>Activity</li> <li>Future Community &amp; Housing Diversity</li> <li>Movement networks <ul style="list-style-type: none"> <li>Pedestrian</li> <li>Cyclist</li> <li>Vehicle</li> <li>Other...</li> </ul> </li> </ol> <p>Key considerations:</p> <ul style="list-style-type: none"> <li>How do you socialise with people in your community?</li> <li>Where do you see and get to know new community members?</li> <li>Can these places be improved?</li> </ul> <p><b>Game Rules</b><br/> <b>Step 1:</b> Review game board of Cottesloe with key places identified.<br/> <b>Step 2:</b> How do we make these places better?<br/> <b>Step 3:</b> Prioritise Activity nodes 1, 2, 3 – Discussion</p> | ConsultWG – Warren & Hans |
| 2.40pm | <b>Table Feedback</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | All                       |
| 2.55pm | <p><b>Next Steps</b></p> <ul style="list-style-type: none"> <li>Where to from here</li> <li>Discussion Paper</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | ToCottesloe–Jana          |
| 3.00pm | <b>Workshop Close</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                           |

# Strategy Review Workshop

Town of Cottesloe



Town of Cottesloe

consult<sup>WG</sup> wOnder  
city + landscape

# Introduction

- **PROJECT OVERVIEW**

- o Local Planning Strategy Review
- o Cottesloe Snapshot

- **COMMUNITY PLACES**

- o Introduction
- o Group activity
  - o Activity
  - o Population and Housing Diversity
  - o Networks and Movement
- o Group discussion | Outcomes

- **NEXT STEPS?**

# Project Overview

## Introduction

# A bit of a history

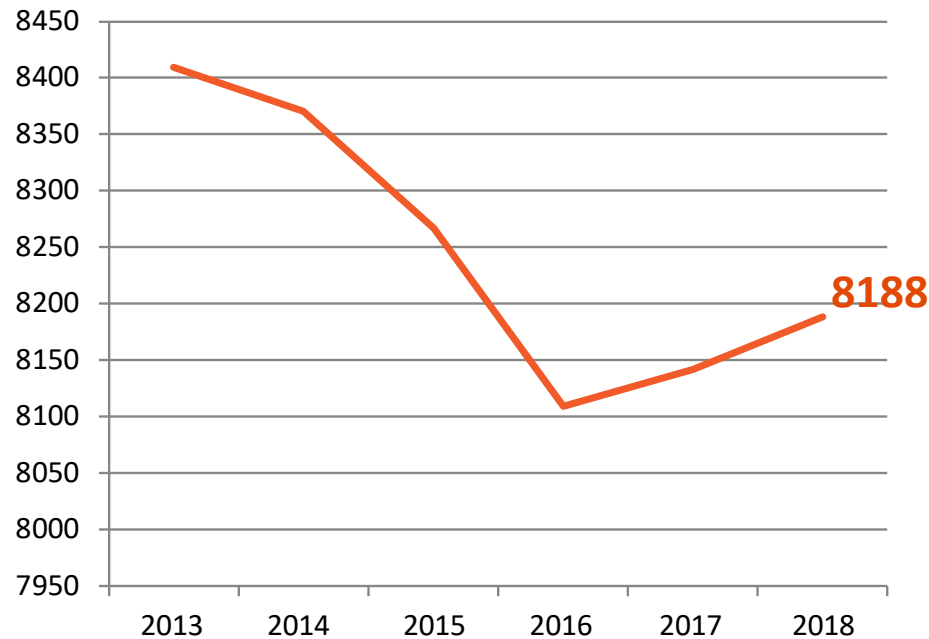
- District was declared a suburban area and named Cottesloe on 21st September 1886 by Sir Frederick Napier Broome (Western Australia's governor from 1883 to 1890).
- In the mid-1890s there was a rush to take up land and a number of houses were erected.
- The first permanent residence to be built near Cottesloe Beach was 'The Summit' in Avonmore Terrace for Mr and Mrs J.C.G. Foulkes.



- By 1898 the population of Cottesloe was 1,000.

Cottesloe Beach, W. A.

# Recent population changes



Side note -

WA Tomorrow forecasts a slower growth rate for Western Australia to 2031 based on more recent trends in population estimates. Between 2007 and 2013, Western Australia experienced a very high growth rate due to the economic boom and associated increase in net migration. This growth has since slowed, most likely due to the temporary nature of the construction phase of mining and allied industries. This impacted on employment and reduced migration flows for Western Australia, which, in turn, has impacted on projected population growth to 2031.

# Snapshot of Cottesloe

## COTTESLOE

## WA

## AUSTRALIA



**41** years old

**37** years old

**37** years old



**\$1700** weekly household income

**\$970** weekly household income

**\$880** weekly household income



**10km** average distance to work

**16km** average distance to work

**16km** average distance to work



**75%** completed Y12 **77%** post school qualifications

**52%** completed Y12 **61%** post school qualifications

**52%** completed Y12 **60%** post school qualifications

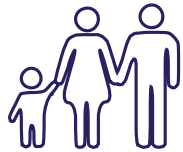


**23%** born overseas

**32%** born overseas

**25%** born overseas

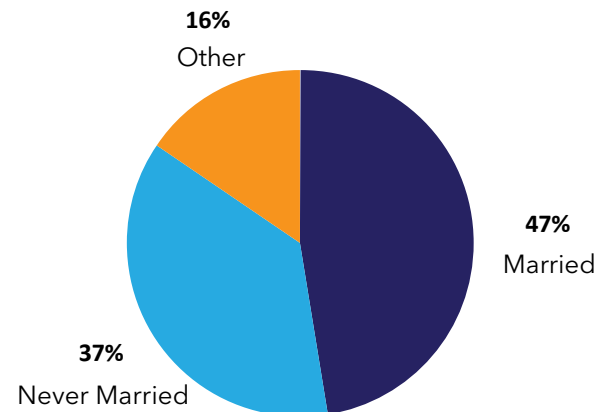
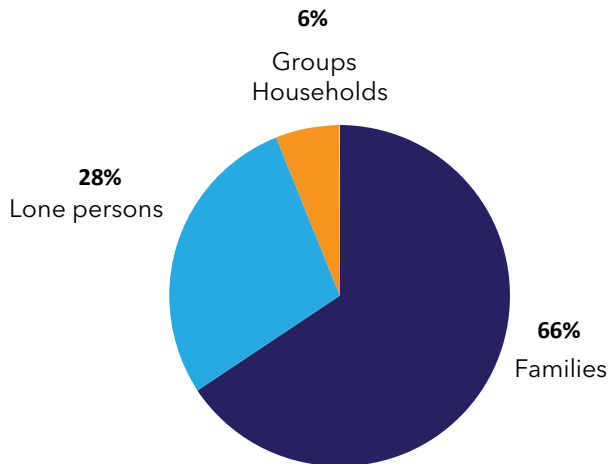
# What do Cottesloe households look like?



65% families



46% married couples



41% couples with dependent children

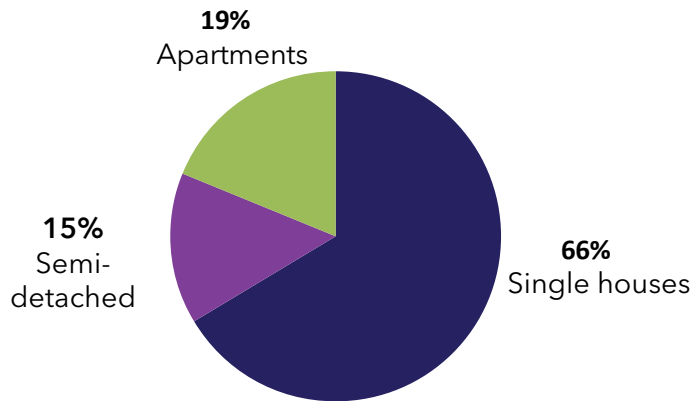


41% couples without children

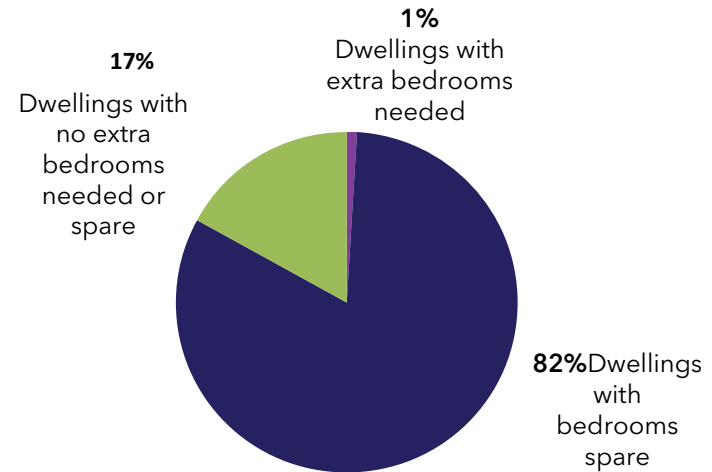
# What does Cottlesloe's housing stock consist of?



65% single houses



82% dwellings with bedrooms spare



42% households own home outright



\$625 average weekly rent

# What does Cottesloe's economic environment look like?



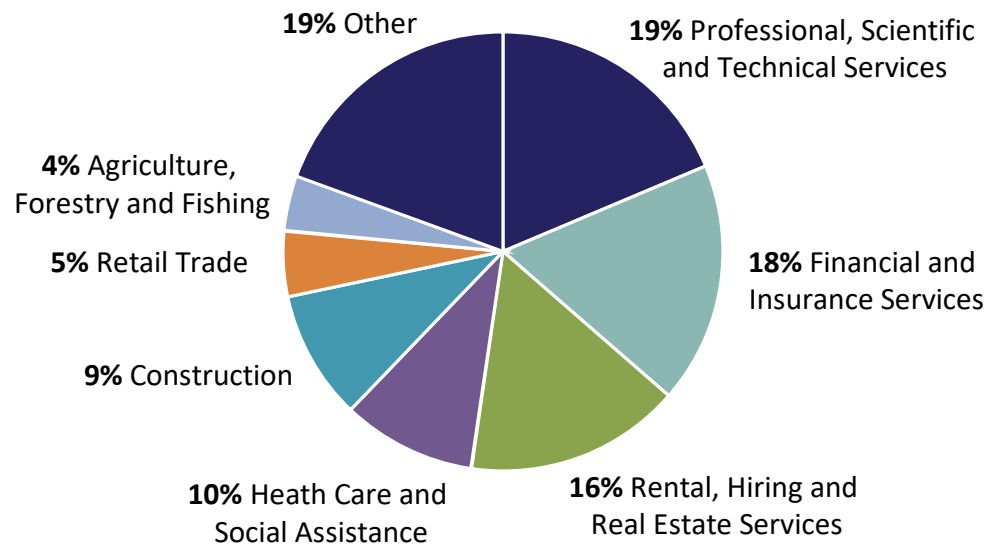
1447 businesses



19% of businesses -  
Professional/  
Scientific Services



18% employees in  
healthcare and social  
assistance



# Methodology

## 3 Parts to the LPS review

# 1. The 'Have To's'

### **Regulatory updates** such as:

- Conformity/consistency with the MST of the Regs
- Alignment with the State Planning Framework including new and revised State Planning Policies (SPP7, CHRMAP, SPP3.7)
- Alignment with recent industry changes and related legislation including the upcoming Planning Reform, Building Industry, Tourism Sector, etc.

### **Consistency with the revised ToC Strategic Community Plan**

**Addressing State Government expectations** such as accommodation of set density targets

3 Parts to the LPS review

## 2. The Review

### **Data analysis**

- Analysis of demographics, stats and trends
- Development history and trends

### **Strategic context**

### **GAP analysis of existing LPS**

- What works, what should be doing more of?
- What doesn't work, what should we be doing less of?

3 Parts to the LPS review

## 3. What is New

### **Case Studies and Best Practice Review**

- Reality checking aspirations

### **Revision of Design Approach**

- Transit Oriented Development
- Precinct Planning
- Addressing the quadruple bottom line

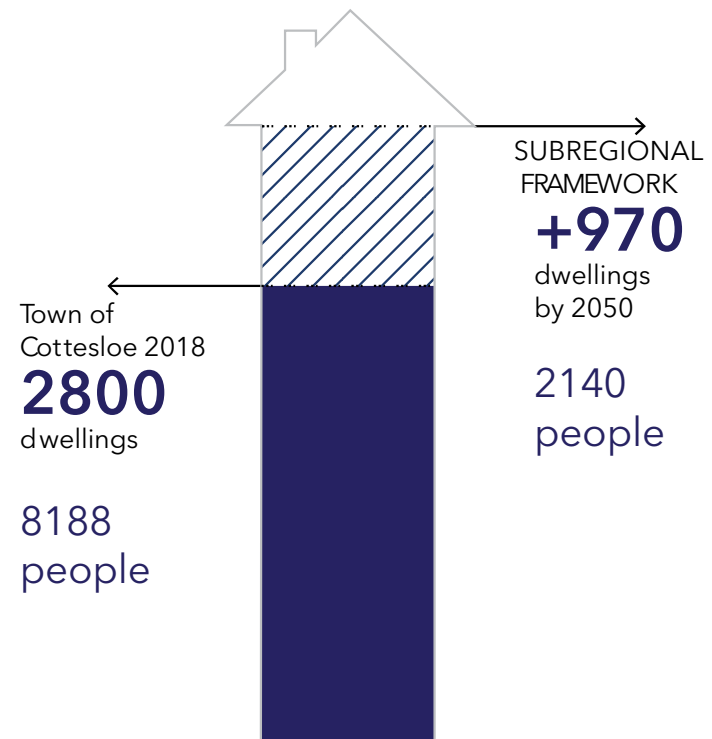
**Reconciling and consolidating new plans and strategies** such as the Draft Foreshore Masterplan, the Draft POS Strategy, etc.

# State Government Expectations

# Sub-Regional Planning Framework

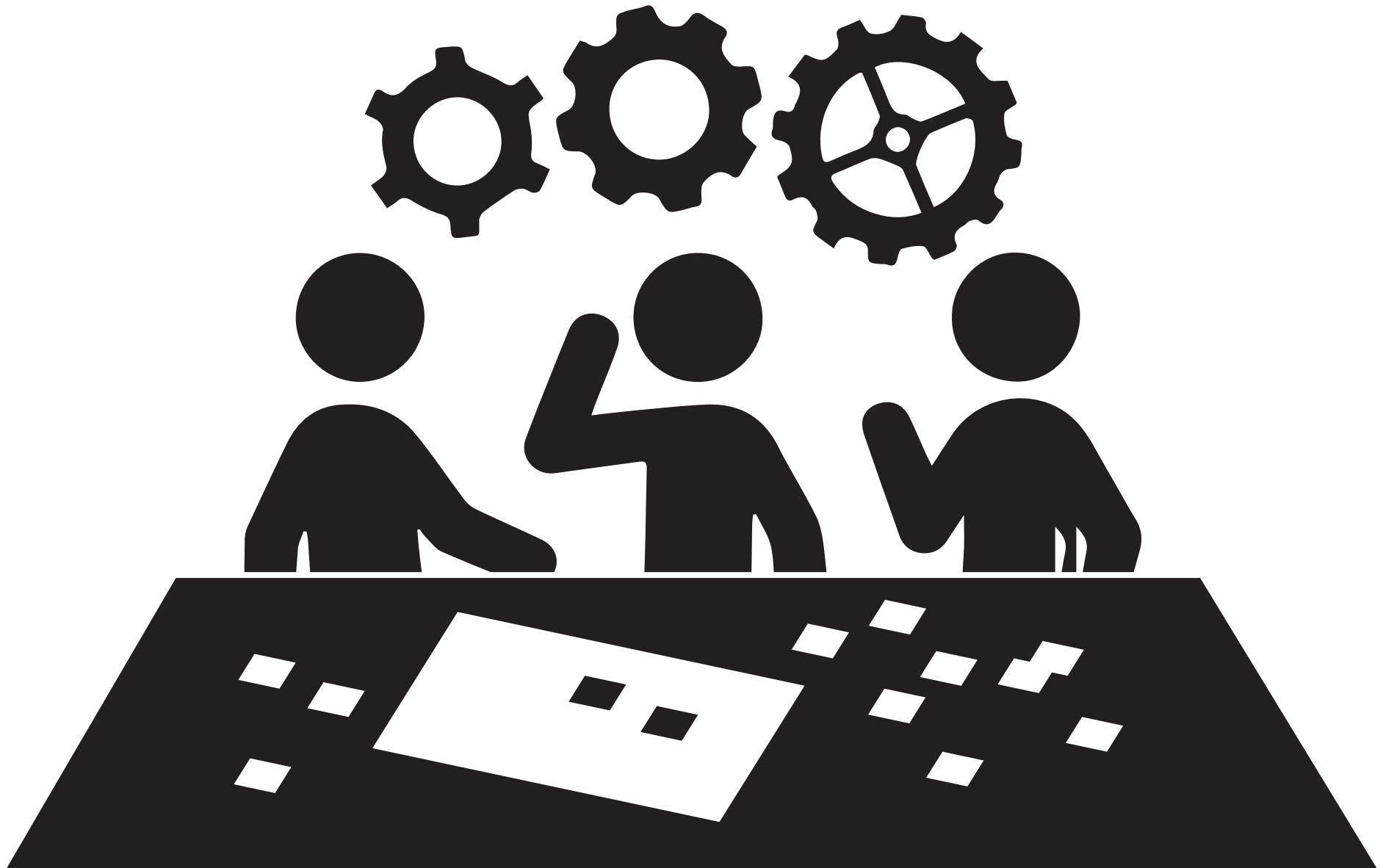
- Density targets – what has been achieved so far and how many do we still need to deliver?
- 570 additional dwellings by 2031
- Another 400 additional dwellings by 2050
- **Overall = 35% increase**

## State Density Target



What will be our  
Local Planning Framework  
Response?

# Scenario Planning Game



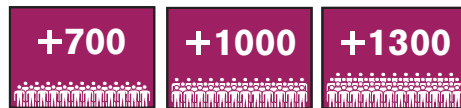
# Community Places

## Introduction



- Where do you meet and socialise with people in your community?
- Where do you see and get to know new community members?
- Can these places be improved?

## Board & Pieces



# Board

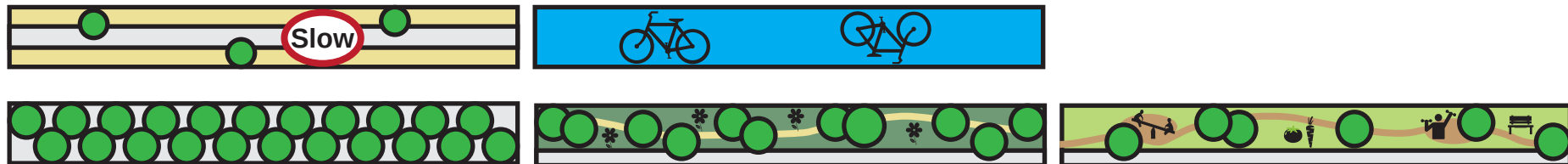


# Pieces - to improve these places

## Activity Pieces



## Network Pieces



## Priority Pieces



# Activity Pieces

## SHOPS



## CAFE OR RESTAURANT



## HOTEL



## MEDICAL



## COMMUNITY SERVICE



## FREQUENT STREET MARKET



# Activity Pieces

## SMALL OFFICE/ AGENCY



## CORNER STORE WITH MIXED EXPANSION/FRINGE



## PUBLIC ART



## PLANTING



## OPEN PIECE (FOR YOU FILL IN)



# Network Pieces

**SLOW DOWN STREET**



**BICYCLE BOULEVARD**



**ACTIVE VERGE/MEDIAN STRIP**



**TREE COVERED STREET**



**NATIVE VERGE/MEDIAN STRIP**

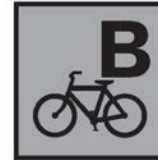


# Network Pieces

## REDUCE PEDESTRIAN BARRIER



## BETTER BICYCLE PARKING FACILITIES



## LIMITING PARKING TIME (AFTER # OF MIN./HRS)



# Priority Pieces

**PRIORITY 1**



**PRIORITY 2**

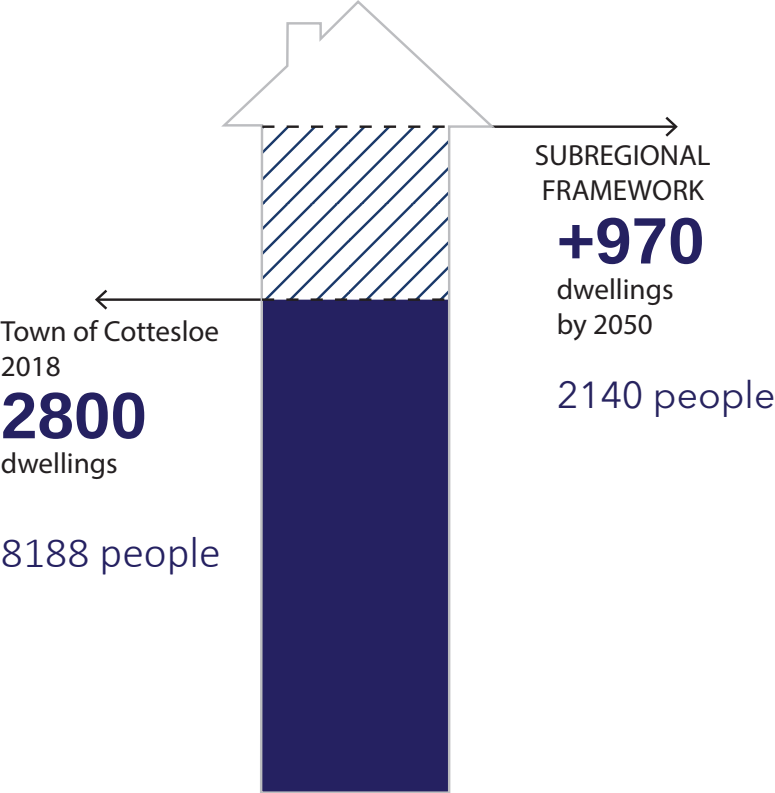


**PRIORITY 3**



# Future Community and Housing Diversity

## State Density Target

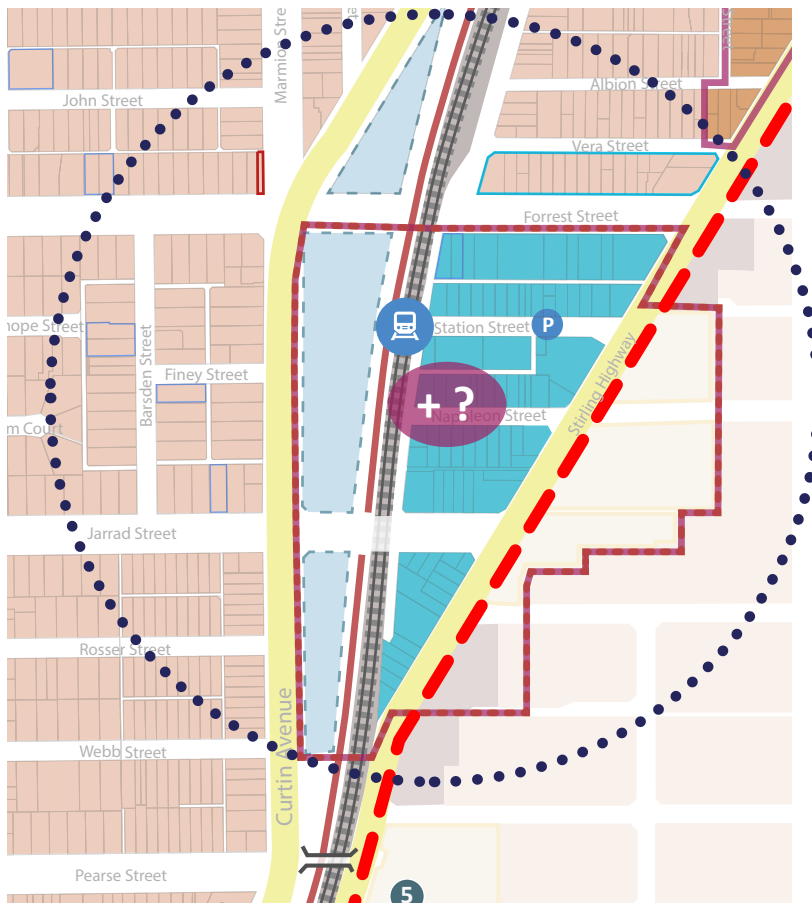


Upcoming increase of  
**750 people** from the  
ongoing developments



# Placing the remaining 1500 people

## Town Centre Development



### SCENARIO 1

+700



### SCENARIO 2

+1000



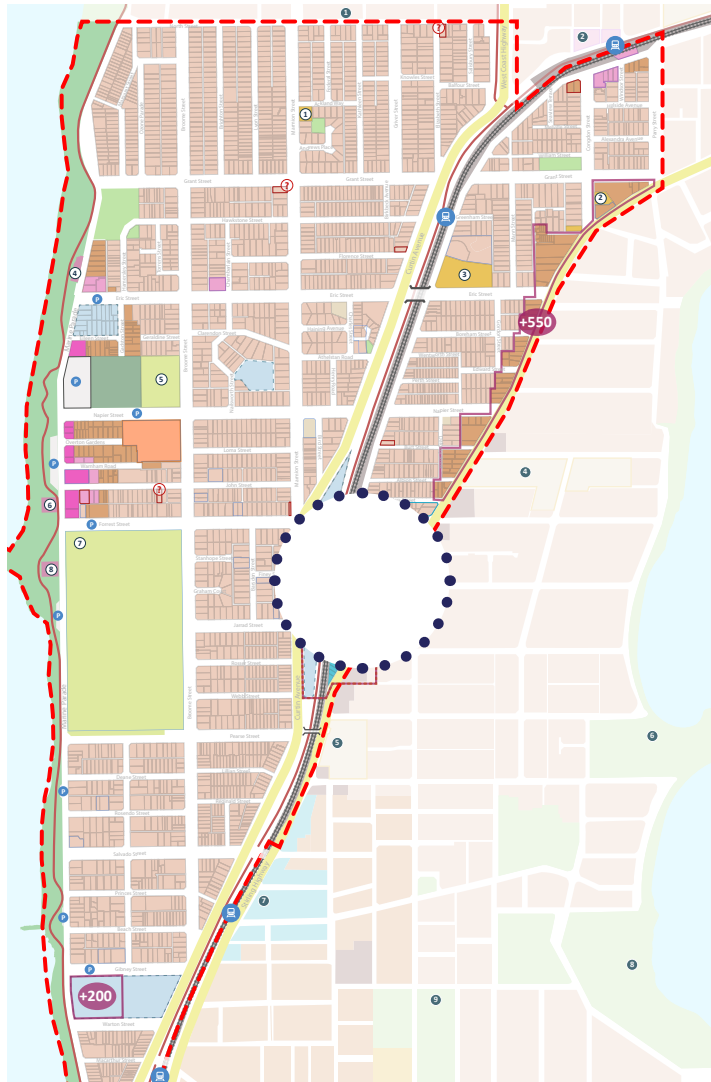
### SCENARIO 3

+1300



# Placing the remaining 1500 people

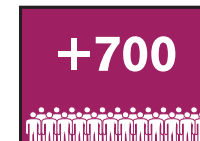
## The rest of Cottesloe



## POPULATION PIECES

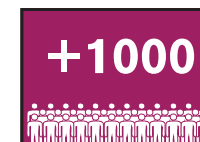


### SCENARIO 1



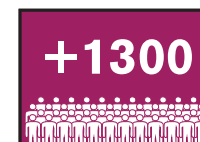
Add **800 people** to the rest of Cottesloe

### SCENARIO 2



Add **500 people** to the rest of Cottesloe

### SCENARIO 3



Add **200 people** to the rest of Cottesloe

# Rules

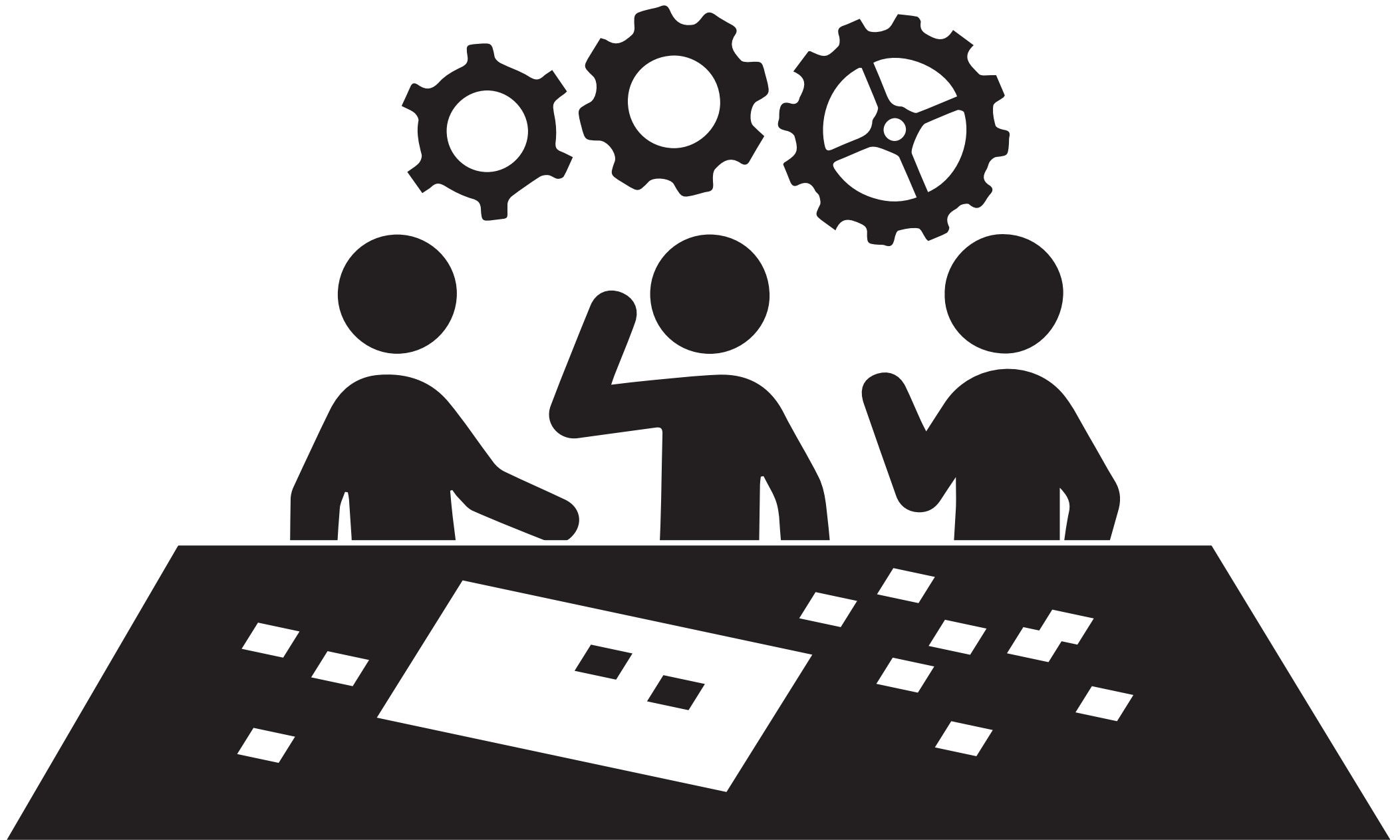
- All pieces can be used as you like
- You don't need to use all pieces
- Think about loops & networks to improve streetlife
- Achieve a group outcome & be respectful
- Each activity will be timed and monitored

# Activity sessions

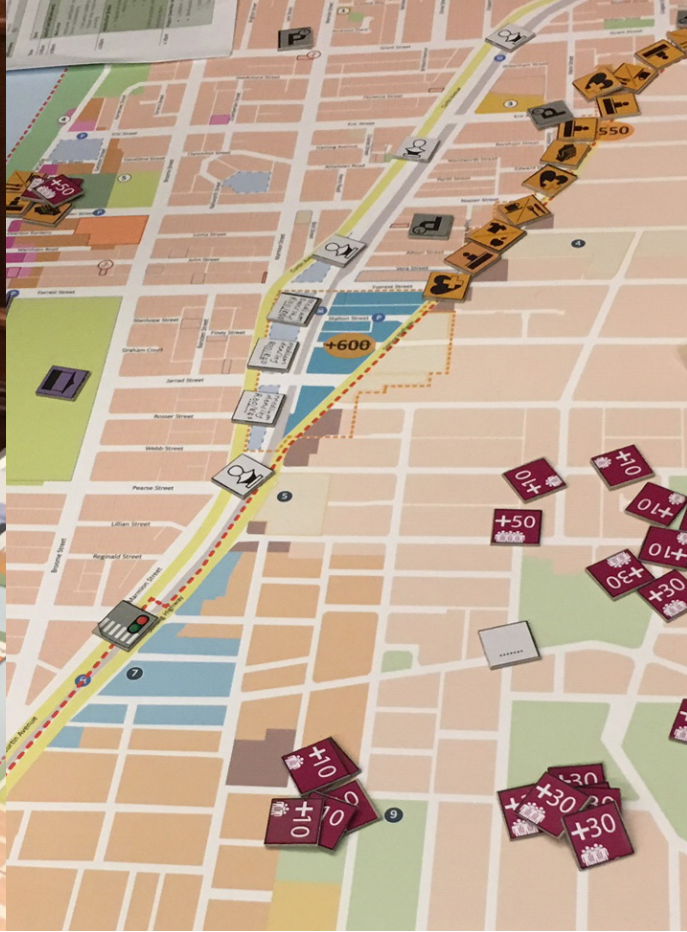


- Activity - 20 minutes
- Future Community & Housing Diversity - 20 minutes
- Networks & Movement - 20 minutes

# Get Going



Thank you for your  
participation!



SEPTEMBER 2019

## ELECTED MEMBERS WORKSHOP



The following is a summary of the key themes of the workshop facilitated with the Town of Cottesloe Elected Members with the intent to inform the review and preparation of a Local Planning Strategy.

## Activity

- The participants highlighted four areas they see suitable for further activation and provision of additional services.
- The Stirling Highway was frequently mentioned as a desirable destination for medical services, cafes and restaurants, small local offices and a community facility.
- The second most popular area to accommodate local activities and services was No.2 Car Park. The participants envision the small offices, community facility and local cafes to reside within the car park and surrounds.
- The Swanbourne train precinct was also associated with additional local amenities within the town, in particular, local cafes and community services or facility.
- As the fourth local activity destination, the McCall Centre area was also seen to accommodate community services and provide access to medical facilities within the southern part of the town.
- The idea of a public art corridor along Curtin Ave with changing exhibits and their locations was shared by some members.

## Future Community & Housing Diversity

- The participants' discussion of allocation of future community growth revolved around the access to local amenities and well-serviced transport corridors. In considerations with these principles of accessibility, the participants suggested the following locations to accommodate the future population growth and provide greater choice in housing options within the town.
- The principal destination to house an increase in local population is the railway precinct and periphery areas of the Integrated Local Planning Area. The participants strongly supported the variety of medium-density housing options ranging from R30 to R40 within this area.
- Based on the benefit of proximity to the Swanbourne and Victoria Street train station precincts, the participants suggested these precincts to accommodate 240 people; the 150 of which were proposed to reside within the Victoria Street railway precinct. Also, the placement of additional homes for 100 people in-between these two precincts within the current development area was put forward during the group discussion.
- The northern part of Broom Street and its section in proximity to the Sea View Golf

Club were also highlighted in the discussion as the suitable to accommodate future community due to its proximity to foreshore amenities and ease of access to public transport.

- Both northern and southern parts of the Foreshore Centre were suggested to accommodate additional 240 people while situating them in the midst of Cottesloe foreshore activities and local amenities.

## Network & Movement

- The provision and integration of a comprehensive bicycle infrastructure were emphasised during the discussion of the town's mobility network. Participants agreed on placing bicycle lanes within Eric, Grant, Napier and Salvado Streets, while Marmion and Broom Streets should incorporate bicycle boulevards. The bicycle parking facilities are needed along Stirling Highway, Foreshore Centre, Swanbourne train station, corners of Elizabeth and North Streets, and Railway Street and Sea View Terrace.
- The participants shared the aspiration to create a safer and more pleasant environment for local pedestrians and cyclists. Slowing down Marine Parade along the Foreshore Centre and the Parade's section neighbouring the southern development area was recommended as well as the need to enhance pedestrian access across Stirling Highway, which was noted by some of the participants.
- The idea of creating green connections through tree-covered streets and native or activated verges was also highlighted in the group discussion. In particular, the participants proposed to turn verges along Railway and Grant Street into parkstrips with native vegetation and gardens, while the Forrest and Sydney Streets' verges should be activated with seating, game or exercise elements. The elected members also envisioned the North and Napier Streets landscape to incorporate more trees. Some participants proposed to establish green crossings over the railway to the north and south of the McCall Centre.

## Overall Priorities

The elected members prioritised the following themes of the town's future development:

1. The accommodation of the population growth and provision of housing diversity within the Integrated Local Planning Area's\* railway precinct.
2. The development of the Integrated Local Planning Area
3. The development and activation of Swanbourne railway precinct

Overall, the participants prioritised the development surrounding the local railway precincts, their housing and activities provision, diversity and their integration into the broader context of the town.

*The term 'Local Area Plan' has been modified to 'Cott Village Precinct Plan'.*