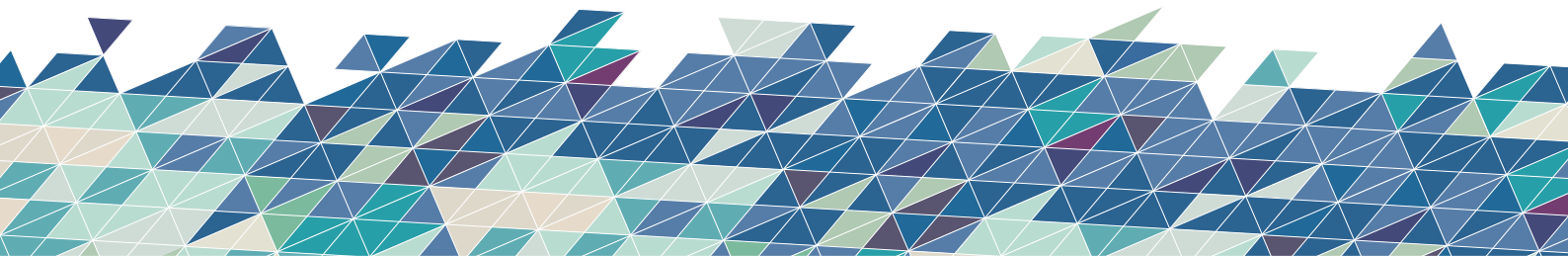# ALKIMOS COASTAL NODE
LOCAL STRUCTURE PLAN

Appendix 6
Community Development Plan

Alkimos Coastal Node
Community Development Plan

WOODSOME MANAGEMENT

MARCH | 2014

Creating
Communities

PROJECT DETAILS

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CONTENTS

1. INTRODUCTION

The Alkimos Coastal Node Community Development Plan (CDP) has been produced to provide direction for the social elements of the project over the life of the development.

It sets out the project vision and community development outcomes that LandCorp will seek to achieve and the methods by which they can be realised. The plan also proposes mechanisms to enable flexibility and responsiveness to accommodate the evolving needs of the community throughout the project life cycle.

In particular this document will outline the:

- Overarching community development principles for the project
- Social planning requirements as they relate to project approvals and staging
- Community engagement methodology for residents, businesses and stakeholders as the project progresses
- Place activation approach, themes and high order strategies
- Community infrastructure planning requirements

The Alkimos Coastal Node CDP satisfies the City of Wanneroo's (COW) relevant requirements relating to community development in the Alkimos-Eglinton District Structure Plan (DSP), namely to:

- Prepare a CDP outlining the implementation path and measures to achieve the DSP Community Development Objectives
- Investigate and facilitate collaboration between the developers, the CoW, community-based organisations, local business, local residents and State Government agencies to explore early delivery of services and programs
- To make provision for community facilities that accommodate a range of uses to maximise civic participation and accommodate changing community needs and showcase leading practice sustainable building and landscape design.

The CDP also aligns with the City of Wanneroo's Strategic Community Plan and the recent Public Health Plan.

2. BACKGROUND

The Lot 9001 Local Structure Plan (LSP) area is a 86.77 hectare site which will be developed as a mixed use coastal node accommodating 2,219 dwellings and a residential population of 6,612 of people. The LSP area is situated within the greater Alkimos Eglinton district, 40 km northwest of the Perth central business district.

Water Corporation owns the LSP area and Landcorp holds the development rights to manage and coordinate planning and design.

The project is distinctive for its:

- 1.5 km foreshore and beach. A good swimming beach which is planned to become the "main" beach for the district, housing a Surf Life Saving Club and having extensive beach amenity
- Proximity to nature reserves to the north and south of the site and to the vegetated water treatment site to the east
- Higher density coastal node including a West End commercial zone, and a diverse mix of dwellings
- Extensive public open space and foreshore amenity

2.1. Relevant policies, plans and reports

The CDP has considered the following plans:

- The Alkimos Eglinton District Structure Plan, City of Wanneroo, 2010
- The Northern Coastal Growth Corridor Community Facilities Plan, City of Wanneroo, 2012
- The Strategic Community Plan, City of Wanneroo, 2013
- Public Health Plan, City of Wanneroo, 2014
- Various community development planning for surrounding developments
- Health and Wellbeing of Adults in Western Australia, Health Survey Unit, Epidemiology Branch, Department of Health, WA, 2012
- Health and Wellbeing of Children in Western Australia, Health Survey Unit, Epidemiology Branch, Department of Health, WA, 2012

2.2. Stakeholder engagement and consultation

Early stages of the planning process for the project included consultation with the City of Wanneroo, planning authorities and surrounding landowners on community development planning and community facilities planning specific to the site.

More recently a workshop was held with CoW officers to:

- Review the latest planning for community facilities in the region
- Outline this project's proposed community planning approach and gain feedback
- Discuss any issues/considerations the CoW had in relation to community planning on the project.

Feedback, input and suggestions generated during this workshop have been incorporated into the project's community development strategy detailed later in this document.

3. THE ROLE OF COMMUNITY DEVELOPMENT AND PLACE MAKING

Community development and place activation are more important than ever to create memorable and distinctive places.

Where we live and how we interact in community influences the jobs we have, how careers develop, the people we meet, how we network, who we date, where we play, what we are inspired by, our rest, our health and ultimately our ability to lead happy and fulfilling lives.

What influences these elements of place is less about the physical structure of our neighbourhoods and more to do with how the meaning of places is constructed – the narrative of a place and its community.

Alkimos Coastal Node's narrative of place will be central to the project's success. This narrative, articulated in the project vision in this document, is built up from local site opportunities, emerging patterns in demographics, best practice in community development and place making. The resulting strategies will capitalise on the inherent opportunities of the project to ensure that people from all walks of life come together, to transact, celebrate and support each other.

This approach is of critical importance to ensure that the vibrancy of the development is achieved, self-sufficiency of the community is enabled and equitable outcomes for all are delivered.

Investment in community activation, place making, on-going stakeholder engagement and the attraction of significant partnerships and alliances to the project will facilitate the delivery of memorable destination that can boast a high quality of life for its community.

4. COMMUNITY DEVELOPMENT PLANNING METHODOLOGY

The community development planning methodology utilised on this project has included consideration of the following:

- Planning requirements for the LSP as detailed in the Alkimos Eglinton DSP
- Community planning guidelines outlined in key CoW plans
- Regional community facilities planning
- The local context including: site characteristics, emerging demographics and local developments
- The Alkimos Coastal Node project vision and themes
- Stakeholder engagement specifically more recently with the CoW
- Project staging

Analysis of the above was conducted using Creating Communities community development planning methodology to gauge the potential of the LSP to respond to factors that contribute to sustainable, inclusive and vibrant local communities.

This process is underpinned by Creating Communities foundational models which provide a mechanism to understand the likely needs of the community and a framework for determining community development priorities, outcomes and strategies. These models are described in more detail below.

Sociology of Community

The Sociology of Community highlights the fundamentals of community: social capital, wellness, quality of life and cultural anthropology which need to be considered in community planning. For a community to be functioning at its best these four dimensions need to be optimised.

FIGURE 1 SOCIOLOGY OF COMMUNITY
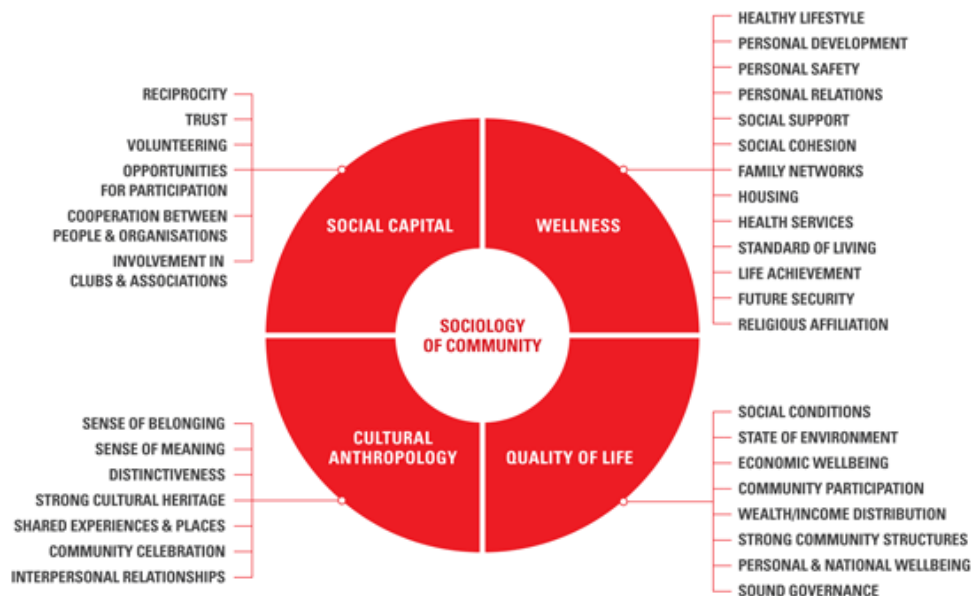
SOCIOLOGY OF COMMUNITY © CREATING COMMUNITIES AUSTRALIA PTY LTD

Intentional Communities Matrix

The Intentional Communities Matrix provides a frame through which the sociological dimensions of a functioning community can be considered and put into practice. The matrix shows the realms in which people

inhabit: individually, in community, in place and in what they do – endeavour. Sustainability principles are embedded into each of the realms.

FIGURE 2 INTENTIONAL COMMUNITIES MATRIX

INTENTIONAL COMMUNITIES MATRIX © CREATING COMMUNITIES AUSTRALIA PTY LTD

Rope Model

Strong and sustainable community development programs depend on active and effective partnerships between all levels of government, not-for-profits, industry, local business and community. For partnerships to work, the intersection of interests needs to be well understood and the ability to deliver outcomes for all parties needs to be realised. Typically, good partnerships need to be pulled together and intertwined through on-going partnership management focused on the delivery of outcomes for all parties.

FIGURE 3 ROPE MODEL

ROPE MODEL © CREATING COMMUNITIES AUSTRALIA PTY LTD

5. COMMUNITY DEVELOPMENT CONSIDERATIONS

5.1. Emerging demographic and population health trends

The population projections for the Alkimos Eglinton district show a regular but rapid growth in population from 2009 through to 2041, with a projected population of 54,600 at build out as shown below.
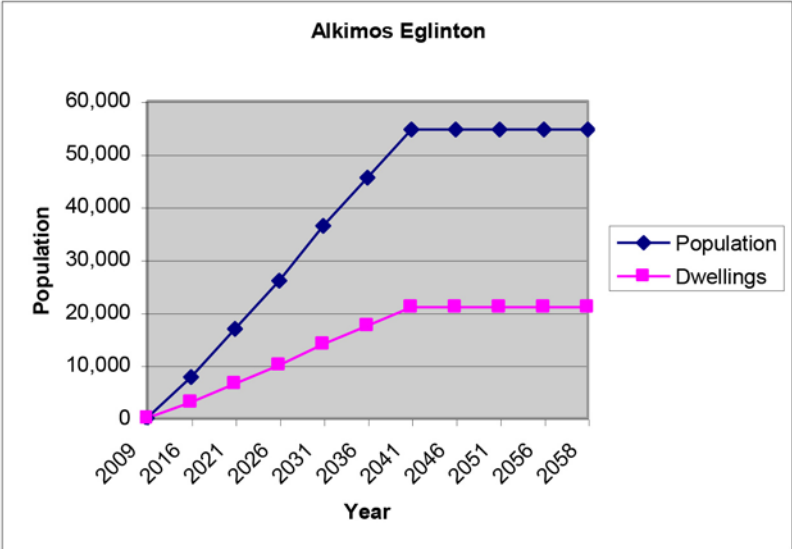
GRAPH 1 ALKIMOS EGLINTON POPULATION PROJECTION

Figure 1: Alkimos Eglinton Population Projection *(Source: Alkimos Eglinton Community Development, Employment and Economic Development Plan, Geographia, 2009)*

While it is early days in the development of the district, emerging demographics in the region seem to suggest the following trends compared to State averages:

- Higher than average numbers of children and young people (0-17 years)
- Less proportions of tertiary education, and young workforce (25-34 years)
- Higher proportions of English, South African and Scottish
- High proportions of Anglicans
- Less people with higher degrees and vocational training
- Far lower percentages of people living with disabilities
- Sectors of employment are generally similar but with less workers engaged in the mining sector and double state averages in construction (20%)
- The predominant professions are technicians, trade workers and labourers
- Higher individual incomes
- Using the train to get to work is almost double state averages with far lower bus use and much higher taxi use
- Far less people walk to work than state averages
- Higher levels of unpaid domestic work and nearly twice as many provide unpaid childcare
- Far less volunteerism
- Nearly double couples with children
- Half one parent families
- One third lone person households

This emerging picture of the demographics is greatly influenced by the available housing products, price point and demographics in the region, but it does suggest that community development strategies and other broader initiatives are required to:

- Make tertiary education options more accessible
- Attract a diverse demographic profile (age, household, country of origin, aboriginal and non-aboriginal, people with and without disabilities)
- Generate a broad range of employment options close to home
- Provide facilities for religious observance
- Provide more public transport options
- Provide child care services
- Provide opportunities for volunteerism

Additionally, State health trend suggest that where possible initiatives are required to address:

- Increases in diabetes and obesity, skin cancer and other cancers
- Lower consumption of fruit and vegetables in children aged 12-15
- Low levels of physical activity in children
- Bullying and mental health problems in children

The project can play a role in mitigating some of these health trends through the following:

- Provision of fitness infrastructure and activities
- Access to health care professionals: primary, allied and alternative health care services
- Shaded public open space
- Physical activities targeted at children
- A range of community activities for all ages
- A community garden

5.2. Project staging

Tailoring programs to the lifecycle of a development will lead to stronger and more enduring outcomes. It is predicted that there will be five distinct phases of the development:

1. Planning and approvals

2. Construction

3. New residents

4. Consolidation

5. Final stages

Please note: Project phases will likely overlap.

Each stage requires a distinct community development approach to respond to the changing needs of the community and the delivery of amenity and activation. These requirements have been indicated in the strategy and in the proposed next steps detailed at the end of this document.

5.3. Community Facility Provision

The CoW has undertaken extensive community facilities planning in recent years. This planning is comprehensive and indicates that the planned facility for the project area is a Surf Club.

Alkimos City Centre is close to the project area and will accommodate a range of community facilities including a community centre, district library and regional indoor recreation centre as shown in the summary of community facility planning provided below.

The needs of the Alkimos Coastal Node community will be well met by the proposed provision in the long-term, but it is likely that residents will require meeting places, opportunities to recreate and access to library and other services in the early stages of the development. Early delivery of the proposed Surf Life Saving Club could address this need as well as shared use of local schools, places of worship and other facilities.

Discussions between LandCorp the CoW and Surf Life Saving are on-going. A facility plan will be required and will need to address the City of Wanneroo Surf Club provision requirements.

5.3.1. City of Wanneroo Community Facility Planning

The City of Wanneroo has anticipated future community facility requirements for the district as part of its northern coastal growth corridor community facilities planning process. This planning has been based primarily on population projections and facilities planning standards as well as an analysis of existing provision, planned provision, facility catchments and natural barriers.

While the CoW facilities planning is not intended as a comprehensive community facility needs analysis, it forms a basis for determining the community facilities planning requirements for projects.

Figure 4 shows how the City of Wanneroo plans to distribute the community facilities through Alkimos Eglinton region.

Draft Alkimos-Eglinton & Yanchep -Two Rocks
Community Facilities Plan

48

6. COMMUNITY PLAN

The project vision and project themes have been developed with sound community planning and place making principles in mind. They provide direction and structure for all elements of the project, while being highly oriented to social sustainability.

Project vision

Alkimos Coastal Node has it all: beautiful beaches, happening plazas, friendly neighbourhoods, canopied streetscapes, great attractions and green shrouded parklands. The West End hosts a thriving ocean marketplace attracting people of all ages and from all walks of life to live, work and play. From the celebrations during "Carnival" to afternoons on Alkimos beach, the good life finds full expression in Alkimos Coastal Node.

Project themes

WATER IS LIFE	INNER-CITY LIFE BY THE SEA	OCEAN MARKETPLACE
Innovate water	Involved and committed	Vibrant and creative
Verdant landscapes	Well and good	Thriving and entrepreneurial
Urban interface	Accessible and affordable	Movement and connections

6.1. Community development priorities

Fifteen community priorities will guide the Alkimos Coastal Node social program in decades to come. These community priorities will be regularly monitored and updated with the community over the life of the development.

WATER IS LIFE	COMMUNITY DEVELOPMENT PRIORITIES
Innovate water	Best practice in water education, use and activation
Verdant landscapes	Shaded, usable, engaging and safe public open space
Urban interface	Active interaction between urban landscape and foreshore
INNER-CITY LIFE BY THE SEA	
Involved and committed	A place for community and every day activities
	An engaged and self-determined community
	A giving community
	Partnerships for the future
Well and good	An active and healthy community
	Informal education opportunities
Accessible and affordable	A diverse demographic profile
	Accessible place and activities
OCEAN MARKETPLACE	
Vibrant and creative	A vibrant, energised destination that attracts regional audiences
Thriving and entrepreneurial	Support for new business, new models of doing business and local employment

Movement and connections	Ease of access to green spaces, facilities, district centres and public transport	
	Ease of access for all	

6.2. Community development strategies

Project themes	Community development priorities	Strategies	Potential initiatives
WATER IS LIFE			
Innovate water	Best practice in water education, use and activation	Develop a plan to promote best practice in community and commercial water management, through education, incentives and year round place making activities	• Design a skateable public art trail in POS to celebrate water • Establish a water museum as "SciTech" of the north • Partner with local schools to monitor and run competitions on domestic water use • Build water playgrounds into Water Corporation treatment site extending into project area
Verdant landscapes	Shaded, usable, engaging and safe public open space	Develop a Natural Shade Public Open Space Community Activation Plan	• Community planning program prior to construction • Work with local schools and community to reforest the Water Corporation treatment site and POS with iconic trees for the estate • Establish Bush Care groups • Develop a management plan for a community garden with first settlers in the estate
		Develop a safety and security strategy for the foreshore, POS and local streets	• Activation of spaces day and night • Neighbourhood watch • Cycling school bus
Urban interface	Active interaction between urban landscape and foreshore	Design landscaping to enable interesting, easy, safe and sheltered access to the beach for western edge of site including well designed and interesting spaces for community use as well as a diverse range of usable landscapes to attract different uses	• Mobile gyms • Yoga • Children's play • Youth spaces • Gathering spots • Giant chess • Picnic and barbeque areas • Kick around space • Spaces for small and larger scale events • Places for relaxation

			• Places to discover
INNER-CITY LIFE BY THE SEA			
Involved and committed	A place for community and every day activities	Provide spaces for the community to meet	• Progress Surf Club Planning • Identify opportunities for share use of facilities, schools, places of worship, clubs etc.
		Provide information to residents and businesses on local amenities and services	• Places of worship • Public transport • Child care services • Libraries • Sporting facilities • Shopping • Health care professionals (primary, allied and alternative health care services) • Public open space
	An engaged and self-determined community	Design a community engagement strategy to encourage participation in community planning and involvement in local governance and civil society	• On-going engagement • Annual review of Activation Plan • Residents welcome events • Resident committees • Community planning sessions • Chamber of Commerce • On-going engagement with the CoW
	A giving community	Design and promote opportunities for volunteerism	• Events committees • Mentoring • Environmental care groups • Surf Club • Fitness and recreation groups • Aged care • Childcare
	Partnerships for the future	Develop a partnership strategy for the project	• Annual review of Activation plan with CoW • Festivals and events • Entrepreneurship • Public art • Community programs • Youth programs • Town Centre management
Well and good	An active and healthy community	Deliver activities to promote health and wellbeing	• Promote cycling, walking and jogging tracks • Involve community in design and construction of play

			• activities for children and youth • Provide information on health and wellbeing facilities and services • Partner with NaturePlay to deliver programs
		Design for health	• Diverse fitness options available in POS • Smoke free public areas
	Informal education opportunities	Provide informal education opportunities	• Community garden • Events and activities aim to educate • Water Museum • Embed water messaging in landscaping
Accessible and affordable	A diverse demographic profile	Diverse housing product offering greater variety than current developments and with options for aging in place	• Detached • Semi-detached • Apartments, units
	Accessible place and activities	Address accessibility in activation planning	• Free events • Free wifi throughout project area
OCEAN MARKETPLACE			
Vibrant and creative	A vibrant, energised destination that attracts regional audiences	Partner to develop the foreshore as a significant maritime destination of regional importance	• Seafood markets • Beach activities • Water based events • Coastal festivals • Information, products and publications about the foreshore
		Facilitate early delivery of attractor businesses	• Coffee Cart • Beach café • IGA
		Develop a year-long Activation Plan and Town Centre Management Plan	• Iconic events • Bread and Puppet • Carnival. • NaturePlay Annual Event and annual program • Intergenerational events
		Develop public art strategy to promote water messaging and be skateable	• POS • Foreshore • Streetscapes
Thriving and entrepreneurial	Support for new business, new models of doing business and local employment	Develop "Switched On" social entrepreneurship and local employment strategy to external investment from complementary businesses, corporate and government agencies	• Town Centre management businesses, landscaping, coffee carts, facility cleaning, event management, fitness programming, plant nursery

Movement and connections	Ease of access to green spaces, facilities, district centers and public transport	Deliver a variety of connected jogging, walking and cycling routes throughout the project area and into the Water Treatment site	• Jogging, walking and cycling well connected in project area, through green spaces, public transport and to the district
	Ease of access for all	Provide disabled access to all public areas, facilities and buildings and ensure spaces are easily navigable	• Universal access and wayfinding plan

7. NEXT STEPS

Community development and place-making play a key role in the realisation of the project vision. On-going planning, development of partnerships, design of spaces, iconic events, activation planning and engagement will be required.

In the short to medium term this will require regular engagement with key stakeholders such as the CoW and Surf Lifesaving WA.

Planning for the following is on-going and will be required to be delivered in the prior to construction.

- Surf Club Facilities Plan
- Staging plan for delivery of community strategy
- Activation planning for year round events - update annually with the community and CoW
- Input into public open space and foreshore planning
- Safety and security planning
- Community garden management and partnership strategy
- Community market management and partnership strategy
- Partnership strategy
- Town Centre Management
- "Switched On" Social Entrepreneurship strategy.
- Calendar of events

The table below proposes how key planning for future community development could be staged during the life of the development.

Project stage	Community planning response
Planning and approvals	- Surf Club Facilities Plan - Input into public open space and foreshore planning - Safety and security planning and partnership strategy - Town Centre Management "Switched On" social entrepreneurship strategy
Construction	- Staging plan for delivery of community strategy - Partnership strategy - Activation planning for year round events - update annually with the community and CoW - Community garden management and partnership strategy - Community market management - Calendar of events
New residents	- Roll out Community Strategy, events and activities - Annual review of strategy with residents and CoW
Consolidation	- Roll out Community Strategy, events and activities - Annual review of strategy with residents and CoW
Final stages	- Roll out Community Strategy, events and activities - Annual review of strategy with residents and CoW

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