YANCHEP LAGOON
MASTER PLAN

City of Wanneroo

Prepared by RobertsDay
June 2019

Yanchep Lagoon Master Plan
June 2019

Prepared for
City of Wanneroo

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1.0
SUMMARY

1.1 PROJECT CONTEXT

While Yanchep started out as a remote coastal town, Perth's continuing growth will see the area ultimately become part of a thriving metropolitan corridor that stretches from the CBD to Two Rocks. With Yanchep now one of Perth's fastest-growing suburbs, this change is already well underway.

In response, the City of Wanneroo is pursuing a progressive agenda of place-based development within the Yanchep region to create greater opportunities for community development, tourism visitation, economic growth and social recreation.

Yanchep Lagoon is central to this agenda, given its unique natural assets and enduring appeal as a destination for locals and visitors alike. In order to realise the full potential of the area, the City of Wanneroo commissioned RobertsDay to prepare a place-led Master plan for Yanchep Lagoon.

1.1.1 Background

The Master Plan provides a strategic blueprint for future development and activity at the Lagoon. It articulates a Place Vision for the Lagoon, that has been developed in consultation with the local community and key government stakeholders.

The Plan re-frames the potential of Yanchep Lagoon by integrating currently disparate beachfront assets and public spaces into a singular coastal destination with an unprecedented array of experiences and opportunities that has the potential to become one of Perth's most distinctive and enjoyable coastal destinations.

The plan will be implemented by a range of stakeholders to guide both the intangible and tangible elements of the Lagoon, including future programming and activation as well as physical works such as landscaping and building design.

The Plan is consistent with the City's adopted Place Framework. It will be used to guide Place Development and Place Management over the long term, including future detailed planning and design development for key improvements.

The Master Plan does not seek to prescribe specific design outcomes. Building and landscape design depicted in the plan is indicative only and is intended to communicate key outcomes for future development, based on stakeholder feedback and technical advice. Design of these elements will be progressed through future project stages.

Modifications to the existing planning and/or framework may be required to implement the Master Plan.

1.1.2 Collaborative Design

Recognising that Yanchep Lagoon is an important economic and environmental asset beloved by the local community, Council committed to a process of collaborative visioning in partnership with the local residents, landowner and business groups and key government representatives.

The process began with the preparation of a Strategic Review, followed by a collaborative design process that spanned innovative online engagement and interactive public workshops.

Stakeholders expressed the following key messages through the collaborative design process:

KEY MESSAGES

NATURAL ENVIRONMENT

Make the Lagoon and all of the natural assets sing.

ACTIVITY + LAND USE

Provide a broader range of activities beyond the beach.

BUILDINGS + LANDSCAPE

The Lagoon deserves more than the usual roll-out of infrastructure along the coast.

MOVEMENT + ACCESS

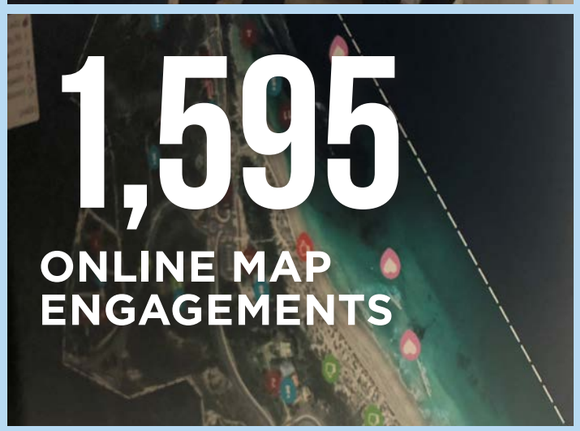
Create a village that is easy to get to, and safe for people to walk around.













1.2 VISION

VISION STATEMENT

Yanchep Lagoon is Perth's coastal jewel. Its spectacular natural beauty and relaxed atmosphere are treasured by generations past and present.

A sustainable coastal hub, immersive dune parklands and an ever-changing cultural calendar enrich the Lagoon experience and resonate with locals and visitors alike.

It is a place that delights the senses and restores the soul.

PLACE DRIVERS

KEEP IT NATURAL

The Lagoon is a place where nature shines. It will celebrate the beauty and biodiversity of its environment by touching the ground lightly and providing an immersive connection between people and nature.

KEEP IT LOCAL

The Lagoon is integral to the Yanchep way of life. It will grow and flourish as a place for daily rituals with a strong community identity that both residents and tourists can appreciate.

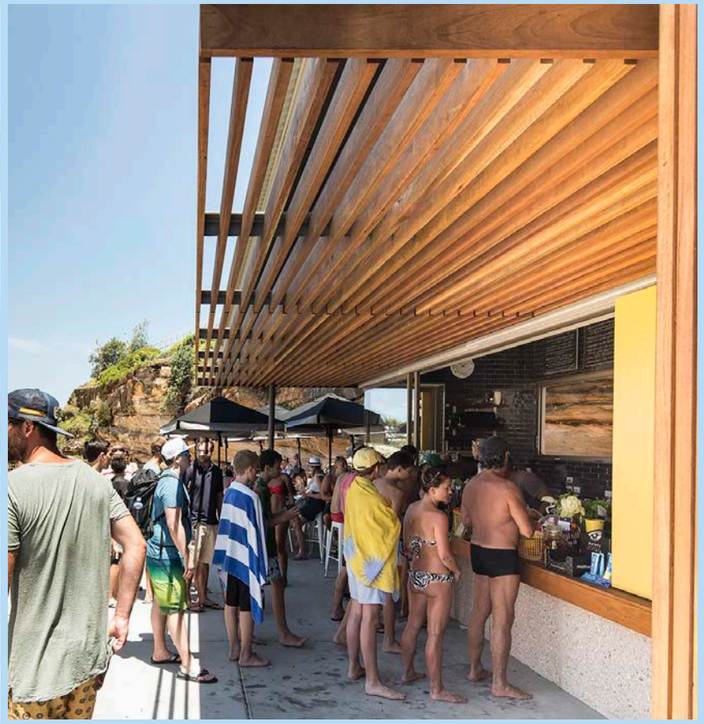
KEEP IT SPECIAL

The Lagoon will resist the usual. It will embrace a different look and feel to other coastal destinations by emphasising the natural features and local stories that make it unique.

KEEP IT SIMPLE

The Lagoon is a **destination** where everyone feels welcome. It will draw from its rugged history to build an **honest and unpretentious character** that is reflected in its buildings, landscape and activities.













1.3 CONCEPT PLAN



THE HOMESTEAD

An incubator of arts and culture in a coastal setting



THE CORNER

A welcoming entry statement and family holiday hub



THE SETTLEMENT

An inviting coastal village and Yanchep's social heart



THE LAGOON

Perth's coastal jewel – an untouched coastal paradise



THE DUNE PARK

An expansive botanic garden unique to Perth and the world



THE PROMENADE

A continuous pedestrian walk along the limestone headland



1.4 ACTIVITY

OBJECTIVES

1	The Lagoon becomes an all-season destination, with a range of uses and activities.
2	Nature is the Lagoon's key differentiator with land, beach and sea celebrated and enhanced.
3	The Lagoon is renowned as a proud and much-loved local meeting place.
4	The Lagoon is integral to re-positioning Yanchep as a prominent visitor destination

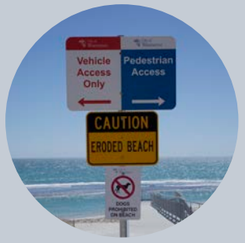
QUICK WINS



Commission a temporary mural on the back of the new SLSC building



Provide small value activation grants to trial community events



Remove or relocate negative warning signs from the beach



Subsidise temporary operators to test market demand

IMPLEMENTATION STRATEGIES



Develop a Yanchep Place Brand and build awareness



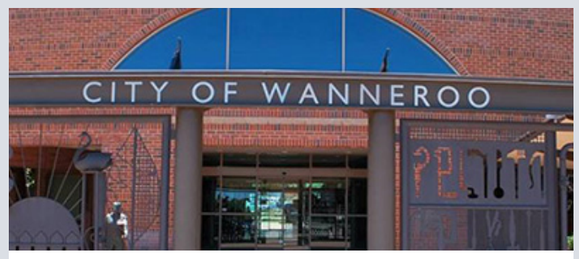
Invest up-front and proactively manage own assets



Attract activities that provide a compelling reason to the visit



Invest in 'Place Activation' initiatives



Align policies and processes with the vision to drive investment certainty

1.5 BUILDINGS

OBJECTIVES

1	Buildings reinforce local character through exemplary design that embraces the land and the sea.
2	Buildings are situated close to the beachfront to create a close-knit village atmosphere.
3	Buildings demonstrate best practice sustainability principles.
4	Building design responds to and reduces the harsh climate.

QUICK WINS



Renegotiate the SLSC lease to expand community access



Add temporary public shelters to the SLSC forecourt area



Repaint the Orion Cafe in coastal colours prior to redevelopment

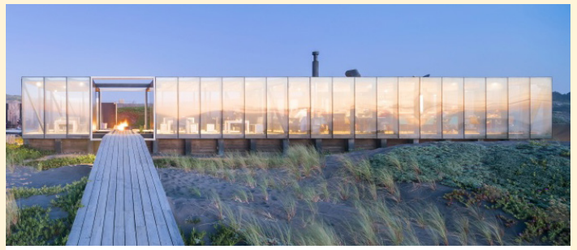


Adapt or redevelop the old SLSC for new uses

IMPLEMENTATION STRATEGIES



Undertake a Commercial Feasibility Assessment



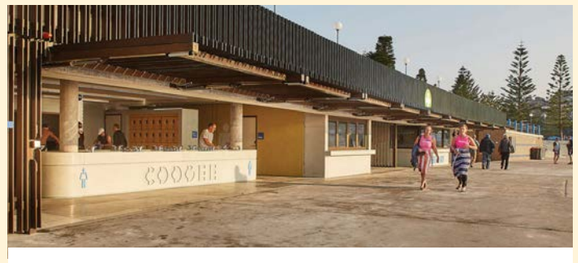
Deliver sustainable buildings that ‘touch the ground lightly’



Manage coastal hazards through responsive design



Transition the SLSC building into a multi-functional community hub



Develop a design brief for each proposed building



Deliver design excellence through Architectural Design Guidelines

1.6 LANDSCAPE

OBJECTIVES

1	The land, beach and sea are preserved and enhanced through remediation, conservation and activation.
2	New parks and public spaces enrich lifestyle and provide protection from the harsh environment.
3	Infrastructure considers a common-sense design response, when addressing coastal erosion.
4	Changes to the Lagoon's landscape achieve a net environmental benefit.

QUICK WINS



Establish a local coast care group to replant damaged dunes



Add temporary planters in front of the SLSC building



Upgrade dune walking trails with crushed stone and steps



Install temporary interpretative signage

IMPLEMENTATION STRATEGIES



Design and deliver high-quality, functional public spaces



Offset new public spaces through remediation and conservation



Demonstrate excellence in environmental management



Facilitate community stewardship



Share local stories through the Landscape



Deliver design excellence through a Landscape Style Guide

1.7 MOVEMENT

OBJECTIVES

1. Pedestrians and cyclists are prioritised over vehicle movement and parking
2. The Lagoon is part of a network of trails along the coast and to other key nodes in Yanchep.
3. Primary land is reserved for recreation, not parking.
4. Reliable access to public transport, including regular connections with the train station.

QUICK WINS



Enforce a time limit for public parking



Trial closures of Brazier Road for events



Install shaded bike racks and mark streets as shared routes



Install pedestrian directional signage

IMPLEMENTATION STRATEGIES



Improve local access and connections



Improve pedestrian and cyclist facilities to promote cultural change



Improve access for tourists and regional visitors



Relocate car parking away from the beachfront



Improve road network function and design



Improve connections with the Train Station

1.8 PLACE GOVERNANCE

1.9.2 Governance Framework

Strong place management underpins the creation of Great Places and all decisions made by the City will ultimately leave a lasting impression. This means that all staff need to understand and be on-board with the agreed vision and be empowered with the necessary policies and tools.

Establishing agreed strategic goals, clarifying roles and responsibilities, and setting up accountability frameworks will be essential to achieving a coordinated and holistic approach.

A two-tiered Place Management Framework is recommended. Central to this framework is the Place Manager, who will play a crucial vision-keeping role, ensuring all decisions are aligned to the agreed vision. Dedicated and sustained revenue sources are also important to ensure that activation and maintenance strategies can be delivered to a consistently high standard.

Yanchep is fortunate to have such a passionate and strongly vested community – make the most of this as a great asset.

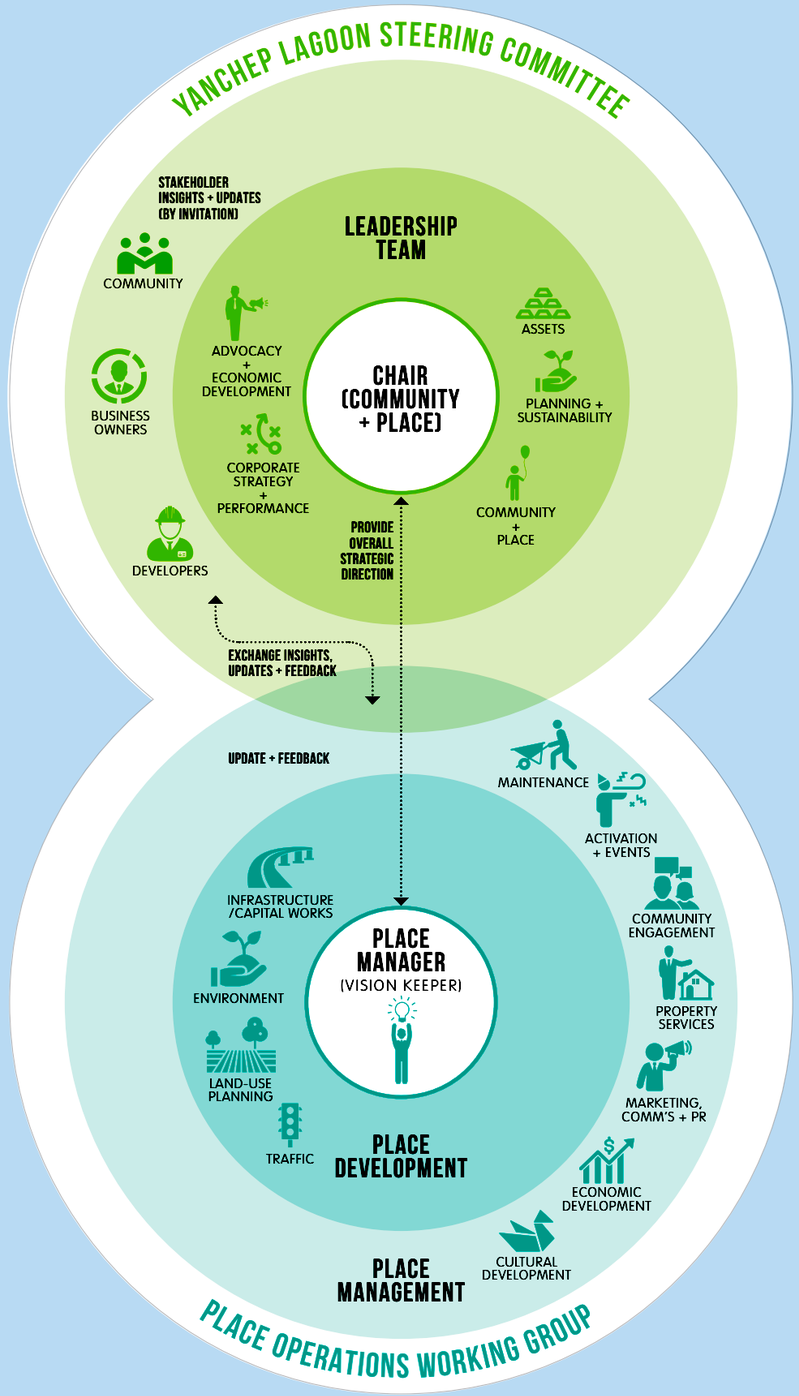
- Strong relationships at executive level will enable strategic dialogue and negotiation around future investment and development potential.
- Operational partnerships including collaborative marketing will ensure a seamless experience for residents, visitors and workers.
- Encouraging a stewardship approach will also empower the community and stakeholders to take ownership of the Yanchep Lagoon.

YANCHEP LAGOON STEERING COMMITTEE

- Set goals + directions (aligned to vision)
- Monitor + evaluate (accountability)
- Report to CEO
- Bi-Monthly

PLACE OPERATIONS WORKING GROUP

- Manage resources
- Day-to-day operations
- Project delivery
- Update reports + feedback
- Monthly
- Manage agenda items to enable efficiencies



1.9 PROJECT DELIVERY

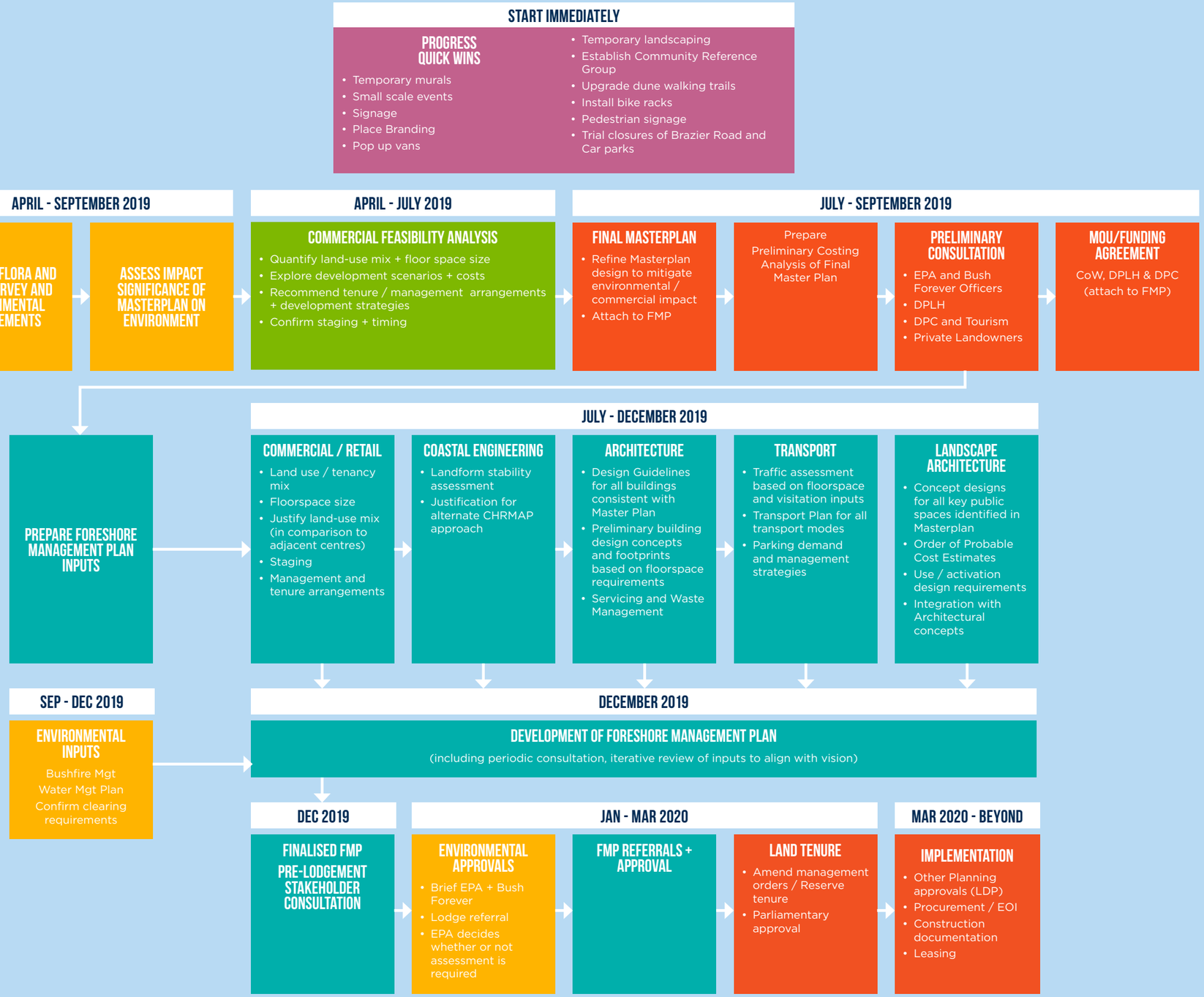
1.9.1 Approvals Pathway

The Department of Planning, Lands and Heritage (DPLH) has recommended that a Foreshore Management Plan be prepared, aligned to the Masterplan Vision, as the primary 'statutory' control, to regulate development and manage the Foreshore Reserve.

Given the site's restricted capacity to cater for short stay accommodation, it is also recommended that Council prepare a Local Development Plan, in partnership with the landowner, over the privately held land adjacent to the site.

Environmental surveys are recommended to establish a detailed baseline of flora and fauna and assess the environmental impact of the Masterplan. A Commercial Feasibility Assessment should also be progressed as soon as possible, to test land-use and floorspace details, and confirm development scenarios, tenure arrangements, staging and timeframes.

Once further environmental and economic analysis is completed, the Masterplan Design can be refined and finalised, to mitigate against potential environmental and commercial impacts.



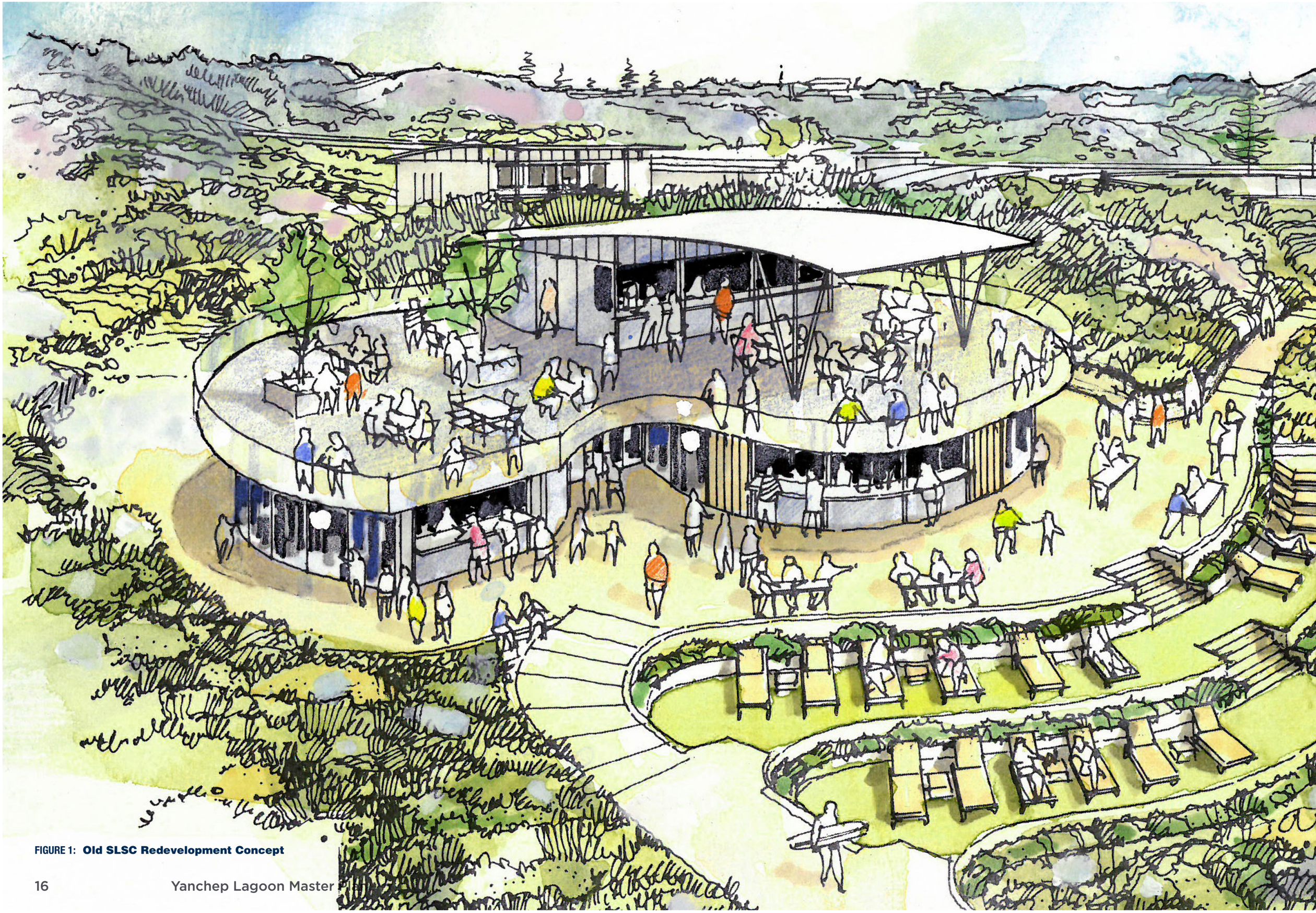


FIGURE 1: **Old SLSC Redevelopment Concept**


CIRMITIS
ROBERTSDAY

2.0
VISION

2.1 VISION STATEMENT

Yanchep Lagoon is Perth's coastal jewel. Its spectacular natural beauty and relaxed atmosphere are treasured by generations past and present.

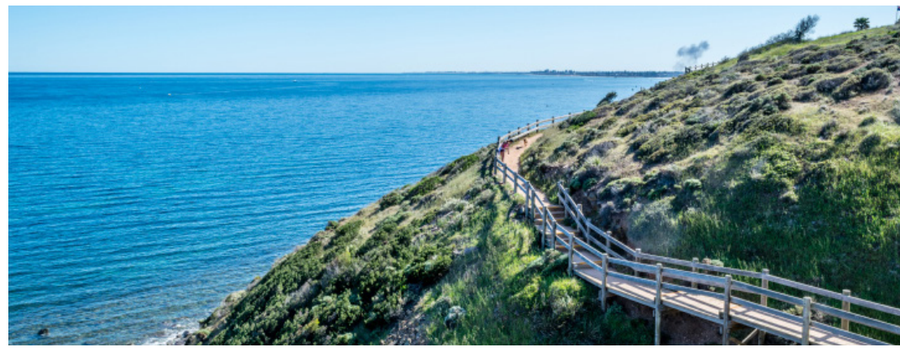
A sustainable coastal hub, immersive dune parklands and an ever-changing cultural calendar enrich the Lagoon experience and resonate with locals and visitors alike.

It is a place that delights the senses and restores the soul.

















2.2 PLACE DRIVERS









KEEP IT NATURAL

The Lagoon is a place where nature shines. It will celebrate the beauty and biodiversity of its environment by **touching the ground lightly** and providing an immersive **connection between people and nature**.

KEEP IT SPECIAL

The Lagoon will resist the usual. It will embrace a **different look and feel** to other coastal destinations by emphasising the **natural features** and **local stories** that make it unique.

KEEP IT LOCAL

The Lagoon is integral to the Yanchep way of life. It will grow and flourish as a place for **daily rituals** with a **strong community identity** that both **residents and tourists** can appreciate.

KEEP IT SIMPLE

The Lagoon is a **destination** where everyone feels welcome. It will draw from its rugged history to build an **honest and unpretentious character** that is reflected in its buildings, landscape and activities.

3.0 CONTEXT

3.1 PROJECT CONTEXT

3.1.1 Background

While Yanchep started out as a remote coastal town, Perth's continuing growth will see the area ultimately become part of a thriving metropolitan corridor that stretches from the CBD to Two Rocks. With Yanchep now one of Perth's fastest-growing suburbs, this change is already well underway.

The area's strategic importance is also identified as a Economic Growth Initiative in the City's Strategic Community Plan, to Activate Yanchep as a future city of the North. In response, the City of Wanneroo is pursuing a progressive agenda of place-based development within the Yanchep region to create greater opportunities for community development, tourism visitation, economic growth and social recreation.

Yanchep Lagoon is central to this agenda, given its unique natural assets and enduring appeal as a destination for locals and visitors alike. In order to realise the full potential of the area, the City of Wanneroo commissioned RobertsDay to prepare a place-led Master plan for Yanchep Lagoon.

3.1.2 Objectives

The key objective of the Master Plan is to investigate Yanchep Lagoon's development potential, to deliver a remarkable coastal asset that achieves social vibrancy, job creation opportunities, sustainable buildings and environmental enhancement for this section of Perth's coastline. The specific objectives of the Master Plan project have been to:

- Deliver a **shared vision** that promotes future economic growth and tourism potential;
- Ensure that development and enhancement of the Lagoon is done in a way that **reflects the vision;**
- **Guide** the preparation of **detailed plans** and **design;**
- Promote a **partnership** approach to implementation;
- Provide a platform to **secure** stakeholder support and navigate state **approvals**; and
- Ensure the Lagoon is able to **support continued growth** and demand in the Yanchep region.



3.2 ABOUT THE PLAN

3.2.1 Purpose

The Master Plan provides a strategic blueprint for future development and activity at the Lagoon. It articulates a Place Vision for the Lagoon, that has been developed in consultation with the local community and key government stakeholders. It identifies key strategies to build cultural and economic capacity while also respecting cultural, historic and environmental values.

The Master Plan re-frames the potential of Yanchep Lagoon by integrating currently disparate beachfront assets and public spaces into a singular coastal destination with an unprecedented array of experiences and opportunities that has the potential to become one of Western Australia's most distinctive and enjoyable coastal destinations.

It is envisaged that these strategies will be collaboratively implemented by a range of stakeholders to guide both the intangible and tangible elements of the Lagoon, including future programming and activation as well as physical works such as public art, landscaping, facilities and building design.

3.2.2 Approach

The Master Plan is consistent with the City's adopted Place Framework. It brings together contextual site analysis and historical research with collaborative stakeholder-led design to define the qualities and characteristics that make the Lagoon unique and develop pragmatic recommendations for people-focused, place-based development and activation.

The Master Plan will be used to guide Place Development and Place Management over the long term, including future detailed planning and design development for key improvements.

The Master Plan does not seek to prescribe specific design outcomes. Building and landscape design depicted in the plan is indicative only and is intended to communicate key outcomes for future development, based on stakeholder feedback and technical advice. Design of these elements will be progressed through future project stages. Modifications to the existing planning and/or framework may be required to implement the Master Plan.

FIGURE 1: Existing Site Conditions



3.3 COLLABORATIVE DESIGN PROCESS

Recognising that Yanchep Lagoon is an important economic and environmental asset beloved by the local community, Council committed to a process of collaborative visioning in partnership with the local residents, landowner and business groups and key government representatives.

Development of the Master Plan began with the preparation of a Strategic Review which assessed the Lagoon's existing conditions and capacity for change, followed by a collaborative design process that spanned innovative online engagement and interactive public workshops.

Strategic Review
Before beginning the plan, a baseline assessment of the Lagoon with supporting technical analysis was undertaken to identify potential opportunities within the complex environmental and planning constraints of the site.

Online Engagement
To provide initial direction and focus for the plan, a comprehensive online engagement process sourced stakeholder feedback on the Lagoon today and their ideas for its future.

Planning Design Forum
A Planning Design Forum (PDF) held in December 2018 drew together local residents, business and land owners, City and technical staff as well as State Government representatives to collaboratively envision the area's future.

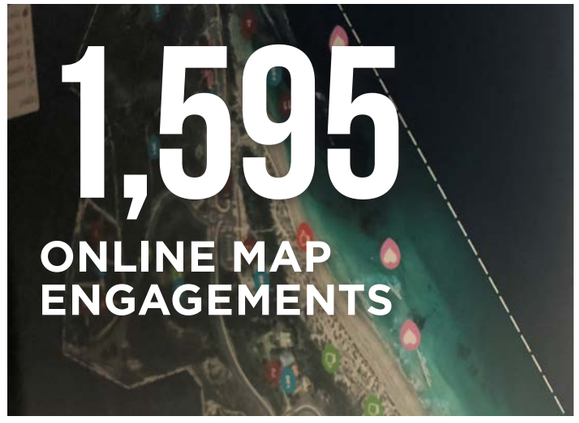
Community Review
A community open evening provided stakeholders an opportunity to give feedback on the draft Master Plan and vision. The draft was endorsed by stakeholders, with community review respondents either 'Very Supportive' (88.9%) or 'Somewhat Supportive' (11.1%) of the Plan.













3.4 KEY MESSAGES

Through the collaborative engagement process, stakeholders indicated that the Lagoon is a natural paradise – which is not only visually spectacular, but also a haven to relax, spend time with family, friends and make special memories.

Stakeholders suggested that the overall outcome needs to be commensurate to the special status of the Lagoon, based on its unique natural environment and community value.

There was also considerable unease around losing the area's character, unfulfilled potential and seeing the Lagoon become overdeveloped.

There was clear consensus around the need for new infrastructure and improvements – but any change needs to better blend into the landscape and stay true to local character and lifestyle, ingrained within Yanchep.

The following key messages represent the most common views shared during the process.

NATURAL ENVIRONMENT

Make the Lagoon and all of the natural assets 'sing'.

- Protect what's there
- Create a sustainable place (that responds to climate change)
- Tell stories through landscape
- Unlock the potential of the nature reserves
- Encourage community stewardship

BUILDINGS + LANDSCAPE

The Lagoon deserves more than the usual roll-out of infrastructure along the coast.

- Create buildings that are 'uniquely Yanchep'
- Build places for people, including great 'green' spaces
- Respond to, and work with the harsh climate (prioritise shade and shelter)
- Buildings should blend into the landscape
- Balance coastal hazard risks

ACTIVITY + LAND USE

Provide a broader range of activities beyond the beach.

- Create an authentic 'Yanchep' village
- Encourage new types of activity
- Extend and increase visitation
- Support jobs growth and local business
- Attract investment (that complements natural assets)
- Leverage and elevate the role of creatives

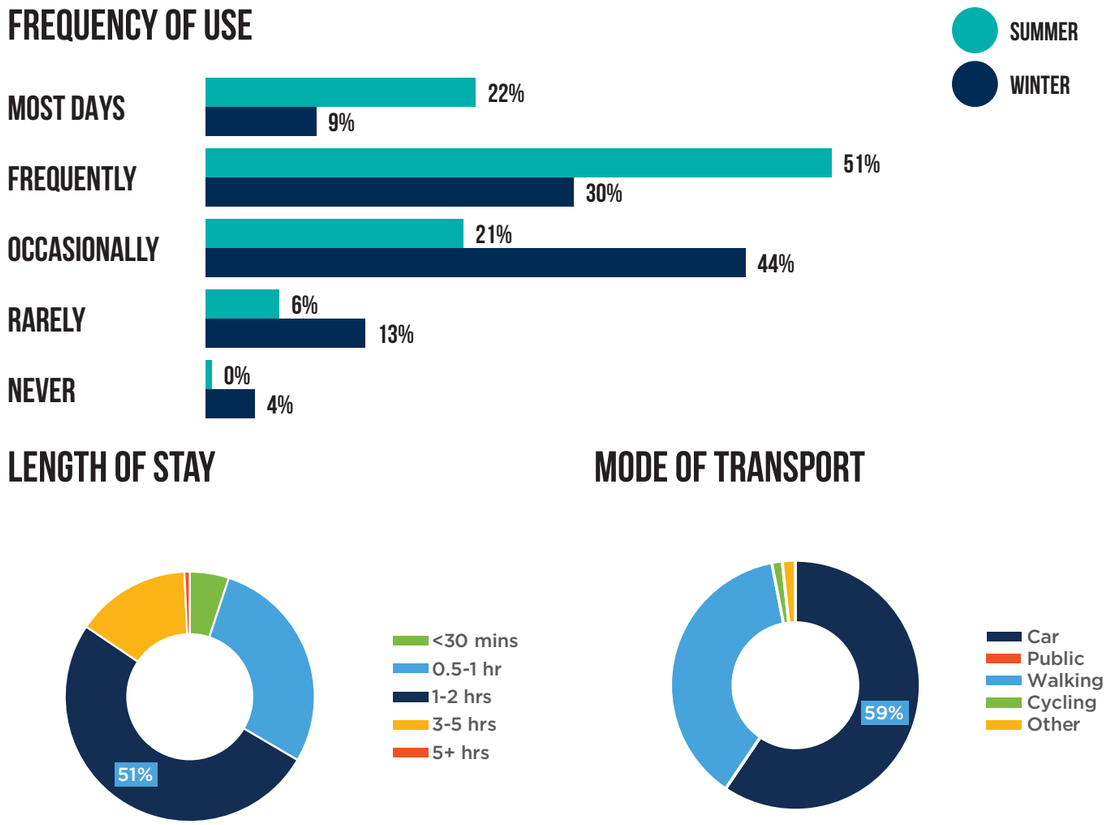
MOVEMENT + ACCESS

Create a village that is easy to get to, and safe for people to walk around.

- Prioritise walking and cycling
- Improve pedestrian access for locals
- Lessen the impact of car parking
- Provide more options for public transport
- Create new local and regional connections with sensitive outcomes

3.5 STAKEHOLDER FEEDBACK

3.5.1 Current Visitation Trends



Current visitation trends shared by stakeholders indicate that people currently use the Lagoon for short periods of time only, generally less than two hours. Visitation also changes considerably depending on season, with a marked decline in use over winter months.

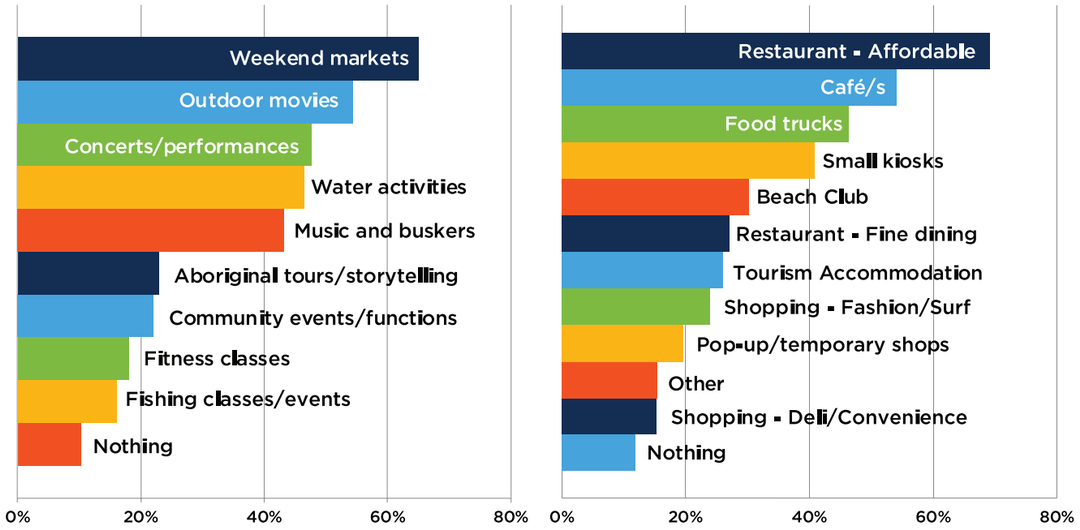
Additionally, while most stakeholders access the Lagoon by car, walking is also popular. By contrast, few people cycle and no public transport currently services the Lagoon.

3.5.2 Current Place Perceptions



When asked to nominate a word they felt best described the Lagoon, stakeholders were broadly appreciative of its current character. Natural beauty, a sense of relaxation and the unique nature of the lagoon environment were highlighted. However, some stakeholders were ambivalent towards recent development and activities on offer, invariably describing these elements as average, boring, tired and having more potential. Some were also concerned that recent developments had resulted in a loss of the character that made the area special.

3.5.3 Future Use And Activity Preferences



Additional Events/Attractions

New Commercial Activity

When asked to rank potential new commercial uses and additional events and activities, stakeholders showed broad support for increasing the range of things to do at the Lagoon.

Weekend markets, outdoor movies and concerts/performances were the most popular additional events for the area. New forms of commercial activity were also popular, with affordable dining, more cafes and food trucks supported.

3.5.4 Future Design and Scale Preferences

Look and Feel



Natural; organic and elemental



Traditional; coastal heritage



Colourful; bright and fun

Scale of Development



Small upgrades to amenities



New community facilities



Landmark tourism node

When asked to consider how they would like the Lagoon to look and feel in the future, stakeholders were strongly aligned in their views on future character. A majority of stakeholders desire a natural, organic and elemental feel throughout new buildings and public spaces.

Stakeholders also showed support for redevelopment at a range of scales, with most supporting minor upgrades and improvements. Many are also in favour of a landmark tourism node.

3.6 REGIONAL CONTEXT

The Lagoon's natural landscape is what sets it apart from competitor destinations.

Defining a clear point of difference and value proposition, based on its natural assets - the land, sea and beach - will be essential to ensure it stands out from competing destinations with similar land use mixes and destination offerings.

Yanchep Lagoon is located within Perth's emerging North-west corridor. Once coastal dunes and pastoral land, this rapidly urbanizing region faces significant pressures as it seeks to balance population growth with environmental conservation, employment generation and quality of life.

In just 20 years, the far-north region is forecast to grow to a population of 134,000, an increase of more than 500% that will see it emerge as Wanneroo's most densely populated region.

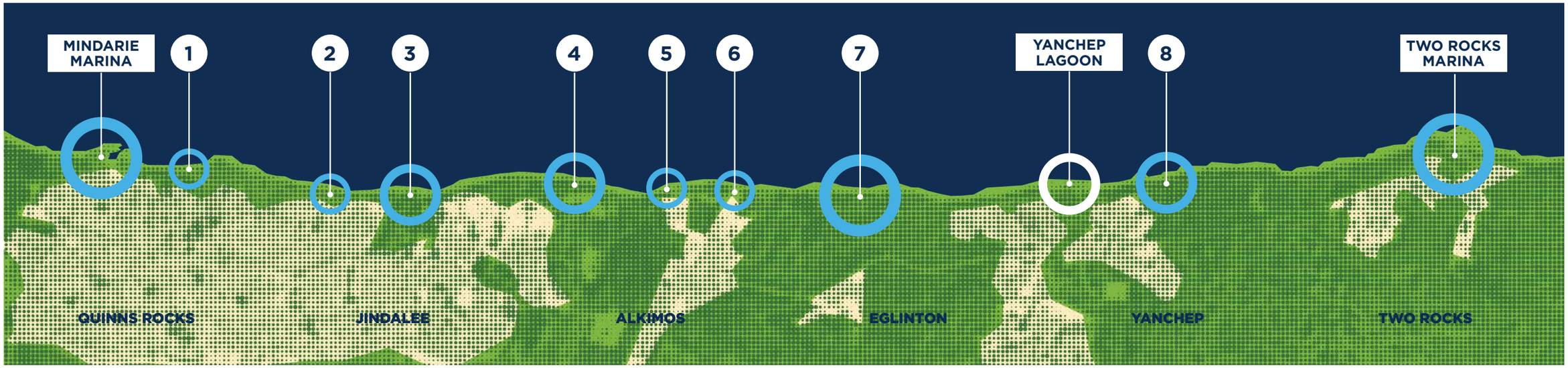
As the population grows, so will demand for new public spaces, tourism attractions and cultural destinations. Leveraging opportunities presented by Wanneroo's coast will be essential to meeting this demand and ensuring the region remains a great place to live, work and invest.

In anticipation of this growth, at least 6 coastal developments, ranging from small nodes with cafes and parklands to major, mixed-use coastal villages are planned between Two Rocks and Mindarie Marinas. These emerging destinations are broadly similar in scale, place offering and planned attractions, which will create a highly competitive environment for visitation and investment.

The Lagoon itself is also close to the planned Capricorn Coastal Node, which will offer a range of competing attractions including parkland, cafes and short stay accommodation.

	LOCATION	SCALE	STATUS
	Mindarie Marina	Major	Existing
1	**Quinns Rocks**	**Mid**	**Existing**
2	**Jindalee Beach**	**Minor**	**Construction**
3	**Jindee**	**Mid**	**Planned**
4	**Alkimos**	**Minor**	**Construction**
5	**North Alkimos**	**Minor**	**Planned**
6	**Shorehaven**	**Minor**	**Construction**
7	**Eglinton Marina**	**Major**	**Planned**
8	**Club Capricorn**	**Mid**	**Planned**
	Two Rocks Marina	Major	Existing

FIGURE 2: Regional Coastal Destinations



3.7 LOCAL CONTEXT

In coming years, the area around Yanchep Lagoon will be transformed into a Strategic Metropolitan Centre that is larger than Geraldton, Busselton and Fremantle are today.

The Lagoon is situated between Old Yanchep to the South and Capricorn to the north and currently functions as predominantly, a local beach.

The Lagoon itself is a magnificent drawcard, with a protected swimming area unsurpassed in Perth. It is only 5 kilometres west of Yanchep National Park, a significant tourism attraction which draws 326,000 visitors per year, a quarter of which are international tourists.

Connected to Perth by rail and freeway extensions, future local growth could see visitor numbers at the Lagoon increase significantly, establishing it as a coastal destination of regional significance. The Master Plan responds to the challenges and opportunities this change presents.

The site is designated as a District Beach within the Yanchep-Two Rocks District Structure Plan. To fufill its potential as a future regional destination, it may be necessary to review this designation, with a view to establishing it as a Regional Beach reflecting its status and significance.

The site is also subject to other strategic policies, including the State Planning Policy 2.6 (State Coastal Planning).

CITY OF WANNEROO POPULATION
WILL DOUBLE IN 20 YEARS

2018	2041
195,252	412,990

YANCHEP WILL GROW
LEAST TO MOST POPULATED
REGION IN WANNEROO

2018	2041
10,919	45,012

YANCHEP LAGOON
VISITORS PER DAY

2018	2041
968	3,022

FIGURE 3: **Existing and Planned Local Development**



3.8 THE LAGOON TODAY

Today, Yanchep Lagoon is characterised by a range of older and more recent public spaces, community facilities and infrastructure, all set within the Lagoon's stunning natural setting (1).

A range of legacy structures from earlier times remain on site, including established freehold homes (7), the now-vacant old Surf Club (8) and the longstanding Orion Cafe (3).

Recent enhancements include the restoration of the historic Mary Lindsay Homestead and surrounding parkland (6), completion of major road widening and retaining along Brazier Promenade (4) and the construction of a new Surf Club and expansive car parking (2).

Other unrealised assets in the area include Fisherman's Hollow and the surrounding Newman Reserve (5), and undeveloped urban land adjacent to Newman Road (9)



FIGURE 4: **Site Aerial (2019)**

1 Yanchep Lagoon Beachfront	2 New Surf Lifesaving Club Building	3 Orion Cafe and Bathrooms
4 Brazier Road	5 Fisherman's Hollow Park	6 Mary Lindsay Homestead
7 Private rural lots	8 Old Surf Life Saving Club	9 Undeveloped private landholding


1


2


3


4


5


6


7


8


9

3.9 PLACE STORY

Yanchep Lagoon has a unique place story that reflects how it has changed over time.

The essence of what the makes the Lagoon special is not only shaped by how it has changed through history, but by the memories and stories of those who visit and love the place.

For thousands of years, the Yanchep area was an important place for the Whadjuk people, used for camping and ceremonies The name Yanchep is of Aboriginal origin, and is derived from 'yanget', a native flax or bulrush.

The lands comprising Yanchep were first visited by Europeans in 1834 and later purchased by Mary Lindsay in the 1920s for use as a sheep station. In a letter to the editor published in 1933, she wrote that "the beach is one of the finest, and the Government, recognising this, has made a reserve of 40 acres for the benefit of the public, opposite one of the finest fishing reefs in any country. Bathing behind this reef is always sheltered, but 150 yards north of it splendid surfing can be enjoyed."

Despite being a 10-hour trip from Perth, the Lagoon soon grew popular with visitors and honeymooners staying at Yanchep National Park. The Lagoon's abundant sea life also saw it become a popular crayfishing spot in later years. Mooring their boats in the sheltered waters of the lagoon, fisherman camped out in tents and makeshift shacks.

Since the late 1960s Yanchep Holiday Village (now known as Club Capricorn) was developed to provide recreational facilities and a self-contained holiday resort. The area emerged as an affordable holiday destination where families could explore the natural wonders of the Lagoon's rockpools and coastal outcrops.

The heady days of the 1970s saw the area further developed as a residential outpost, with Alan Bond's vision for Yanchep Sun City delivering Yanchep's first family homes. As a part of the residential development, Sun City included an ambitious plan for Atlantis Marine Park, built in 1981.

Atlantis was positioned to be Western Australia's answer to the Gold Coast. It literally put Yanchep on the tourism map and was initially a huge success with families from WA and beyond flocking to watch the live dolphin shows, swim in the pools, ride pedal boats and have their obligatory photo with King Neptune, a huge statue at the entrance to the park. It closed 9-years later due to financial difficulties.

My fondest memory at the Lagoon is...

My first ever visit whilst on holiday from the UK. It wasn't terribly well signposted back then and it took us a while to find it. When we did eventually arrive we were overwhelmed at just how stunning it was. Glorious blue ocean and snow white sand.



Watching how the beach just transforms the kids and brings out their imaginations.





Watching my husband swim for the first time after his double lung transplant.

An impromptu family trip to the Lagoon on a day right at the end of Summer, before everyone went back to work and school. The day was perfect. The water was so warm. Nobody wanted to leave, it felt as though leaving would mean accepting that Summer was over. We stayed until the sunset – it was magical.











Growing up in the 50's living in caravans in Fisherman's Hollow while my Father and other fishermen operated their crayfishing boats from the Lagoon.



Childhood spent looking for crabs in the rocks between Fisherman's Hollow and the Lagoon. Now taking my own children to do the same.



Long summer nights spent on the beach or across in the park with friends.





4.0
CONCEPT PLAN

4.1 MASTER PLAN

The re-imagining of Yanchep Lagoon offers the potential to transform the area into a nationally renowned cultural destination for the benefit of locals and tourists alike.

The Master Plan opposite illustrates the potential opportunities and key destinations that could be achieved in six key spaces at the Lagoon.

These concepts should be viewed as an indicative illustration of the vision for the area and will require further detailed planning and design.



THE SETTLEMENT

An inviting coastal village and Yanchep's social heart



THE LAGOON

Perth's coastal jewel – an untouched coastal paradise



THE PROMENADE

A continuous pedestrian walk along the limestone headland



THE HOMESTEAD

An incubator of arts and culture in a coastal setting



THE DUNE PARK

An expansive botanic garden unique to Perth and the world



THE CORNER

A welcoming entry statement and accomodation hub

FIGURE 5: **Concept Master Plan**



4.2 THE SETTLEMENT

The Settlement is an inviting coastal village and Yanchep's social heart.

It is defined by a series of sheltered terraces that gently step down to the beach, sheltered by shady trees and framed by bespoke local retailers and eateries.

Low-scale buildings seamlessly blend inside and out, creating varied and interesting spaces sheltered from the harsh elements, where people gather to enjoy the best the north-west has to offer.

Redesigned Surf Club
The Club is reclad in natural materials with a glazed second storey added to transform the building into a community hub. The road is raised level with the building's roofline, seamlessly integrating it into the public realm with an open deck.

Sunset Bar
The old Surf Club site is redeveloped to accommodate a new low-impact structure, home to a casual and family-friendly bar, kiosk and function space. Activity spills out from the building into the surrounding landscape with live music and events.

The Terraces
Current beachfront parking is redeveloped into a series of stepped terraces framed by split-level buildings with a thriving mix of local stores, cafes and eateries.

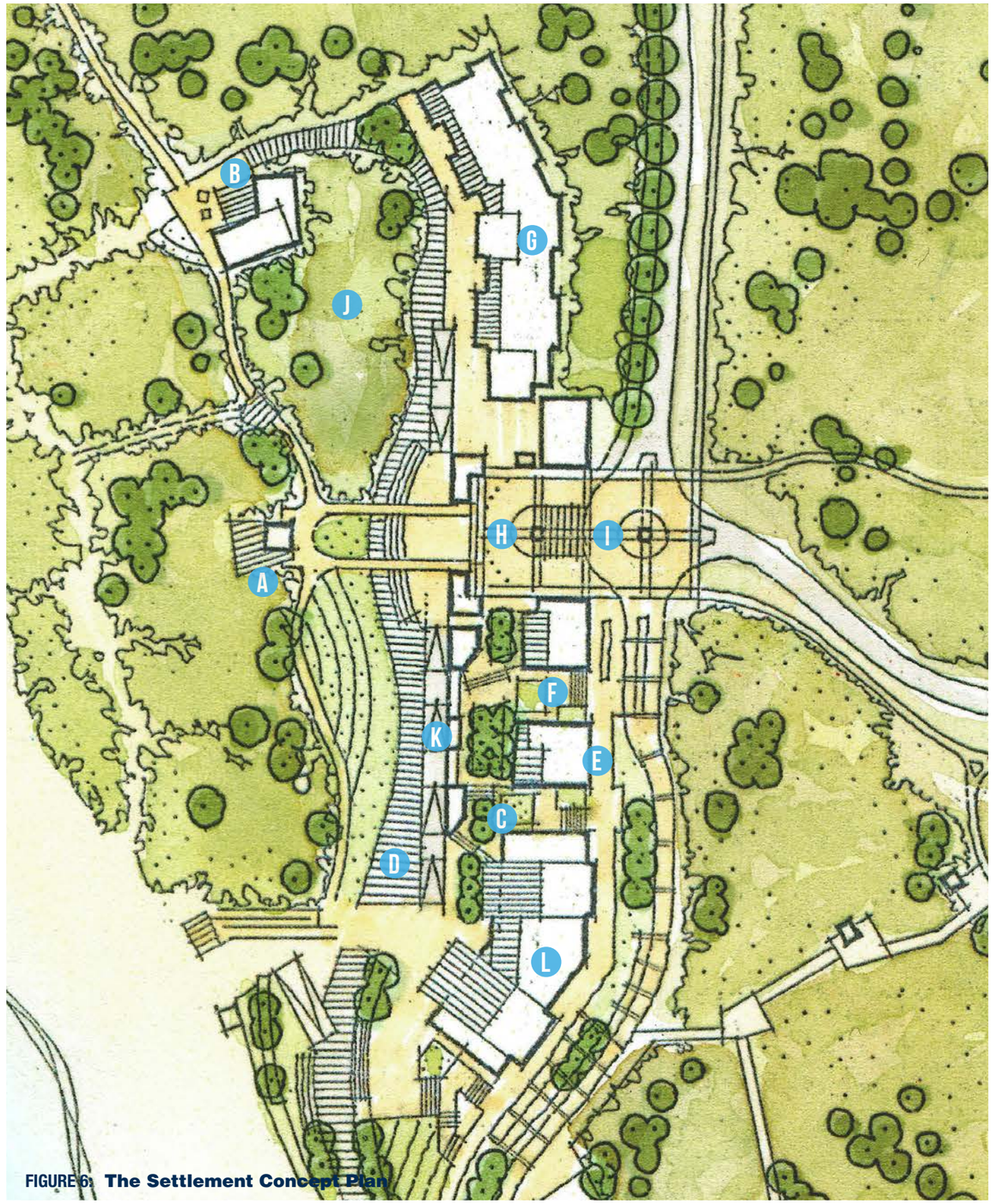


FIGURE 6: **The Settlement Concept Plan**

- A Feature lookout deck
- B Beachfront bar and landscaped surrounds
- C Sheltered terraces with canopy trees
- D Winding coastal boardwalk framed by shelters
- E Split level kiosks fronting street and lower levels
- F Level change addressed by landscaped stairs/seating
- G Potential long-term accomodation option
- H Central public piazza with soft natural edges
- I Drop off/short term parking areas
- J Retained and replanted dune
- K Shared kiosks for local traders and buskers
- L Redesigned SLSC with added storey and lookout

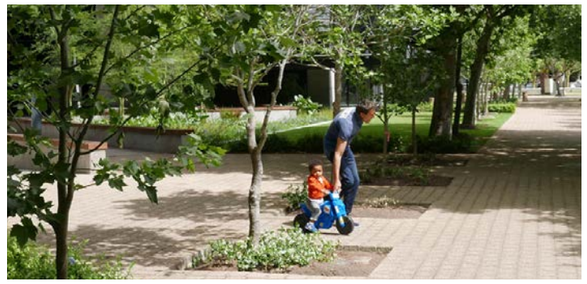










Activity

- Seafood markets and community events in the piazza
- Midweek drinks and dinner
- Enjoying gelato in the shade while watching the kids play
- Enjoying a great coffee after a morning run/swim
- Browsing local traders' wares
- Watching the sunset from SLSC rooftop

Buildings

- Open buildings with transparent facades, operable walls and unenclosed spaces
- Wide eaves, verandahs and canopy roofs creating shady spaces
- Natural limestone and wood material palette with contemporary character
- Lightweight and sustainable construction methods

Landscape

- Paved terraces shaded by trees with low perimeter seating
- Bicycle racks, bench seating, sun lounges, showers and public art
- Generous boardwalk promenade connecting clusters of builiding
- Warm and atmospheric lighting to trees and strung between buildings
- Small pockets of grass to relax

Movement

- Pedestrian movement prioritised
- Roudabout entry replaced by shared space
- Continous pedestrian access along upper and lower levels
- Additional steps and ramps connecting road to terraces
- New coastal pathways offering improved beach access
- Vehicle drop-off next to piazza

HOW IT IS



HOW IT COULD BE



4.3 THE LAGOON

The Lagoon is Perth's coastal jewel; an untouched natural paradise. While weekend crowds and community events enliven the beachfront, there is always space for a relaxing walk, quiet contemplation or a spot of fishing.

Limestone trails and winding boardwalks lead visitors through rolling dunes, where the bustle of urban life fades from sight and mind as the Lagoon's sparkling turquoise waters are revealed.

Rehabilitated Dunes
Dunes replanted with native vegetation and crossed by boardwalks and walking trails along the coast that provide connections to surrounding areas with places to sit and shelter from the wind.

Access Jetty
The recently installed concrete ramp is reclad in timber with an extended viewing deck at its end, transforming the primary entry to the Lagoon into a beautiful and memorable experience – complete with the perfect spot to take a selfie.

Beachfront Experiences
Storkelling trails and interpretive signage telling stories about the Lagoon's indigenous history and a seasonal pontoon in the shape of the crayfishing boats which used to moor there enhance the visitor experience.

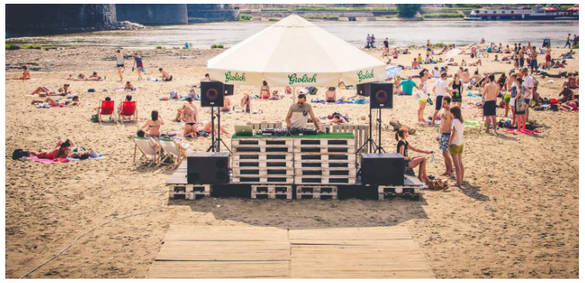


FIGURE 7: **The Lagoon Concept Plan**

- A Guided snorkel tours and sunken sculptures
- B Reconfigured entrance jetty with lookout
- C Rehabilitated dunes with protective fencing
- D Upper dune walking trails with sheltered lookouts
- E Shared buggy ramp with low unobtrusive signage
- F Landscaped buffer with seating
- G Coastal Pedestrian Shared Path (PSP) to Two Rocks
- H Community events and fitness classes
- I Seasonal crayboat pontoon
- J Temporary kayak and snorkel hire kiosk
- K Unpaved access paths
- L Surf Beach with boardwalk access

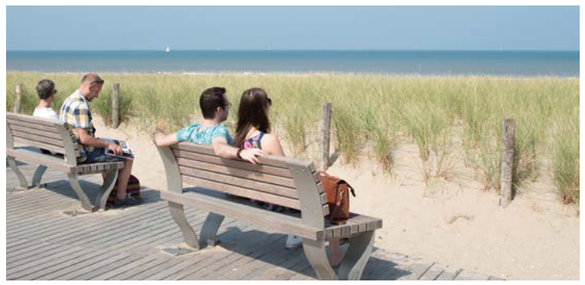











Activity

- Swimming, snorkelling and relaxing with friends and family
- Walking the reef at low tide
- Evening fishing on the rocks
- Seasonal beach bar and events
- Morning yoga classes and after work group runs
- Selfies with the Lagoon backdrop
- Exploring the dune trails

Buildings

- No permanent buildings or structures on the beach
- Buildings at the Settlement screened from view by coastal vegetation
- Seasonal wood kiosks
- Low impact wind and shade shelters along upper dune trails

Landscape

- Dunes rehabilitated with dense native planting and unobtrusive stabilisation
- Dune areas protected with naturalistic wooden fencing
- Concrete access ramp reclad in feature weathered timber
- Obtrusive signs and warnings on elevated poles removed from beachfront

Movement

- Dunes rehabilitated with dense native planting and unobtrusive stabilisation
- Dune trails protected with naturalistic wooden fencing
- Concrete access ramp reclad in feature weathered timber
- Boardwalks to improve regional access
- Obtrusive signs and warnings removed from prominent beachfront locations

4.4 THE PROMENADE

The Promenade is a continuous walkway that stretches along the Lagoon's limestone headland, tying together the area's different destinations.

It is a place to enjoy the coast away from the beach, with panoramic views, a mix of dining options and plenty of space to walk, jog and cycle.

Ample seating and grassed areas are scattered along its length, providing spaces for people to shelter from sun and wind and enjoy stunning sunsets.

Brazier Shared Space
The current street is replaced by a shared space with limited vehicle access. A new boardwalk cantilevered from the existing limestone retaining wall brings people down close to the water. Soft planted edges create a naturalistic experience.

Sun Deck
A grass crescent elevated above the Lagoon is the perfect spot to lounge about. Promontories extend out over the headland, providing uninterrupted views along the coast and down to the rockpools below.

Redeveloped Kiosk
The existing kiosk (Orion Cafe) is replaced by two new buildings, integrated into the dunes behind with green roofs and stepped pathways. Alfresco tables spill out onto the pedestrianised promenade.

- A Pedestrian/vehicle shared space
- B 'Ladder' dune stairs
- C Micro-brewery/restaurant
- D Shaded alfresco terrace
- E Sheltered seating cabins and sun lounges
- F Cantilevered coastal boardwalk below road level
- G New changeroom/shower facilities
- H Outdoor gym
- I Soft natural landscaped areas with coastal species
- J Beach access ramp
- K Dune Deli/Cafe
- L Potential overflow car parking area



FIGURE 8: **The Promenade Concept Plan**

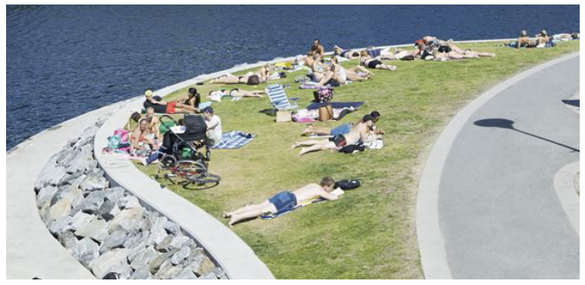
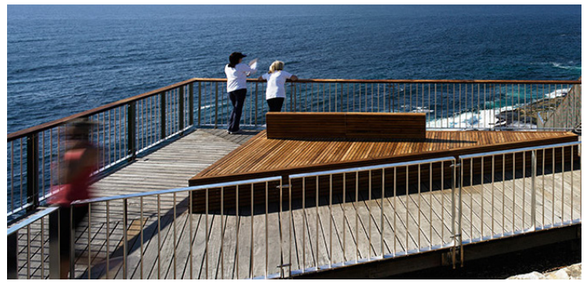










Activity

- Enjoying a cold drink with a great view at the microbrewery
- Walking and cycling along the coastal shared space
- Meeting visitors leaning against the boardwalk rails
- After dinner stroll
- Lounging about on the sun deck
- Teaching the kids to cycle in a safe environment

Buildings

- Integrated into the Dune through green roofs and organic design
- Visually transparent western facades with operable louvers and sheltering devices to protect from wind and sun
- Flush connection to public realm without raised steps or barriers
- Accessible roof decks to capture views

Landscape

- Flush paved shared space with coastal colors and materials
- Pockets of coastal landscaping relink dunes to the coast
- Timbers and rough hewn limestone reflecting the exposed headland context
- Obtrusive light poles replaced by human scale lamps and low feature lighting

Movement

- Cantilevered wooden boardwalk built into existing retaining wall provides expanded pedestrian space
- Brazier shared street with limited one way vehicle access and slowed speeds
- On-street parking limited in favour of public space and landscaping

HOW IT IS



HOW IT COULD BE



4.5 THE HOMESTEAD

An outdoor community kitchen and artist workspaces complement the history Mary Lindsay Homestead and foster an energetic community of local creatives.

Sculptural installations, heritage storytelling, art classes and exhibitions build Yanchep's cultural capital in a way that is accessible to everyone.

Mary Lindsay Homestead
The recently restored Homestead is further enhanced with additional meeting rooms and a diverse program of events, space for food trucks and interactive outdoor heritage displays.

Community Hearth
A covered community space with open air kitchen, firepit, pizza oven and long tables serves as a hub for local community gatherings where neighbours and visitors gather and break bread.

Artists Residency
Short term accommodation and shared workshops support a thriving artist residency program which brings life and vitality to the area, sharing the creative process with the wider community.



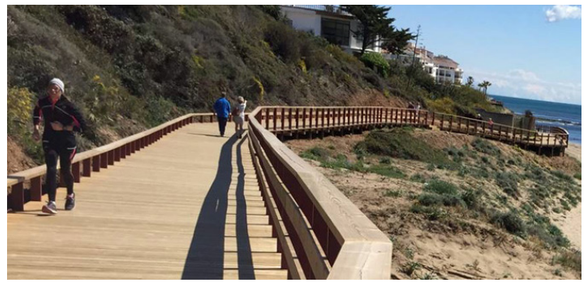
FIGURE 9: **The Homestead Concept Plan**

- A Flexible exhibition space
- B Creative studios and artist residence
- C Community hearth and kitchen space
- D Small cafe kiosk
- E Multi-purpose sport court in clearing
- F Surfer changeroom facilities
- G Playground and kickabout space
- H Outdoor heritage exhibit
- I Food truck bays
- J Flexible parking and event space
- K Enhanced landscaping and de-engineering of road
- L Potential redevelopment as holiday rentals or a park












Activity

- Learning local history through heritage information displays
- Watching artists work in their studios
- Outdoor group painting classes
- Kicking the footy around
- Attending talks, exhibitions and events at the Homestead
- Neighbourhood Christmas party at the Community Hearth

Buildings

- Contemporary design reflecting the simple, paired back character of Mary Lindsay Homestead
- Buildings set on raised foundations to mediate level change rather than site grading
- Artist studios public not private, with activity visible through large windows

Landscape

- Soft interface with surrounding dunes
- Revegetation of sloped areas to enhance landscape quality
- Existing park areas expanded to create more functional play areas including a multi-purpose court

Movement

- Soften carpark design and create flexible space allowing temporary closure during events
- Road design is ‘de-engineered’ to be natural and low-impact with kerbless limestone shoulders and natural drainage
- Direct pedestrian connection from the Settlement along coastal boardwalk, avoiding need to use Capricorn Esplanade

4.6 THE DUNE PARK

It is a popular place for walks, picnics and experiencing nature up close, as well as major events with a central ampitheatre for live concerts and festivals.

An undulating inland boulevard links together family-oriented play spaces, rolling lawns and bush trails which together create an immersive natural attraction which adds a new dimension to the Lagoon experience.

Fisherman's Hollow
A redesigned Fisherman's Hollow forms the area's green heart, with a centrepiece ampitheatre and stage for outdoor screenings and music performances. It is complemented by a new parkland café and major adventure playground.

Inland Boulevard
A narrow boulevard with a natural, kerbless character undulates around dunes to provide greater access into the heart of the coastal reserve and relocated parking areas.

Dune Botanic Trails
A network of routes traverse the natural landscape, leading visitors to a shaded dune top lookout. Steep exercise stairs, unpaved trails along the dune crest and boardwalks elevated above rolling topography reveal new views of the Lagoon.



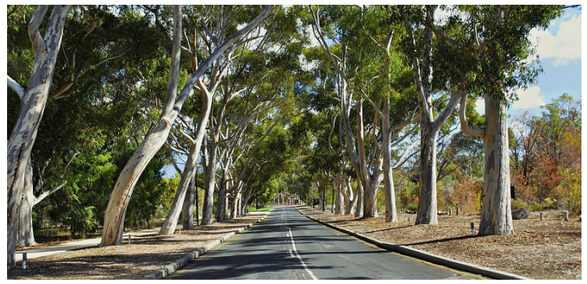
FIGURE 10: The Dune Park Concept Plan

- A Parkland cafe
- B Ampitheatre integrated into slope of dune
- C Iconic 'Shipwreck' Adventure playground
- D Event/kickabout space
- E Dunetop walking trails with landmark shelters
- F Winding inland boulevard with informal parking
- G Unpaved parking screened from view by vegetation
- H Iconic dunetop lookout structure
- I Botanic garden beds
- J Rehabilitated swales
- K Nature playscape
- L BBQ areas with shaded pavillions











Activity

- Watching the sunset from the lookout
- Weekend yoga and Tai Chi
- Bushwalking tours and school orienteering
- Concerts, food and wine festivals at Fisherman's Hollow
- Kids birthday parties
- Cycling and running on the inland road

Buildings

- Low impact cafe building with sheltered outdoor alfresco spaces
- Naturalistic shade structures and shelters integrated with landscape
- Concealed park maintenance compound
- Landmark shelter structure at dune high point

Landscape

- Rehabilitated dune vegetation creating habitat and 'wild' attraction
- Expansive grassed areas for recreation and events
- Native botanical gardens celebrating unique coastal landscape
- Walking trails and boardwalks along and over dune landscape

Movement

- Relocated car parking sleeved behind vegetated dunes
- Parking unsealed with crushed limestone surface and natural drainage
- Inlane access road constructed without regrading of topography, unsealed shoulders
- Network of pedestrian paths throughout dunes ranging from sand trails to major boardwalks

4.7 THE CORNER

The Corner is a welcoming entry statement to the Lagoon. A reconfigured entry road creates an appealing landscaped arrival, framed by local stores. Connected to Nursery Park, this pedestrian-friendly centre provides everyday convenience for residents and passers-by.

Nestled into the natural dunes beyond, an eco-resort offers a Rotto-style experience for international tourists, visiting relatives and locals enjoying a weekend escape.

Entry Statement
The existing slip road entry is removed and replaced by a pedestrian friendly intersection with feature landscaping. The natural, unpaved character of Brazier Road is maintained while new pedestrian and cycle paths provide a continuous connection to the beach from transport hubs.

Eco-Resort
A low-impact eco-resort attracts visitors to support the local economy. Chalet accommodation nestled in retained vegetation creates a relaxing coastal escape.

Local Shops
Compatible with the sensitive residential context, a small local centre oriented to the street accommodates permanent commercial uses unsuited to the immediate beachfront.



FIGURE 11: The Corner Concept Plan

- A Local centre and landmark corner building
- B Rear parking for centre and beach access
- C Continuous pedestrian and cycle path
- D Tourist Coach/Bus stop connected to station
- E Eco-resort amenities and rooms
- F Family-friendly Eco-chalets
- G Retained natural vegetation
- H Glamping ground
- I Reconfigured entry with feature landscaping and art
- J Pedestrian dune trails with educational signage
- K Public event space
- L Direct connection to and from Dune Park







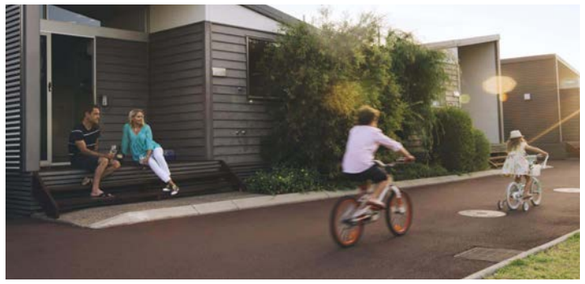


















Activity

- Stopping by the shops on the way home from the Lagoon
- Holiday walks from the resort to the beach through the Dune Park
- Cycling from Yanchep City to the Lagoon along dedicated paths
- Enjoying the natural surrounds
- Weekend escapes with the in-laws and the kids

Buildings

- Single storey commercial buildings with sole access from Yanchep Beach Rd
- Coastal material palette and nuanced shopfront design
- Sustainable eco-accomodation with recycled materials, solar power and other features

Landscape

- Landscaped entry roundabout with feature artwork and retained trees
- Buildings set within large areas of natural landscaping
- Development screened from view from Brazier Rd by retained vegetation

Movement

- Lowed entry intersection with priority pedestrian movement, including crossing to Nursery Park
- Natural roadway with swale drainage and kerbless limestone shoulders
- Dedicated cyclist and pedestrian connections to promote active transport
- Connections to new train station

5.0 IMPLEMENTATION

5.1 IMPLEMENTATION APPROACH

Great places can not be attributed solely to good planning and design. Activation, management and promotion are arguably, just as important.

At the Planning Design Forum, the community were strongly supportive of the vision, and keen to see the ideas translated on the ground as soon as possible.

Getting the governance and approvals pathway right to navigate outcomes which are aligned to the Vision, will be the true measure of success.

Through discussions with internal staff, it was apparent that the area is currently overseen by a significant number of strategies and plans which create an element of confusion and uncertainty.

The following Governance Framework and supporting Objectives, Strategies and Quick wins are recommended to give direction for how the City can work more collaboratively internally, in addition to engaging with the broader community as its ongoing role is defined, to ensure the Vision and ideas come to fruition.

Maintaining momentum and getting in place formal statutory processes as quickly as possible, to oversee and effectively implement the Place Vision, is also critical.

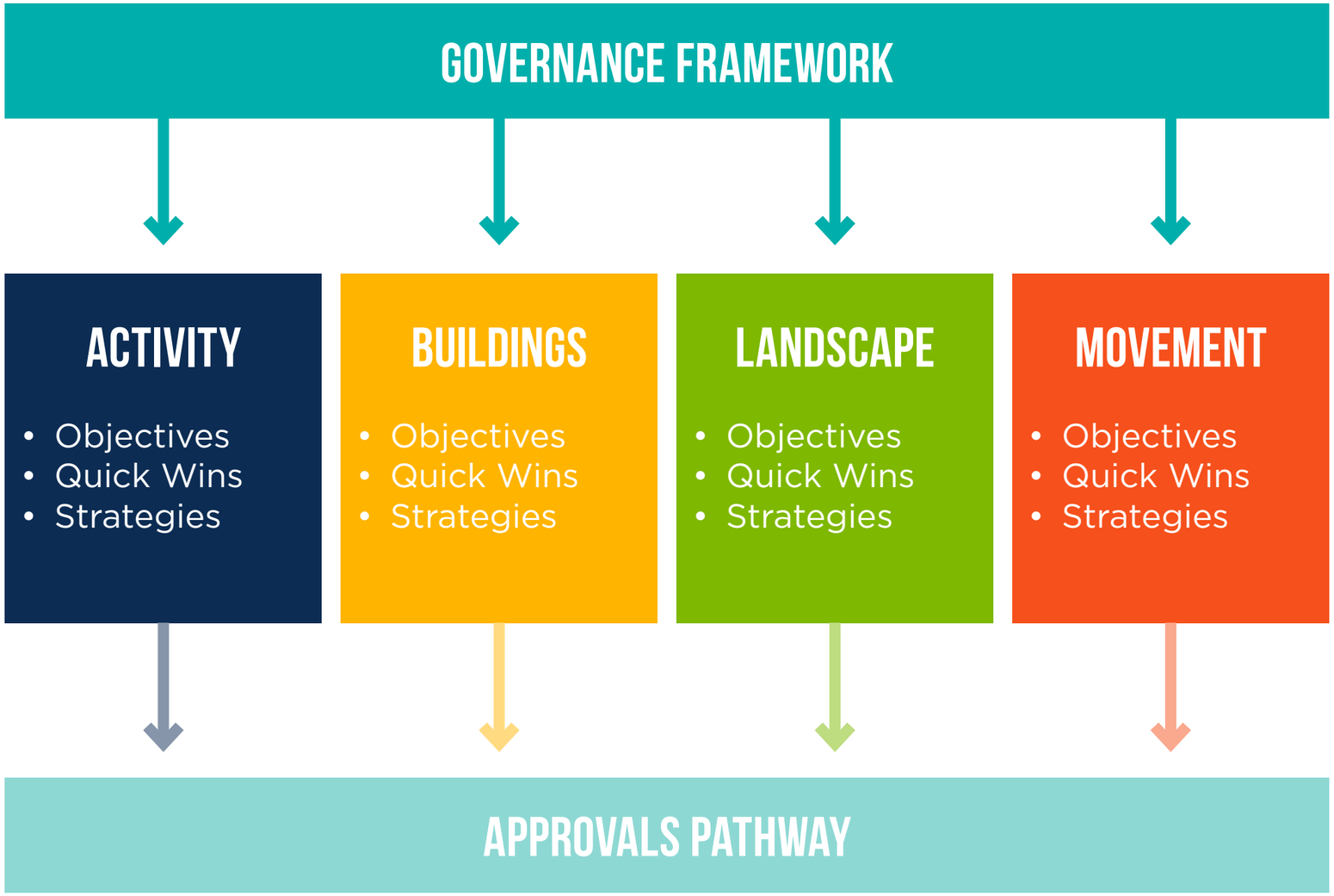


FIGURE 12: **Implementation Framework Structure**

5.2 GOVERNANCE FRAMEWORK

Strong place management underpins the creation of Great Places and all decisions made by the City will ultimately leave a lasting impression. This means that all staff need to understand and be on-board with the agreed vision and be empowered with the necessary policies and tools.

Establishing agreed strategic goals, clarifying roles and responsibilities, and setting up accountability frameworks will be essential to achieving a coordinated and holistic approach. Given the complexities of the site, the strategic importance of Yanchep Lagoon as a regional economic driver, and the sheer size of the organisation, a two-tiered Place Management Framework is recommended.

Central to this framework is the Place Manager, who will play a crucial vision-keeping role, ensuring all decisions are aligned to the agreed vision. Dedicated and sustained revenue sources are also important to ensure that activation and maintenance strategies can be delivered to a consistently high standard.

- Allocate a dedicated Place Manager to oversee day-to-day operations.
- Establish a Yanchep Lagoon Steering Committee, to be chaired by the Director Community and Place.
- Establish a 'Place Operations Group' to maintain a collaborative focus on targeted place-led outcomes.
- Prepare a Place Management Plan, to guide operational strategies over the next 3 years.
- Identify revenue opportunities to fund place-management initiatives

Moreover, Yanchep is fortunate to have such a passionate and strongly vested community – make the most of this as a great asset. Working collaboratively and taking the extra steps to deliver finer grain details, will ensure that Yanchep Lagoon continues to feel special, authentic and real.

Strong relationships at executive level will enable strategic dialogue and negotiation around future investment and development potential. Operational partnerships including collaborative marketing will ensure a seamless experience for residents, visitors and workers. Encouraging a stewardship approach will also empower the community and stakeholders to take ownership of the Yanchep Lagoon and ensure it evolves as a close-knit, cohesive community.

YANCHEP LAGOON STEERING COMMITTEE

- Set goals + directions (aligned to vision)
- Monitor + evaluate (accountability)
- Report to CEO
- Bi-Monthly

PLACE OPERATIONS WORKING GROUP

- Manage resources
- Day-to-day operations
- Project delivery
- Update reports + feedback
- Monthly
- Manage agenda items to enable efficiencies

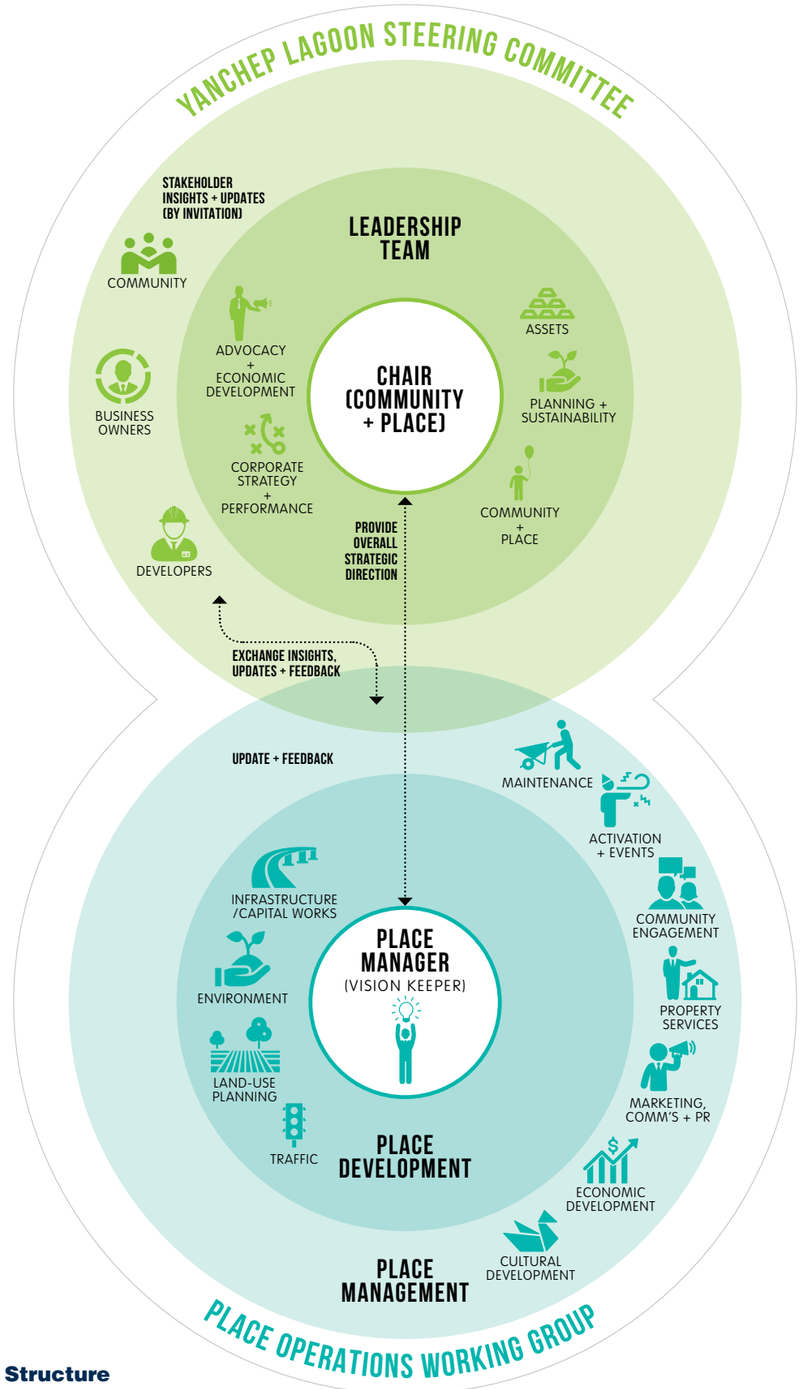


FIGURE 13: **Proposed Governance Structure**

5.3 ACTIVITY

5.3.1 OBJECTIVES

1	The Lagoon becomes an all-season destination, with a range of uses and activities.
2	Nature is the Lagoon's key differentiator with land, beach and sea celebrated and enhanced.
3	The Lagoon is renowned as a proud and much-loved local meeting place.
4	The Lagoon is integral to re-positioning Yanchep as a prominent visitor destination.

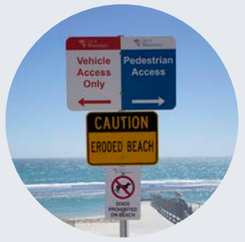
5.3.2 QUICK WINS



Commission a temporary mural on the back of the new SLSC building



Provide small value activation grants to trial community events



Remove or relocate negative warning signs from the beach



Subsidise temporary operators to test market demand

5.3.3 PRECEDENT



Sculptures by the Sea, Cottesloe



Mile End Glamping, Margaret River



Beach yoga classes, Sorrento



Boorna Waanginy, Kings Park



City Beach SLSC, Cambridge



Embargo, South Perth Foreshore

5.3.4 STRATEGY OVERVIEW

The Lagoon is an extraordinary drawcard but beyond the beach, there is little to do. It is very exposed, and the strong winds make the area inhospitable for most of the day. The survey and visitation data show that most people currently spend 1-2 hrs at the Lagoon, a few times a week. This decreases dramatically in winter.

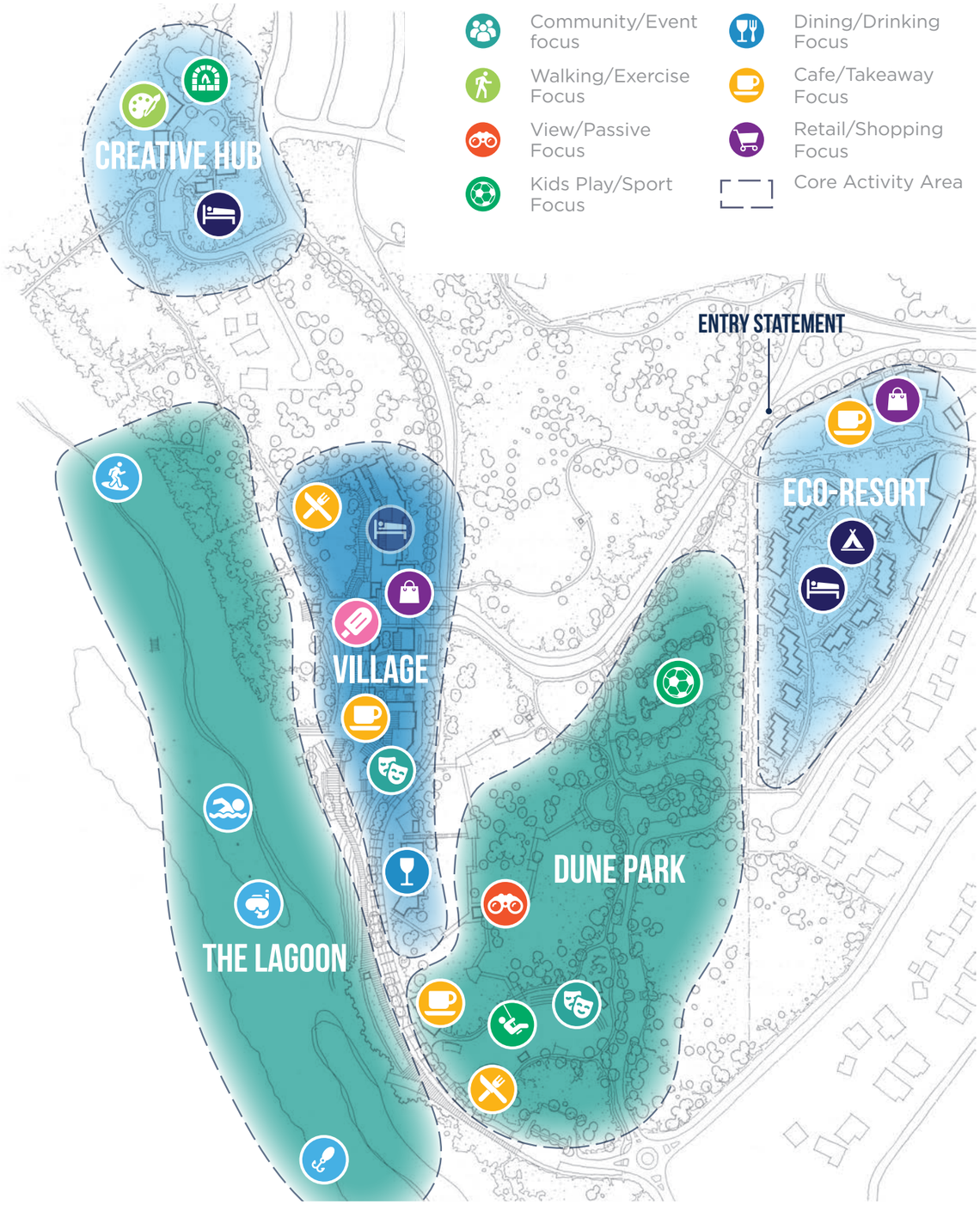
For the Lagoon to flourish, it must become a year-round destination with increased visitation and length of stay supported by more things to do, beyond going to the beach. Yanchep has a well-established legacy as a visitor destination but in recent years, tourism has dwindled.

The Lagoon is a jewel in the crown for Yanchep – and it should be once again be re-positioned as such, as part of a broader package of other visitor attractions in the region including Yanchep National Park.

The Lagoon itself, as well as the extensive coastal reserve make 'nature' the key differentiator for Yanchep Lagoon. The focus should be attracting commercial operators, activities and events which celebrate and enhance the natural assets, the land and the sea. The scale of development in Yanchep Lagoon also needs to be mindful of the impact on other centres within Yanchep – such as the Town Centre and Two Rocks Marina.

The following Activity Implementation Strategies are recommended to achieve the Yanchep Lagoon vision:

1. Scope and develop a Yanchep Place Brand and Brand Strategy;
2. Invest in 'Place Activation' initiatives;
3. Build Investor and Visitor Awareness;
4. Align corporate policies with the vision to drive investment certainty;
5. Attract activities and uses that provide a compelling reason to the visit; and
6. Invest up-front and proactively manage own assets.



STRATEGY A1

Develop a Yanchep Place Brand and build awareness



A compelling Place Brand will put Yanchep back on the tourism map. It is a way bring together the whole story - from the big picture ideas - to the little things - such as opportunities for incidental interactions and elements of surprise.

An effective Place Brand clearly articulates all that a place stands for. It should reflect the Place Vision and Drivers to establish the area's distinctive identity and experiential qualities. It will demonstrate change, and should inform and guide all development, support community building, and shape the local economy. It also needs to be flexible to adapt over time, as the area matures.

Use the Place Brand to build awareness via an integrated Marketing and Communications Strategy to ensure a strategic and consistent image is promoted across all communications platforms.

An online portal (and social media) are also effective platforms to consider.

STRATEGY A2

Attract activities that provide a compelling reason to the visit



Be strategic to attract a complementary and competitive mix of uses relative to adjacent coastal destinations.

Deliver a scale that reflects plausible demand but allows for future iterations/stages as community expectations evolve:

- Make sure new development or upgrades are 'staged' appropriately, so as not to diminish primary activity nodes (particularly around the Orion Café / New Surf Lifesaving Club area).
- The scale of development in Yanchep Lagoon also needs to be mindful of the impact on other centres within Yanchep (such as the Yanchep Town Centre and Two Rocks Marina).

Target a curated mix of operators. Focus on attracting quality operators that operate beyond buildings into public spaces:

- Encourage smaller floor plates (circa. 65sqm) that will achieve a diverse offer
- Commercial activities that celebrate and enhance natural assets
- Encourage locally sourced operators / goods
- Attract a diverse offer: extended trading hours, local & regional audience
- Flexible operators that can cater to all-seasons (ability to scale up and down)

Ideally, the Corner is best placed to support the majority of short-stay, because it affords to space to accommodate an Eco-Resort style offering. Limited short-stay accommodation could also be provided in the longer term once a critical mass is established. An ideal tenancy mix is likely to include:

Use	Net Lettable Area (Sqm)
3 x cafes	50
1 x tavern	500
1 x small bar	100
4 x small retail	50
2 x take-away	100
1 x bakery	50
TOTAL	3,350
Short-stay accomodation	2,500s (50 rooms)

STRATEGY A3

Invest up-front and proactively manage own assets



Activity will likely need to be de-risked to attract aligned investment and good operators at early stages. Some ways that the City of Wanneroo could proactively manage its assets to achieve optimal performance include:

- Attract aligned investors and good operators at early stages
- Bring on public realm and infrastructure early
- Strong promotion to locals and visitors (including programming).
- Encourage innovation – invite expressions of interest early and develop fit-for-purpose facilities.
- Incentive behaviour and structure lease agreements to ensure facilities achieve optimal performance.
- Make sure the Lagoon is always well-managed and maintained to the highest standard.
- Pre-empt future stages and constraints and future proof infrastructure (e.g. storm water, sewerage etc).

STRATEGY A4

Invest in ‘Place Activation’ initiatives



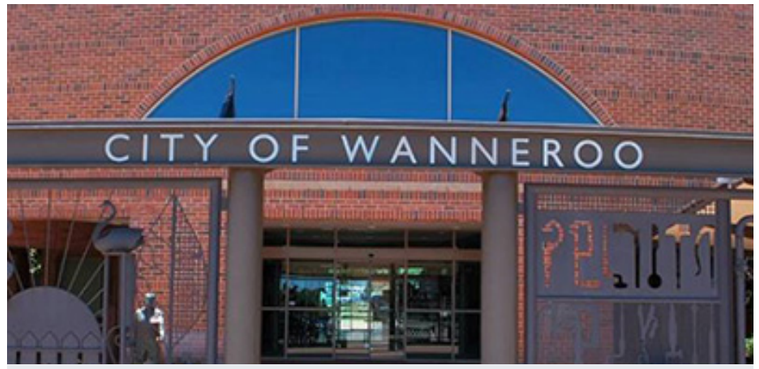
Taking a strategic approach through preparation of a Place Activation Plan (3-5 years) will ensure programmed activities reach a broad audience. It will also ensure a balanced approach between small scale and regional focus, opportunities to engage the community, and a path-way for future funding strategies are considered up-front.

Be prepared to test, trial and improve a diverse range of activities. It will take time to gauge interest and establish trust. The City does not need to be solely responsible for activation of the Lagoon - empower the community to take charge.

1. Work with the local leaders to establish a Community Reference Group. In the longer term, this could be transitioned to become a Yanchep Lagoon Town Team.
2. Prepare a Partnership Plan as the platform to forge stronger connections
3. Meet with funding partners to explore co-investment opportunities.

STRATEGY A5

Align policies and processes with the vision to drive investment



The Place Vision is everyone’s responsibility. Decisions made by all staff, ultimately make an impression of the Lagoon destination experience. Make sure the approvals process supports the Council as an enabler.

Examples could include:

- Pre-empt regulation and applications and provide efficient and clear processes to facilitate and enable investment.
- Streamline the event approval process to establish a user-friendly system for Yanchep Lagoon that will promote and encourage more self-managed events and activities with the community.
- Establish on-going revenue sources to fund initiatives i.e. marketing levies, sponsorship, special rate levies.

5.4 BUILDINGS

5.4.1 OBJECTIVES

1	Buildings reinforce local character through exemplary design that embraces the land and the sea.
2	Buildings are situated close to the beachfront to create a close-knit village atmosphere.
3	Buildings demonstrate best practice sustainability principles.
4	Building design responds to and reduces the harsh climate.

5.4.2 QUICK WINS



Renegotiate the SLSC lease to expand community access



Add temporary public shelters to the SLSC forecourt area



Repaint the Orion Cafe in coastal colours prior to redevelopment



Adapt or redevelop the old SLSC for new uses

5.4.3 PRECEDENT



Third Wave Kiosk, Torquay



Thomsons Resturaunt, Rottnest Island



Smiths Beach, Yallingup



Tamarama Kiosk, Sydney



Coogee Beach Amenities, Sydney



Barbarossa Beach Club, The Hague

5.4.4 STRATEGY OVERVIEW

The Lagoon should set a standard within Perth as a landmark sustainable and resilient coastal development. This approach will reinforce the concept of a place where nature 'shines' and instill a strong sense of local identity.

It also presents an opportunity for the City of Wanneroo to contribute as a key player towards national and global energy reduction targets and enhancing the local ecosystem.

Situating buildings close to the shore and as low as possible to integrate into the landscape is essential to maintaining Yanchep's character, and realising its commercial and cultural potential as a tourism destination.

Current practice has been highly conservative, requiring development to be located as far landward from hazard zones and at significant elevation above planned sea level, to provide the greatest potential to extend the life of the development. However, this has resulted in significant negative impacts to the natural amenity, cultural significance and functionality of the Lagoon.

Construction of future structures will be informed by the City's Coastal Assets Policy and the Council Endorsed CHRMAP. However, both documents are non-specific with regard to details of the nature, extent and in some cases the type of structures that should be constructed in areas exposed to coastal hazards. It will be important to address these gaps.

The following Building Implementation Strategies are recommended to achieve the Yanchep Lagoon vision:

1. Undertake a Development Feasibility Assessment;
2. Deliver sustainable and low impact developments that touch the ground 'lightly';
3. Manage coastal hazards through responsive design;
4. Explore opportunities to transition the Surf Lifesaving Club Building into a multi-functional community-hub facility; and
5. Deliver design excellence through the preparation of Architectural Design Guidelines.

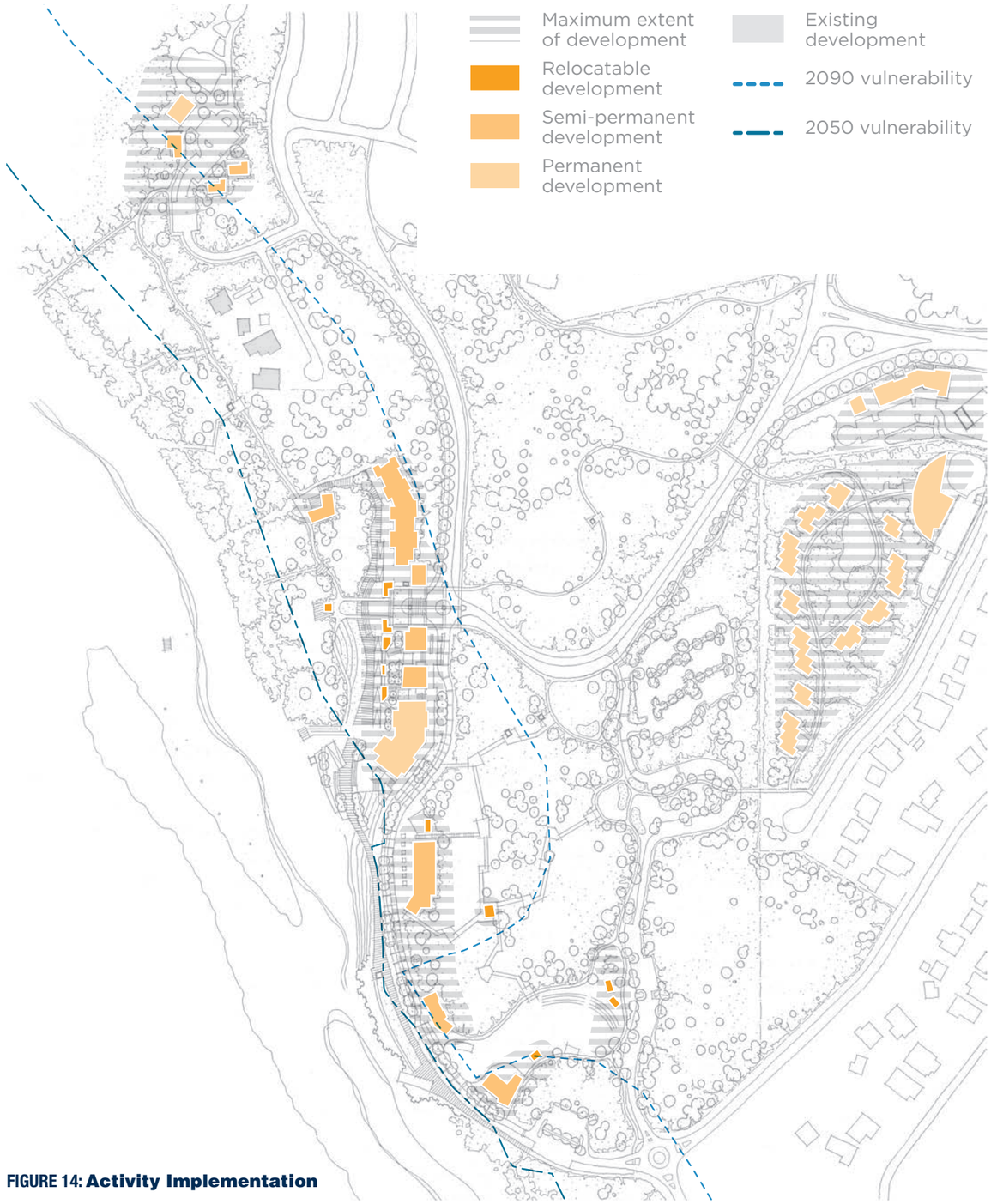
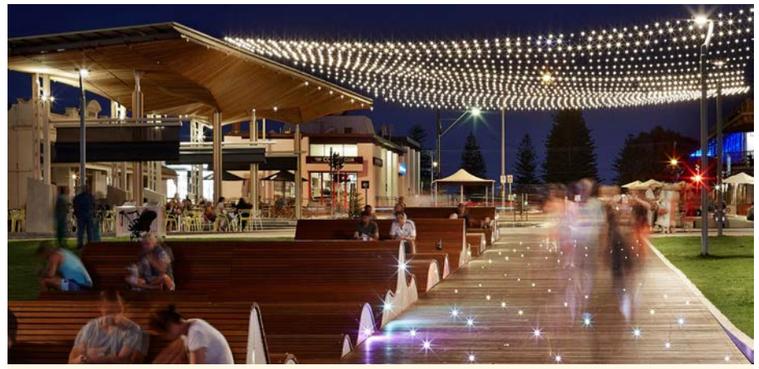


FIGURE 14: **Activity Implementation**

STRATEGY B1

Undertake a Commercial Feasibility Assessment



A Commercial Feasibility Assessment is required to confirm the scale and breadth of development proposed by the Master Plan.

This Feasibility Assessment should consider:

- Preferred management models based on City of Wanneroo's operational requirements, including ownership, management and delivery for all developments to ensure a suitable outcome;
- Quantify and re-confirm yields and distribution of uses, based on forecast demand;
- Consider the broader economic implications of development beyond the Lagoon, including impact on other agglomerations/centres;
- Strategies for de-risking development to attract aligned investors and good operators at early stages; and
- Development and staging strategies, including private sector partnerships.

STRATEGY B2

Deliver sustainable buildings that 'touch the ground lightly'



In striving to ensure 'Nature' is a key differentiator, Yanchep Lagoon should strive to become a place which gives more back to its environment than it takes.

To achieve this, new developments should aspire to:

- Achieve 6 Star Green Star certification for all buildings;
- Establish local photovoltaic panels to contribute to precinct energy demand and consider off-grid development entirely powered by locally produced energy as a key tourism differentiator;
- Ensure buildings are designed to be climate adaptive with minimal need for heating and cooling by incorporating passive design principles; and
- Minimise water use and ensure rainwater capture and recycling is accommodated.

STRATEGY B3

Manage coastal hazards through responsive design



Establish that all structures within hazard areas are not expected to exceed a design life of 30 years and may be constructed at natural site grades without the requirement for physical mitigation features such as excessive retaining, piling or other measures.

To achieve this, the following development principles should be applied:

- Permit development seaward of the 2070 vulnerability line and up to the 2050 vulnerability line, as defined by Yanchep Lagoon Coastal Hazard Mapping;
- Make use of lightweight and modular building systems which facilitate temporary or sacrificial development while maintaining exceptional architectural quality; and
- Structures should be built to be easily decommissioned or relocated as the hazard eventuates.

STRATEGY B4

Transition the SLSC building into a multi-functional community hub



The Surf Lifesaving Club Building is situated at the primary beach access, immediately overlooking the water. It is ultimately owned by the City and should be managed to optimally perform – as a social and economic driver. It could be transformed into an exceptional landmark, teaming with activity year-round, that locals are proud of.

In progressing future transformation, the following needs to be considered:

- Reclad the exterior building in natural wood and stone materials to soften architectural impact;
- Build a low-impact second story for function and bar space;
- Raise the adjoining road reserve to the level of the existing roofline to create a seamless extension of the public realm with ocean views;
- Explore alternative / multi-functional uses; and
- Renegotiate existing lease and management arrangements to permit free use by various groups and accommodate events.

STRATEGY B5

Develop a detailed design brief for proposed buildings



All building commissions should be informed by a detailed design brief developed by the City based on the recommendations of the Master Plan.

It is recommended that separate design briefs be prepared for the following key sites:

- The core Settlement redevelopment area, emphasising the importance of the relationship between multiple buildings and public realm; and
- Brazier promenade sites, emphasising the importance of integrating with the adjoining dune.

Consideration should be given to a Design Competition for the main portion of the Settlement area based on a detailed project brief articulating floorspace and design expectations, in order to explore alternate design configurations.

STRATEGY B6

Deliver design excellence through Architectural Design Guidelines.



Architectural Design Guidelines will establish key principles for all works progressed by the City and inform the outcome of Architectural Commissions from future investors.

The guidelines will ensure an immersive environment is created consistent with the aspiration to maintain a natural and informal character.

All future Development Applications and proposals should be assessed against and comply with the Architectural Design Guidelines.

STRATEGY B6

Deliver design excellence through Architectural Design Guidelines

Do
Create a contemporary coastal feel with natural materials, organic forms and a light colour palette



Do
Gently integrate buildings into the landscape by raising above, or burying into, the natural topography



Do
Create open pavillion-style buildings with large sliding walls, operable screens and natural ventilation



Do
Ensure buildings promote year-round activity with multiple entries and large sheltered outdoor areas



Don’t
Use incompatible urban materials like exposed concrete and brickwork or blocky, rectalinear massing



Don’t
Regrade or heavily retain topography to accommodate buildings on level building pads



Don’t
Enclose buildings to support air conditioning or employ solid, immovable facades



Create internalised tenancies with inactive frontages or blank walls which do not integrate with the public realm



5.5 LANDSCAPE

5.5.1 OBJECTIVES

1	The land, beach and sea are preserved and enhanced through remediation, conservation and activation.
2	New parks and public spaces enrich lifestyle and provide protection from the harsh environment.
3	Infrastructure considers a common-sense design response, when addressing coastal erosion.
4	Changes to the Lagoon's landscape achieve a net environmental benefit.

5.5.2 QUICK WINS



Establish a local coast care group to replant damaged dunes



Add temporary planters in front of the SLSC building



Upgrade dune walking trails with crushed stone and steps



Install temporary interpretative signage

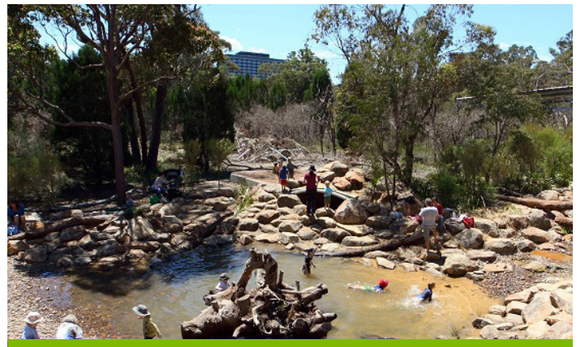
5.5.3 PRECEDENT



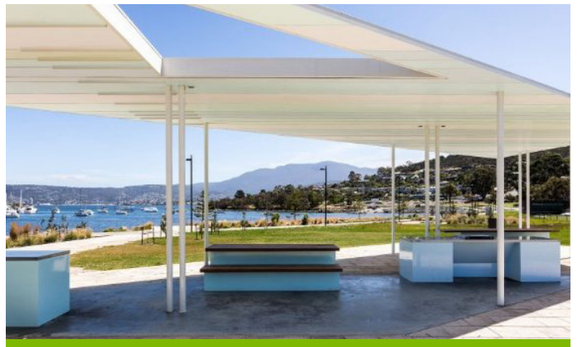
Cranbourne Gardens, Melbourne



Main Square, Rottnest Island



Rio Tinto Naturescape, Kings Park



Kangaroo Bay Pavillion, Sydney



Surfers Paradise Promenade, Queensland



Bold Park Nature Trails, Floreat

5.5.4 STRATEGY OVERVIEW

The calibre of parks and public spaces will be the difference between the Lagoon being Perth's Coastal Jewel, or just another coastal destination.

Getting the landscape right needs to be front and centre. This means investing in superior design and treatments that recognize and respond to Yanchep's unique identity - and making sure spaces are well-presented. This will generate a network of spaces that create a lasting impression, because they set the stage for daily rituals, embed community identity and celebrate the beauty and diversity of nature and the outdoors lifestyle.

But to achieve impressive outcomes, requires embracing a different approach – to capture a localised look and feel. It also requires extra upfront investment – to deliver infrastructure that emphasizes natural features and resists the usual.

The following Landscape Implementation Strategies are recommended to achieve the Yanchep Lagoon vision:

1. Design and delivery high-quality, functional public spaces;
2. Offset new public spaces through remediation and conservation;
3. Demonstrate excellence in environmental management;
4. Facilitate community stewardship;
5. Share local stories through the landscape; and
6. Deliver design excellence through a landscape style guide.



Plan

STRATEGY L1

Design and deliver high-quality, functional public spaces



Landscape Concept Plans will inform detailed design for technical assessment, budgeting and further community consultation.

These plans will also help to compartmentalise the wide-reaching recommendations of the Master Plan into actionable stages. It is recommended that separate Concept Plans be prepared for the Dune Park (incorporating Fisherman's Hollow and surrounding reserves), Brazier Promenade and The Settlement areas, by qualified Landscape Architects.

The vision aspires for the Lagoon to be a place that is different to other areas along the coast. Spaces should be designed with purpose and intent to accommodate specific types of activity, rather than simply being passive or ornamental landscapes.

STRATEGY L2

Offset new public spaces through remediation and conservation



New development should achieve a net improvement to the natural environment through preservation of areas of high environment significance and remediation of degraded areas in order to offset the repurposing of limited areas of landscaped public space and new development.

Key actions required to deliver this strategy include:

- Undertake comprehensive environmental assessments to rectify data gaps including ecological, including flora, vegetation and fauna surveys and landform assessment;
- Identify design refinements required to address significant environmental findings; and
- Prepare applications for environmental approval including supporting documentation which the design philosophy, avoidance, mitigation and any potential rehabilitation or offsets and management planning.

STRATEGY L3

Demonstrate excellence in environmental management



Ensuring good design is backed-up by a friendly atmosphere and on-going management will ensure that Yanchep Lagoon can deliver on its promise as a visitor ready destination. This includes the following:

- Customer focus - well-presented, welcoming, safe and engaging spaces;
- Quality amenities and well-maintained facilities (clean toilets & showers);
- Entry statements, interpretive signage and wayfinding;
- Water, shade, lighting and shelter; and
- Comfortable street furniture and public art.

The Place Management Framework is integral to achieving a holistic approach to management, including establishing roles, responsibilities and appropriate resourcing.

STRATEGY L4

Facilitate community stewardship



Establish partnerships with volunteer and community groups to support the ongoing management of the Lagoon and surrounding reserves, including:

- Engage schools and community groups in environmental management and maintenance;
- Coordinate the establishment of a Coastal Care group; and
- Engage community artists and suppliers in the design and maintenance of public art and landscape elements.

STRATEGY L5

Share local stories through the Landscape



Telling local stories through interpretative signage, community outreach, public art and events will also foster a sense of attachment and pride. It will also help to position the Lagoon as different and unique.

STRATEGY L6

Deliver design excellence through a Landscape Style Guide



A Landscape Style Guide will establish key principles for all works progressed by the City and inform the outcome of Landscape Architecture Design Commissions, ensuring an immersive environment is created consistent with aspirations for a natural and informal character.

A unified approach to landscape treatments and urban furniture will also strengthen the local identity and simplify maintenance.

All future public work proposals and landscaping plans associated with Development Applications should be assessed against and comply with the Landscape Style Guide.

STRATEGY L6

Deliver design excellence through a Landscape Style Guide

Do
Plant endemic coastal species that support local biodiversity, with select use of exotic shade trees



Do
Take a naturalistic and paired back approach to the design of streets, paths and public spaces with soft edges and extensive planting



Do
Create functional and active spaces that invite interaction and activity amongst all age groups



Do
Imbue the public realm with Aboriginal and European stories that reflect local history and natural processes



Don't
Dilute the Lagoon's unique north coast character by introducing inapropriate exotic species



Don't
Create over-engineered, hard-edged or overtly urban spaces



Don't
Create ornamental or ill-defined spaces that are nice to look at but lack a clear functional purpose



Don't
Use generic or off-the-shelf design elements that lack signficiance to the Lagoon



5.6 MOVEMENT

5.6.1 OBJECTIVES

1	Pedestrians and cyclists are prioritised over vehicle movement and parking.
2	The Lagoon is part of a network of trails along the coast and to other key nodes in Yanchep.
3	Primary land is reserved for recreation, not parking.
4	Reliable access to public transport, including regular connections with the train station.

5.6.2 QUICK WINS



Enforce a time limit for public parking



Trial closures of Brazier Road for events



Install shaded bike racks and mark streets as shared routes



Install pedestrian directional signage

5.6.3 PRECEDENT



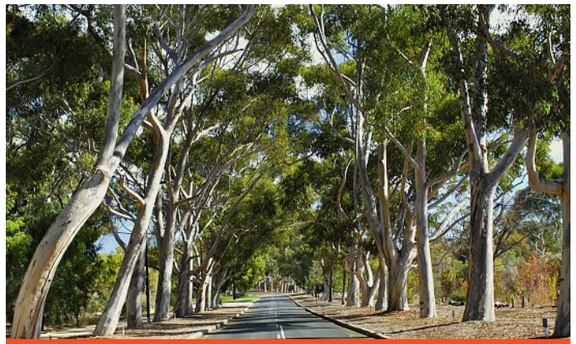
Coastal Cycle Path, Iluka



Saint-Hilaire-de-Riez, France



Piazza Nember, Italy



May Drive, Kings Park



Unpaved Parking, The Netherlands



Landscaped Entry, Cranbourne Gardens

5.6.4 STRATEGY OVERVIEW

There are two underlying elements around connectivity and movement that are integral to the future vision. The first is getting there. A journey to the Lagoon should be easy, safe and convenient, for locals and visitors alike. The second is the 'experience' on arrival. The Lagoon should be identified as a place that is people friendly and feels like a coastal village of old - not dominated by cars, bitumen roads and car parks.

A common refrain amongst stakeholders is that cycling and walking to the Lagoon is also difficult and dangerous, due to a lack of clearly defined paths and supporting infrastructure. As a regional destination, car parking at the Lagoon will continue to be integral to support visitation by locals and tourists alike, but the location and form of parking could be improved. The current car parking areas along the beachfront are detrimental to the area's amenity and occupy key sites suitable for development, given their existing degraded state.

Despite its potential as a tourism node, Yanchep Lagoon is currently difficult to get to, unless you have access to a private car. The imminent opening of the new train station presents a great opportunity for alternative means of access, that should be enacted as soon as possible.

The following Movement Implementation Strategies are recommended to achieve the Yanchep Lagoon vision:

1. Improve local access and connections;
2. Improve pedestrian and cyclist facilities to promote cultural change;
3. Improve access for locals, tourists and regional visitors;
4. Relocate car parking away from the beachfront;
5. Improve road network function and design; and
6. Improve connections with the Train Station.

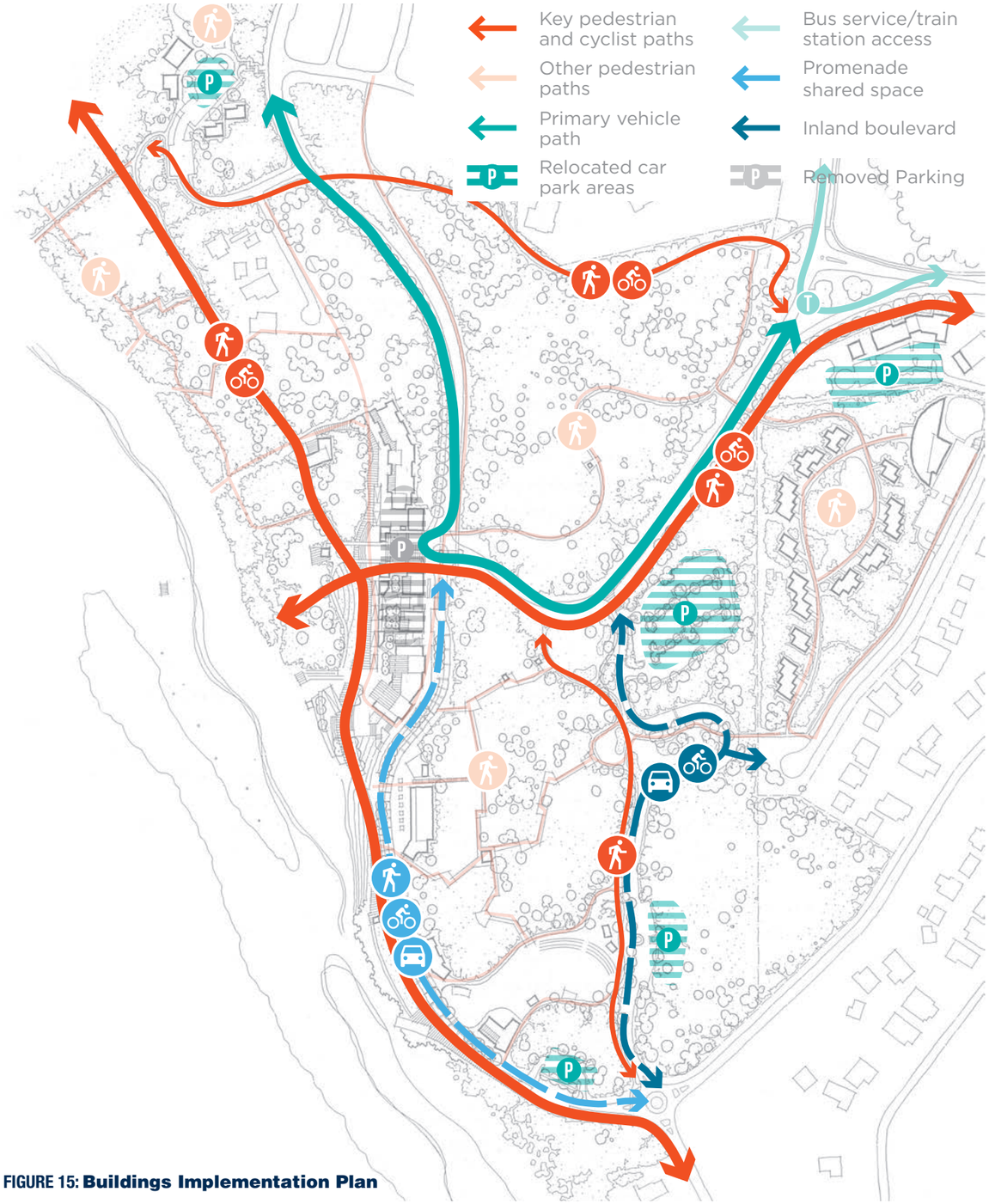


FIGURE 15: **Buildings Implementation Plan**

STRATEGY M1

Improve local access and connections



Locals were keen for improved access, particularly from the north. Currently, pedestrians are forced to walk along Brazier road with no footpath, having to avoid cars and brave hazardous bushland (snakes).

- The newly upgraded beach ramp access also gives priority to vehicles, over people.
- Pedestrian and cyclist access could be improved by the following:
- Provide additional pedestrian paths to surrounding neighbourhoods that are at least 2m wide, including consideration of ‘walking / running’ loops, at varied lengths;
- Install dedicated paths and access trails within the reserve areas;
- Provide a continuous boardwalk to the north and south, to improve regional connections; and
- Improve direct beach access to the Lagoon itself including additional coastal trails, access ramp improvements, reconfiguration of Brazier Road wall to provide direct ramp access.

STRATEGY M2

Improve pedestrian and cyclist facilities to promote cultural change



Improved facilities and cultural change strategies will encourage cycling and promote walking, such as:

- Deliver dedicated bike infrastructure to support cyclists and encourage bike use including: frequently spaced bike racks and lockers; bike repair and tire pump stations, and marked cycling routes;
- Ensure new pathways are complemented by practical design features, such as shade, seating, water fountains, and waste bins; and
- Implement of cultural change strategies to encourage walking and cycling for example: public advertising, promotional campaigns; wayfinding signage communicating walking distance and complementary disincentives to driving such as the establishment of metered parking.

STRATEGY M3

Improve access for tourists and regional visitors



Actions to be considered in support of this strategy include:

- Explore opportunities for complimentary tourism transport services between Yanchep National Park and Yanchep Lagoon, leveraging existing visitation to create a broader tourism experience. Dedicated tourism transport could include a private mini-bus or discounted rideshare coupons.
- Explore opportunities for the existing or future bus routes servicing the surrounding area to connect directly to the Lagoon. If direct beachfront service is not sustainable given catchment and timing considerations, ensure that access is provided at the intersection of Two Rocks Rd and Brazier Rd as a key entry to the Lagoon.
- Promote and advertise all services and access avenues, through tourism channels and social media.

STRATEGY M4

Relocate car parking away from the beachfront



Future works at the Lagoon should ensure that existing car parking numbers are retained and that additional overflow car parking areas are provided to address peak demand constraints.

- Parking is maintained as an important component of the movement network - but is relocated away from the beachfront and is provided underground or screened behind dunes to maximize public amenity;
- Major car parking areas should be relocated from west of Brazier Rd and Capricorn Esp to free up development sites;
- New parking areas should be constructed at peripheral locations to encourage expanded use of the surrounding natural reserve, with preferred locations being: the southern end of Brazier Rd, along Capricorn Esp, within private land abutting Newman St and within parts of the coastal reserve; and
- All future parking should be entirely screened from view from Brazier Road and the beachfront.

STRATEGY M5

Improve road network function and design



Streets are a place's largest, most visible and most highly trafficked public space. As such, the quality of their design directly influences the quality of the overall destination and its attractiveness as a destination.

Revisions to existing streets should be progressed, and a different approach taken to new streets, to ensure that the natural amenity of the Lagoon is maintained.

- Reduce vehicle through traffic along the beachfront and Brazier Rd by rerouting traffic;
- Reduction in traffic along Brazier Rd will permit its reconfiguration as a paved shared space which prioritizes pedestrian and cyclist movement, in accordance with the Master Plan; and
- Ultimately, bidirectional circulation could be provided through a new, high-amenity tourist drive constructed through the adjoining reserve.

STRATEGY M6

Improve connections with the Train Station



The new train station is due to open in around 2021. Some ways to improve connections with the Train Station could include:

- Make sure there is good access between the Train Station and the Lagoon (safe, comfortable, continuous paths, good way-finding signage);
- Invest in a shared bike / e-bike scheme between the Lagoon and the Train Station, and secure lockers;
- City to trial a dedicated seasonal transit service.
- Promote the transit service and facilities to locals and other visitors (on the train, tourism websites, youth groups, social media etc.); and
- Note that direct connections are currently planned for Capricorn Coastal Node which may place the Lagoon at a competitive disadvantage if this is not addressed.

5.7 APPROVALS PATHWAY

The Department of Planning, Lands and Heritage (DPLH) has recommended that a Foreshore Management Plan be prepared, aligned to the Masterplan Vision, as the primary 'statutory' control, to regulate development and manage the Foreshore Reserve.

DPLH has advised that the Foreshore Management Plan should include enough detail to empower and practically implement the Masterplan Vision, in the short term (next 5-7 years).

Given the site's restricted capacity to cater for short term accommodation, it is also recommended that when the owners of the privately held land adjacent to the site decide to progress development of that land, Council requires the preparation of a Local Development Plan or Structure Plan (subject to Western Australian Planning Commission approval),which has regard to the Master Plan.

An indicative boundary showing the extent of the Foreshore Management Plan, and a Local Development Plan, is shown in Figure 18.

As consistently reinforced through the Masterplan, the environment needs to be front and central to the overall vision, and the target objective should be a net environmental benefit for the Bush Forever Reserve (site No. 397). As a first pass, surveys are recommended to establish a detailed baseline of flora and fauna, and assess the environmental impact of the Masterplan.

Importantly, the Department also indicated that commercial uses proposed need to be sensitive to the Lagoon's status as a Foreshore Reserve. Any uses within the Reserve, such as retail and short-stay accommodation, should not compete with other centres.

To address this, it is recommended that a Commercial Feasibility Assessment be progressed as soon as possible, to test land-use and floorspace details, and confirm development scenarios, tenure arrangements, staging and timeframes.

Once further environmental and economic analysis is completed, the Masterplan Design can be refined and finalised, to mitigate against potential environmental and commercial impacts.

The Approvals Pathway shown on Page 81 details the recommended scope of the Foreshore Management Plan, and the supporting approvals and consultation that will be required, including referral to the EPA, to determine if an Environmental Assessment is required.



FIGURE 16: **Landscape Implementation Plan**

START IMMEDIATELY

PROGRESS QUICK WINS

- Temporary murals
- Small scale events
- Signage
- Place Branding
- Pop up vans
- Temporary landscaping
- Establish Community Reference Group
- Upgrade dune walking trails
- Install bike racks
- Pedestrian signage
- Trial closures of Brazier Road and Car parks

APRIL - SEPTEMBER 2019

BASELINE FLORA AND FAUNA SURVEY AND ENVIRONMENTAL REQUIREMENTS

ASSESS IMPACT SIGNIFICANCE OF MASTERPLAN ON ENVIRONMENT

APRIL - JULY 2019

COMMERCIAL FEASIBILITY ANALYSIS

- Quantify land-use mix + floor space size
- Explore development scenarios + costs
- Recommend tenure / management arrangements + development strategies
- Confirm staging + timing

JULY - SEPTEMBER 2019

FINAL MASTERPLAN

- Refine Masterplan design to mitigate environmental / commercial impact
- Attach to FMP

Prepare Preliminary Costing Analysis of Final Master Plan

PRELIMINARY CONSULTATION

- EPA and Bush Forever Officers
- DPLH
- DPC and Tourism
- Private Landowners

MOU/FUNDING AGREEMENT

CoW, DPLH & DPC (attach to FMP)

PREPARE FORESHORE MANAGEMENT PLAN INPUTS

JULY - DECEMBER 2019

COMMERCIAL / RETAIL

- Land use / tenancy mix
- Floorspace size
- Justify land-use mix (in comparison to adjacent centres)
- Staging
- Management and tenure arrangements

COASTAL ENGINEERING

- Landform stability assessment
- Justification for alternate CHRMAP approach

ARCHITECTURE

- Design Guidelines for all buildings consistent with Master Plan
- Preliminary building design concepts and footprints based on floorspace requirements
- Servicing and Waste Management

TRANSPORT

- Traffic assessment based on floorspace and visitation inputs
- Transport Plan for all transport modes
- Parking demand and management strategies

LANDSCAPE ARCHITECTURE

- Concept designs for all key public spaces identified in Masterplan
- Order of Probable Cost Estimates
- Use / activation design requirements
- Integration with Architectural concepts

SEP - DEC 2019

ENVIRONMENTAL INPUTS

- Bushfire Mgt
- Water Mgt Plan
- Confirm clearing requirements

DECEMBER 2019

DEVELOPMENT OF FORESHORE MANAGEMENT PLAN

(including periodic consultation, iterative review of inputs to align with vision)

DEC 2019

FINALISED FMP

- Pre-lodgement Stakeholder Consultation

JAN - MAR 2020

ENVIRONMENTAL APPROVALS

- Brief EPA + Bush Forever
- Lodge referral
- EPA decides whether or not assessment is required

FMP REFERRALS + APPROVAL

LAND TENURE

- Amend management orders / Reserve tenure
- Parliamentary approval

MAR 2020 - BEYOND

IMPLEMENTATION

- Other Planning approvals (LDP)
- Procurement / EOI
- Construction documentation
- Leasing

FIGURE 17: **Movement Implementation Plan**

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