

PROJECT 90K



RESIDENTIAL INTENSIFICATION MUST BE A DRIVING FORCE OF THE PERTH CITY DEAL

The Perth City Deal is a once in a generation opportunity - bringing together the federal, state, and local levels of government with the community and private sector to provide stimulus to central Perth.



A genuine partnership is required to set the scene for changes to planning, investment and governance in central Perth. The possibilities are immense, however it's important to solve one key part of the puzzle – central Perth's residential density - to unlock all others.

Previous research by the Property Council of Australia and Committee for Perth has shown that inner urban amenity is linked to the ability of attracting and retaining business and talent to the city. Perth is known for its natural setting,

beaches and suburbs but having a quality urban heart is critical to our national and global competitiveness.

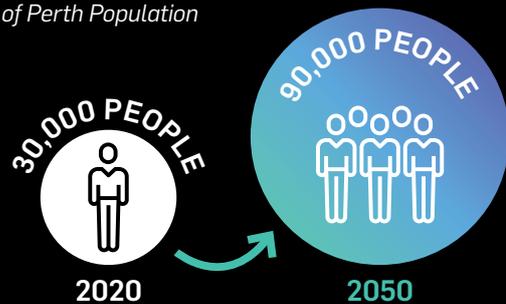
Central Perth's residential population and density remains stubbornly low in comparison to other Australian and international cities.

In response, the City of Perth has set an ambitious target of 90,000 people within its boundaries by 2050 - triple the current 30,000 residents.

The Property Council of Australia strongly supports this target. However, business as usual will not get us there.

'PROJECT 90K' is the Property Council's call to action for a series of infrastructure, planning, governance and policy changes required to lay the foundations to ensure the ambitious 90,000 target becomes a reality.

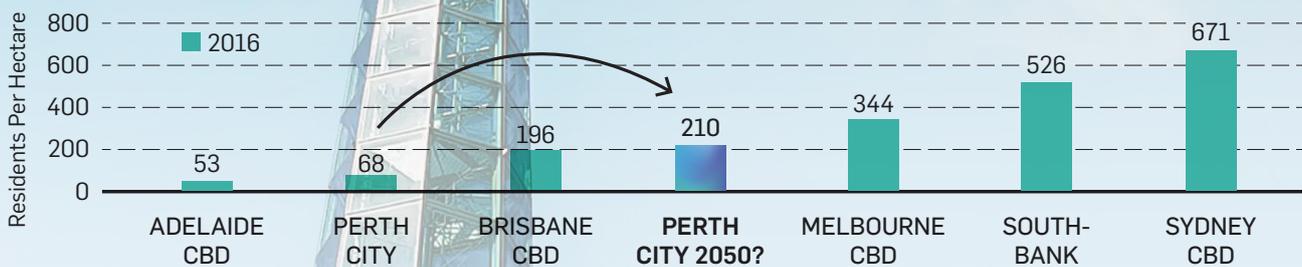
City of Perth Population



To be successful, the Perth City Deal must put the **ATTRACTION, SERVICING AND RETENTION** needs of these future City-dwellers at its core.

WHERE ARE WE NOW?

CENTRAL PERTH'S DENSITY INCREASED BY 17% BETWEEN 2011 AND 2016. THIS GROWTH RATE HAS NOT BEEN MAINTAINED, YET IT IS THE RATE REQUIRED TO TRIPLE THE POPULATION BY 2050.



Central Perth's density remains far behind a comparably sized city like Brisbane, with Sydney and Melbourne operating on a different level altogether.

FOOD FOR THOUGHT

Reaching 90,000 residents would only place Perth to a similar density to that of central Brisbane now. 90,000 people is an attainable, sensible goal for the city.

Many new city-dwellers are coming from other inner-city areas – Subiaco, Victoria Park and Bentley. To truly thrive and diversify, the city must attract more suburban residents.

The last decade has seen a lower geographic spread of new residents, with less projects in the CBD core and West Perth and more on the edge of the city.

There are almost 7,000 approved or proposed apartments in the City of Perth that have not yet commenced construction. The missing ingredient is healthy, sustained demand. The market is waiting and ready to deliver.

The City has limited existing and proposed supply of aged care and retirement dwellings despite the proportion of older people in society growing.

A declining proportion of central Perth apartment buyers are owner-occupiers. While still high compared to other capital cities, more people buying apartments to live in is a recipe for creating healthy and attractive communities.

The City is preparing a new City Planning Scheme following its draft City Planning Strategy which sets out swathes of residential Growth Areas. Now is the opportunity to get the planning controls right.

Whilst the City is blessed with natural beauty; services and amenities for existing residents are patchy. Whether residents are accessing full-line supermarkets, recreation centres or public schools, they must often travel out of the city.

As explored by the Committee for Perth, Perth's reputation from locals and visitors is important in attracting investment and new residents. Visitors are often bigger advocates for living and investing in Perth than locals.

Inner city schools are bursting at the seams. Bob Hawke College will provide welcome relief, however future service provision needs to enable residential growth rather than just catch up with demand.

Over several decades a range of institutions, public services and cultural amenities have been de-centralised out of central Perth. It's time to pause this trend to ensure every decision is made with the interests of a vibrant city in mind.

Residential development is allowed almost everywhere in the City of Perth and small plot ratio bonuses are available in the core CBD and parts of Northbridge. Further incentives and changes are required to achieve the desired pace of growth.

WHAT DOES CITY OF PERTH AT 90K LOOK LIKE?

90,000 IS MORE THAN JUST A NUMBER. 60,000 ADDITIONAL PEOPLE WILL BRING TO PERTH A DIVERSE RANGE OF RESIDENTS, FAMILIES AND FACILITIES. ARE WE PLANNING FOR AND CREATING THE PLACES WHERE THESE PEOPLE WANT TO LIVE?



The City will be home to almost 30,000 people in families with children.



An extra 5,100 people over 65, with many of those requiring aged care or retirement living, will call the City home.



There will be over 5,700 new children under 18 years needing somewhere to learn and explore.



There will be an extra 26,900 singles between 20-34 looking for love.



Thousands of new affordable housing units will be required.



The City will need over 2,000sq.m of additional central library floorspace and potentially a new 2,500sq.m secondary district library.



Almost 5,000sq.m of new floorspace for community centres, halls and hubs will be required to keep communities strong.



An extra 2,000 children between 0-4 years and over 1,200 growing 5-9 year olds will be looking for somewhere to play.



The City will need at least 800 extra all-day day-care places and almost 500 out of school care facilities for new residents alone.



Dozens of new community gardens and new small parks for residents including 30 new play spaces will be required.



At close to 100,000 residents, central Perth will be at the threshold for a major new regional aquatic and recreation centre including spaces for indoor sports and playing courts.



2-3 new primary schools and 1-2 high schools will be required to serve the overall City population.

MORE DENSITY WILL CREATE MORE ENERGETIC PLACES, MORE VIABLE BUSINESSES, AND IMPROVE HOUSING CHOICE, SAFETY AND TRANSPORT OPTIONS.

WHAT MUST BE DONE?

ALL THREE LEVELS OF GOVERNMENT, TOGETHER WITH INDUSTRY, NEED TO COMMIT TO A 'PROJECT 90K' MASTER PLAN THAT SETS OUT THE ESSENTIAL INFRASTRUCTURE, PLANNING AND GOVERNANCE CHANGES REQUIRED TO ACHIEVE THIS CRITICAL GOAL.



CITY SERVICES

- Secure and publicise future vertical CBD public primary and secondary school sites now.
- Future schools should plan to integrate child care, community spaces and parks for general community use.
- Begin site securement for a major new aquatic and recreation/sports facility.
- Modernise and activate underutilised public parks and spaces, and create a new system of smaller public parks and spaces.
- Implement a grant system for community driven upgrades of neighbourhoods for new public spaces, monuments, events and better streets.



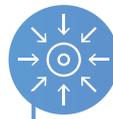
CITY BRAND

- Create and launch an internationally significant, unique annual event for Perth, like a Wildflower Festival.
- Better define, brand, create and promote inner Perth's neighbourhoods and key streets.
- Begin the conversation about City or community led improvement districts to pool resources for marketing, branding and events.
- Begin the conversation about whether central Perth should develop its own unique architectural language and building style.
- Devise and implement a global, long-term brand for central Perth.



CITY CONNECTIVITY

- Secure and publicise an initial route and future routes for a fixed inner city transit system as part of a regularly updated CBD transport plan.
- Remove any impediments in relevant Acts, local laws and policies that prevent the micromobility revolution in Perth.
- Remove car parking minimums for residential and commercial development across the inner city, including Perth Parking Policy controls that disincentivise refurbishment of old stock.
- Investigate the upgrade and transformation of inner city stations and surrounding precincts including City West, McIver, Claisebrook, and prioritise South Perth station.
- Rapidly increase the pace of city street renewal to green and pedestrianise the streets in which people will live.



CITY FOCUS

- Establish a major CBD undergraduate campus, on State land if necessary, and integrate community and business spaces in the new campus.
- Begin the process of returning all key cultural institutions including WAAPA and WA Ballet to the city and begin planning for Perth's next major cultural facility such as an Indigenous cultural centre, lyric theatre or a modern art gallery.
- Incentivise new businesses and emerging industries into central Perth with rate holidays or other mechanisms.
- Investigate the development and households costs, rates, charges and taxes imposed on apartment construction and living to ensure this sector is not being unfairly treated.
- Incentivise land consolidation and freight infrastructure in the retail malls to enable mixed use landmark centre redevelopments.



CITY GOVERNANCE

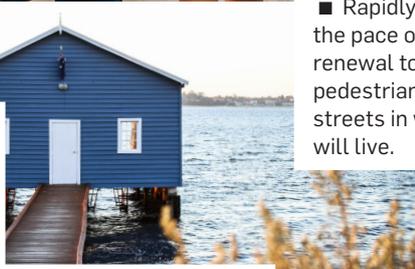
- Reinvigorate the City of Perth Act process, including an annual priority initiatives list to align agencies and business.
- Prioritise Perth Parking Levy funding being utilised for city street renewal and neighbourhood rejuvenation.
- Explore initiatives like an inner-city 'COAG', Night Mayor or Minister for the Capital City to drive new thinking.
- Review and relax plot ratio controls on residential development in the inner city.
- Ensure discretion and flexibility becomes a fundamental component of the inner city planning framework and the City's new planning scheme.

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