An aerial photograph of the ECU Mount Lawley campus and surrounding area. The image shows a mix of residential housing with red-tiled roofs, green trees, and several large, modern buildings with white and grey roofs. A large red cylindrical water tank is visible on the right side. In the foreground, there's a road with a bus stop and some parked cars. The overall scene is a blend of urban development and greenery.

**ECU MOUNT LAWLEY
REDEVELOPMENT PROJECT
OVERARCHING ENGAGEMENT
OUTCOMES REPORT
JANUARY 2025**



SHAPE URBAN



ACKNOWLEDGEMENT

Shape Urban acknowledge the Whadjuk Noongar people as traditional custodians of the land on which we have worked for this project. We recognise their cultural heritage, beliefs and relationship to the land, which continue to be important to the Whadjuk Noongar people today.

We pay our respects to Elders past and present, and to the land which they have cared for.

PROJECT PARTNERS



SHAPE URBAN

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DOCUMENT CONTROL

ECU Mount Lawley Redevelopment Project Overarching Engagement Outcomes Report - January 2025

No.	Author	Reviewed By	Date	Purpose
1	R Doohan	Anna Kelderman	29/01/25	Draft for client review
2	R Doohan	Anna Kelderman	31/01/25	Final Draft
3				
4				



EXECUTIVE SUMMARY

DevelopmentWA has embarked on a unique project to redevelop the Edith Cowan University (ECU) Campus in Mount Lawley, opening up an exciting opportunity to establish a new, vibrant community in the heart of Mount Lawley.

A Master Plan will set the vision and aspirations for the site and outline the indicative layout for land use activity including where residential, commercial, open space, community uses and movement networks may be located.

To ensure the contribution of the community and stakeholders is meaningful and has the greatest opportunity to influence the Master Plan, engagement was undertaken early in the project.

There have been four key opportunities for consultation during this early stage of master planning, including:

1. Ethnographic consultation undertaken with Whadjuk representatives.
2. Focus group sessions with key stakeholders to inform the Cultural Context Strategy.
3. Community Reference Group (CRG) to inform the Master Plan.
4. Broader community engagement to seek general input.

The contributions made by the community and stakeholders on the project to date have been extremely insightful and provide the project team with a greater appreciation for the community's future aspirations for the redevelopment.

They also clarify preferred principles of development for the redevelopment, and highlight some areas that may be challenging within the context of the redevelopment.

The similarities between the feedback from the values survey, the design principles survey and drop-in sessions is notable for its consistency. It is also positive that the feedback from these survey and drop-in activities closely reflect the inputs from the more deeply informed CRG group.

There were some divergent views between the CRG and broader community, that will be taken into consideration.

In addition, efforts have been made to form a deep understanding of the cultural significance of the site and this will inform a future Master Plan.

Cultural Context Strategy

There is a strong desire to see the site's history recognised, particularly Aboriginal cultural heritage as well as the sites significance as a place of education and performance.

There is also a strong theme of the natural environment - both flora and fauna, and the contribution this makes to the local sense of place.



Master Plan

Feedback suggested consistently, in all forms of engagement, that the Master Plan should aim to:

- + Retain and preserve trees, tree canopy and green spaces
- + Prioritise people in the precinct - through the movement networks and places for interaction
- + Retain buildings for community use
- + Capture the site's performing arts history

Consideration of the relationship of the precinct with the surrounding area was also advocated for, as was a careful balance of uses.

Some minor amendments to the principles developed by the CRG are suggested.

NEXT STEPS

The design team are now in the process of preparing the Master Plan, which is anticipated that a draft Master Plan design to be available by mid 2025. Further engagement at this stage will be undertaken.



CONTENTS

EXECUTIVE SUMMARY	4
1 INTRODUCTION	9
1.1 Project Background	9
1.2 Project Purpose	9
1.3 Engagement Purpose	11
2 ENGAGEMENT OUTCOMES	13
2.1 Whadjuk Noongar Inputs	13
2.2 Focus Group Sessions	14
2.3 Community Reference Group	15
2.4 Broader Community Input	20
3 RECOMMENDATIONS AND NEXT STEPS	25
3.1 Recommendations	25
3.2 Next Steps	26
4 EVALUATION	28







1 INTRODUCTION

Image: DevelopmentWA

ECU Mount Lawley Redevelopment Project Overarching Engagement Outcomes Report - January 2025

[Jump to the Contents page >](#)

1 INTRODUCTION

DevelopmentWA has embarked on a unique project to redevelop the Edith Cowan University (ECU) Campus in Mount Lawley, opening up an exciting opportunity to establish a new, vibrant community in the heart of Mount Lawley.

1.1 Project Background

The ECU Mount Lawley campus will be relocating to the Perth CBD as part of the Perth City Deal, announced in 2020.

The 18.6ha site (Figure 1) currently comprises the Western Australian Academy of Performing Arts (WAAPA), university buildings, student accommodation and large areas of open air car parking.

The relocation of university presents an opportunity to redevelop the site for diverse residential living options, incorporating commercial and community amenities.

The university will vacate the site in 2026-2027. It is anticipated that works on site will commence in 2027.

1.2 Project Purpose

DevelopmentWA is the WA Government's central land and development agency.

They are responsible for delivering major residential, commercial, industrial and revitalisation projects across Western Australia.

DevelopmentWA is responsible for overseeing the redevelopment of the ECU Mount Lawley Campus. To ensure the site is planned in an orderly, sustainable manner, DevelopmentWA are undertaking extensive technical investigations to prepare the site for redevelopment. This includes the preparation of relevant planning documents to guide the site's development (Figure 2).



Figure 1 Master Plan area

A Master Plan will set the vision and aspirations for the site and outline the indicative layout for land use activity including where residential, commercial, open space, community uses and movement networks may be located.

Amendments to the Metropolitan Region Scheme and Local Planning Scheme and preparation of a new Precinct Structure Plan, will provide the statutory framework (rules and development guidelines) to enable redevelopment.

Each stage of planning (whether it is an amendment to an existing document or preparation of a new one), provides the opportunity for community and stakeholder consultation.

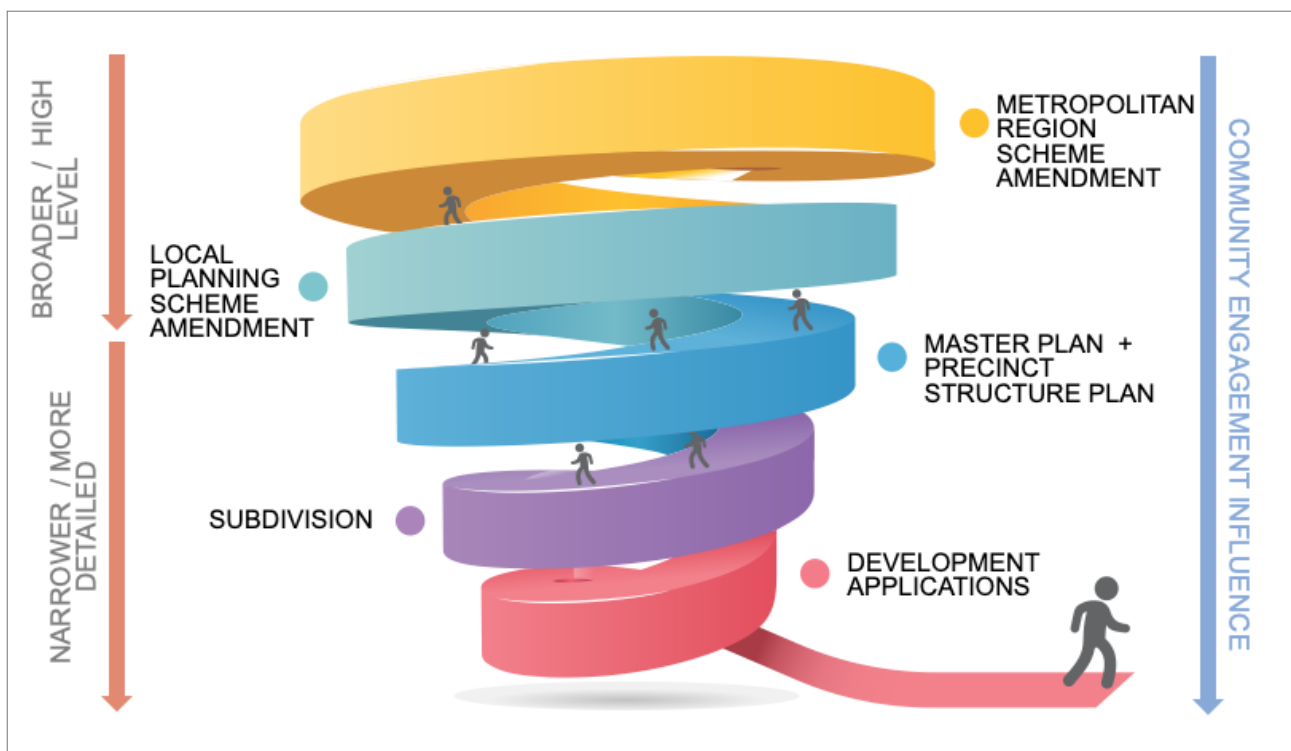


Figure 2 Planning stages for redevelopment (image source: Urbis, 2024)

1.3 Engagement Purpose

This first phase of consultation was focused around the preparation of the Master Plan. To ensure the contribution of the community and stakeholders is meaningful and has the greatest opportunity to influence the Master Plan, engagement is undertaken early in the project.

The Master Plan is prepared taking into consideration a series of technical investigations to understand the site conditions, the local context and how it can be used in the future, and consultation with the community and key stakeholder.

There have been four key opportunities for consultation during this early stage of master planning, shown in Figure 3.

Early community consultation included a values survey to understand what is important about Mount Lawley and their sentiment on the proposed redevelopment.

Consultation with the community progressed beyond the values survey (one way inputs), to the establishment of a Community Reference Group (CRG) who were tasked with developing design principles that would inform the Master Plan based on detailed discussion and knowledge sharing (two way engagement). These were then tested with the broader community via a second survey.

A Cultural Context Strategy is being prepared to capture the site's history and culture in order to embed that into the future planning and development of the site. Engagement with key stakeholders through focus group sessions sought to confirm the ideas developed and capture stories from those stakeholders who have connection and history with the place.

This document provides an overview of the consultation undertaken and summarises the key outputs of each.

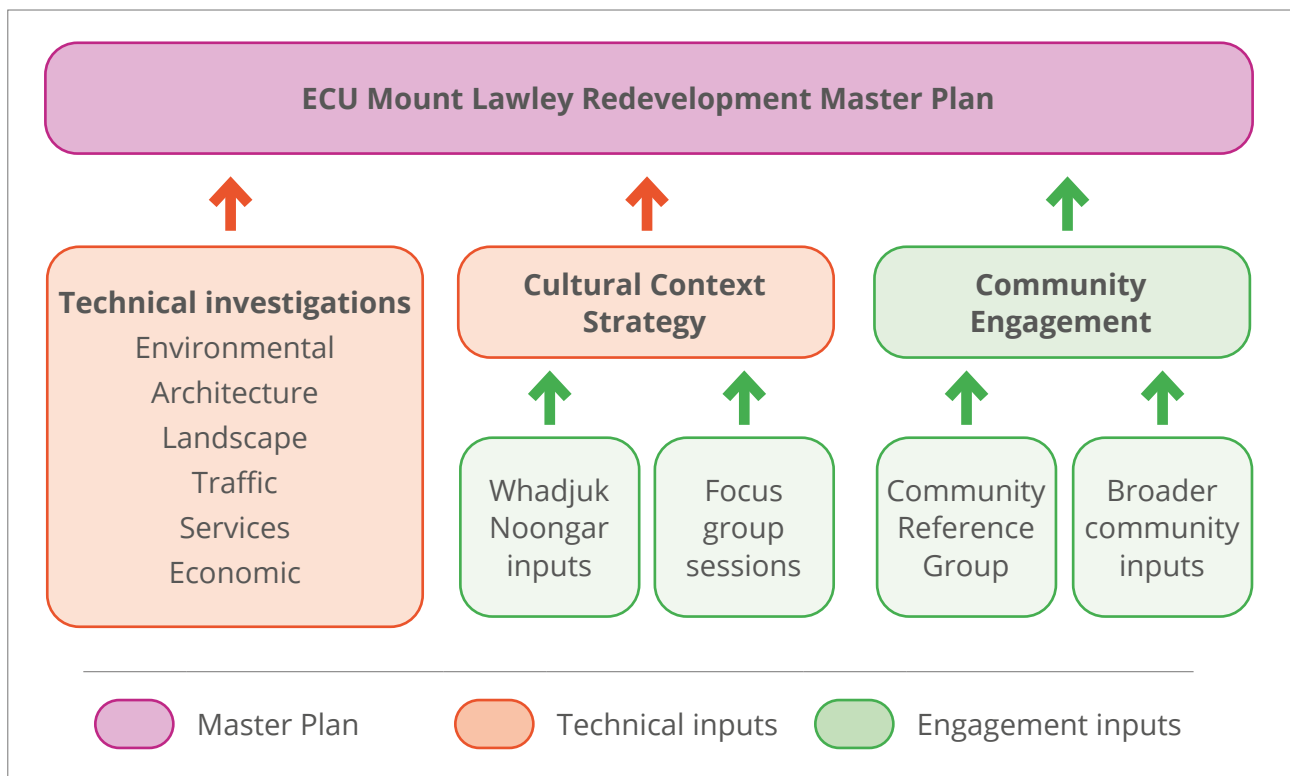


Figure 3 Master Plan inputs

BUILDINGS

- A. Promote contextual design inspired by broader Mount Lawley heritage aspects and **character design features** without copying heritage design.
- B. Design the precinct with a **mix of density**, strategically placing taller buildings and incorporating mixed-use commercial and retail spaces to **create an active precinct**.
- C. Promote sustainability through **energy efficiency practices, water conservation, repurposing** and the use of long-lasting materials, while ensuring **housing blends** with the streetscape to minimise visual impact.

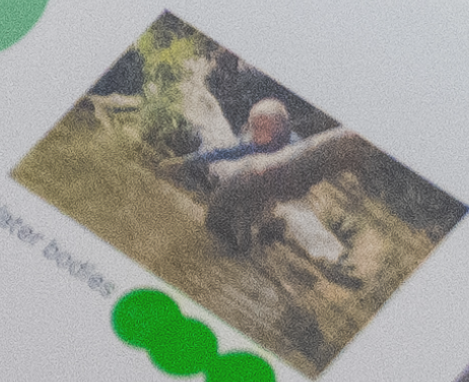


Designed for the future

Shaping our State's future

SITE HISTORY

- A. Incorporate the site's heritage and history through **natural, built, and creative elements** such as art installations, landscaping, performance spaces, street naming, **creative storytelling** and other spaces.



Water bodies



Quirky artistic like Acidc Lane

2 ENGAGEMENT OUTCOMES

2 ENGAGEMENT OUTCOMES

Early consultation for the Master Plan focussed around two key areas
- confirmation of ideas and sharing of stories to inform the Cultural Context Strategy and development of design principles to inform the Master Plan.

2.1 Whadjuk Noongar Inputs

With any form of future planning processes, it is important to remember what the place was before and how it was used. The Whadjuk Noongar People are the Traditional Owners of the land in Metropolitan Perth and more specifically, Mount Lawley, and have deep connection to land, waterways and sky.

Understanding these connections and recognising how the land was used, helps to establish a greater appreciation for the area and provides the opportunity to embed that into any future planning and development.

Ethnographic consultation was undertaken by Ethnoscience with Whadjuk representatives in 2023 with a view to understanding the campus site from a Noongar point of view and with the hope of integrating Noongar cultural perspectives and concepts into the redevelopment design.

During focus group meetings, the team has also been fortunate to engage with local knowledge holders, adding further understanding.

2.2 Focus Group Sessions

Five focus group sessions were held to seek feedback on the draft Cultural Context Strategy with the following stakeholders:

- + Edith Cowan University
- + Western Australian Academy of Performing Arts (WAAPA)
- + Mount Lawley Senior High School (MLSHS)
- + Mount Lawley Teachers College
- + Mount Lawley Society

In addition multiple attempts were made to establish discussions with the Whadjuk Aboriginal Corporation.

The Cultural Context Strategy includes a vision for the cultural context and six place narratives that have been developed following extensive desktop research to capture the key themes of the site's culture and history.

The purpose of the sessions was to seek feedback on the vision, understand if place narratives were considered accurate and if any themes were missing.

The draft place narratives are as follows:

1. Place Narrative 1 - Goorgolup
2. Place Narrative 2 - Cultural Reconnection
3. Place Narrative 3 - Transforming and Rebirth
4. Place Narrative 4 - Land Regeneration and Sustainability
5. Place Narrative 5 - Modernity and Innovation
6. Place Narrative 6 - Cultural Expression and Artistic Legacy



Figure 4 Example of a Gilbert's Honeyeater (image source: Urbis, 2024)

Mount Lawley is traditionally known as 'Jinjeejerdup' - 'place of the White-naped honeyeater' (source: Urbis, 2024)

A key part of the sessions was also to hear stories from each group to gain a better understanding of the site's history and people's connection to the place.

Consistent themes that came through the focus group sessions were the desire to recognise the site's history, particularly the Aboriginal cultural heritage and the site's significance as a place of education and performance.

There was also a strong theme of the natural environment - both flora and fauna, and the contribution this makes to sense of place.

There was no objection to the six place narratives developed by the project team. Most of the discussion that was undertaken around these were supplementary information that further supported the theme or elements of that theme.

However a further narrative theme that could be included within existing narratives or within a separate narrative in the Cultural Context Study was related to the connectedness of the site - to, through and beyond.

The existing draft place narratives do not necessarily speak to the relationship between the site and its neighbours, or the site and its regular ebb and flow of new visitors.

Some recognition of the place as a pathway (physically *and* metaphorically) is recommended to be included in the place narratives. All groups made reference to this in some form.

The preliminary Cultural Context Strategy also identifies cultural conservation opportunities, which are mechanisms that can be used to capture the culture and history of a place, including:

- + Adaptive reuse of existing buildings
- + Tree retention and landscape integration
- + Interpretive play
- + Public art
- + Road and place naming
- + Didactic (information) signage
- + A place to perform

There were no objection to the cultural conservation opportunities.

The Focus Group sessions were extremely positive and provided the project team reassurance that the direction of the Cultural Context Strategy is appropriate.

It is acknowledged that the discussions only capture a small number of voices and there are opportunities to undertake further engagement with stakeholders in order to capture stories about the site.

2.3 Community Reference Group

A key method of engagement for the project was the establishment of a Community Reference Group (CRG), consisting of a representative sample of the local community.

Expressions of interest for the CRG were sought between 14 and 27 October 2024. Flyers were distributed to all residential and business letterboxes within a 1.5 kilometre radius of the ECU Mount Lawley campus, with addition, awareness was raised using geotargeted Meta ads, emails to the registered data base and direct letters to selected stakeholders.

Interested participants were required to self-nominate via a survey. Demographic details such as age, gender and relationship to the site was required, with the aim of selecting a representative sample of the broader community. 154 nominations were received.

The intended composition of the CRG was:

- + 66% residents (20 people)
- + 8% business (2 people)
- + 8% sporting clubs (2 people)
- + 8% community groups (2 people)
- + 4% environmental organisations (1 person)
- + 2% ECU/WAAPA representative (1 person)
- + 2% Mount Lawley Senior High School staff representative (1 person)
- + 2% Mount Lawley Senior High School student representative (1 person)

CRG members were selected via an anonymous, random selection process in order to achieve a representative sample of the local community and overseen by a Probity Auditor. The above demographic targets were successfully met.

Role of the CRG

The role of the CRG was to:

- + Represent the broader community
- + Support the development of design principles that will be used to inform the Master Plan
- + Provide pathway for DevelopmentWA to work with the community
- + Be a voice for the community driving the vision and influencing changes for the future.

Specifically, the CRG were provided the following challenge as the basis of developing design principles.

‘Edith Cowan University is relocating, and the site will be vacated. This is a once in a generation opportunity, in inner suburban Perth, to maximise opportunities for more people to live, enjoy and work near existing and new community services, retail and commercial choices. These people will join our community and deserve to have a great experience of this beautiful place to live.

What future neighbourhood will we design for these new residents and friends?’

And how will we ensure that the redevelopment equally benefits those of us who already live here?’

The CRG met on two occasions, 16 and 30 November 2024, to develop an understanding of the site context, hear from the project consultant team and develop design principles through a series of exercises.

Workshop 1

In the first workshop, the project team presented detailed information about the project, including DevelopmentWA’s role in the project and analysis of the site and its potential already undertaken by the consultant team. This included insights into the site’s heritage, culture, landscape, architecture, movement and planning context. The group also undertook a guided site tour to gain a greater appreciation of the site and relationship to surrounding area.

There was ample opportunity for the CRG to ask questions of the project team to better develop their understanding of the process, as well as share their local knowledge with the team through stories and personal insights.

Having established an initial understanding of the project and the opportunities that exist to create a new, vibrant community, the CRG were asked to ‘image the future neighbourhood’.

Using the six design elements (based on the six design elements set out in State Planning Policy 7.2 - Precinct Design), the CRG were asked to write down the key words, ideas, concepts and goals they believe should be captured for that element.

The purpose of the key words was for the group to think about how they would describe the new neighbourhood, and to help them begin to form key ‘statement’ that might guide their principle development.

Whilst each group was assigned a different design element, it was evident from the key words there is considerable crossover between the elements.



Figure 5 Discussion during site walk (image DevelopmentWA)

In particular, the following themes emerged across design elements from this exercise:

- + Shady
- + Green
- + Connected
- + Accessible
- + Sustainable
- + Safe/walkable
- + Activated.

Groups were also provided with a set of example images for inspiration and had the opportunity to like or dislike images. Whilst not a formal exercise, the images that were preferred typically included elements of greenery or trees.



Figure 6 CRG participants reviewing the mood boards (Image: DevelopmentWA)

Workshop 2

The primary focus of workshop two was to develop design principles that could be used to inform the development of the Master Plan.

In order to hone in the vision, ideas and opportunities that should be captured, the CRG developed mood boards with images and written values that best reflect what they believe should be the ultimate outcome for their assigned design element.

Across the six mood boards, certain preferences and priorities are observable. In particular, shade and the integration of greenery and vegetation in public spaces and buildings.

Other aspects that were repeated across design elements were pedestrian and bicycle paths, play spaces, outdoor entertainment, retail and commercial spaces, building diversity, medium density and maintaining natural elements.

The mood boards provided the foundations for preparing written design principles. A design principle is the goal which will help achieve the vision and are continuously referred back to ensure that decision making remains true to the original values.



Figure 7 CRG participants voting on principles

Three or more design principles were prepared for each design element. These were shared with the CRG and then voted on using an online polling tool. Votes were cast on a five-point scale from 'strongly support' to 'strongly oppose'. In order for any design principle to be accepted, it required 75% or more support/strong support.

Where a principle did not achieve the required 75% support, a discussion was undertaken to seek clarification around the meaning. The principle was re-worked to refine the wording and another vote was undertaken.

22 principles were originally prepared by the group. Three required re-working and were voted on again, with a total of 21 principles being agreed to.

Following Workshop Two, the principles were reviewed by the project team. Some minor amendments were made to remove specificity (such as references to road names) without changing the intent of the principle. The final principles are outlined in the following pages.

Site History

- A. Incorporate the site's heritage and history through natural, built, and creative elements such as art installations, landscaping, performance spaces, street naming, creative storytelling and gathering spaces.
- B. Implement and retain tree-lined pathways (mature trees) to guide people to gathering spaces.
- C. Conserve and encourage inner urban biodiversity through the retention and planting of trees and the presence and movement of water on-site.

Site Layout

- A. Preserve what is usable and hard to replace: green canopy, trees and gardens to create 'green' linkability and walkable environment.
- B. Design a village atmosphere with diverse housing types, open spaces, community facilities and shaded walkability.
- C. Prioritise humans over vehicles in road, footpath, and cycleway design, with local and visitor traffic usage only and invisible parking.
- D. Ensure safe access to the site from existing major roads for people and vehicles.

Public Spaces

- A. Maximise tree canopy by retaining existing trees and providing additional mixed vegetation (trees, midstorey, understorey) that supports biodiversity.
- B. Create public spaces that support diverse activity types, encompassing passive, active and programmed uses, ensuring they are well-loved destinations.
- C. Design public spaces that feel comfortable and safe, are universally accessible and include quality public realm infrastructure.

Movement

- A. Maximise shaded pedestrian and cycling access to key points of interest throughout the site, providing efficient connectivity within the site and to points of interest on its perimeter.
- B. Locate high-density buildings in locations that facilitate vehicular accessibility while limiting through traffic and internal site parking.
- C. Ensure internal site parking is not visually or physically intrusive on public spaces.
- D. Provide a site that is accessible for all mobility needs with wide paths for wheelchair users, frequent rest opportunities, and direct paths to limit distance.

Activities

- A. Provide a small, mixed-use commercial precinct to serve the immediate and surrounding community.
- B. Create places and spaces for community use with connections to the creative legacy and uses of this site.
- C. Provide play and recreational spaces for all ages in proportion to the projected maximum population of the precinct and immediate surrounds.
- D. Offer a diversity of housing that caters to the needs of all generations.

Buildings

- A. Promote contextual design inspired by broader Mount Lawley heritage aspects and character design features without copying heritage design.
- B. Design the precinct with a mix of density, strategically placing taller buildings and incorporating mixed-use commercial and retail spaces to create an active precinct.

- C. Promote sustainability through energy efficiency practices, water conservation, repurposing and the use of long-lasting materials, while ensuring housing blends with the streetscape to minimise visual impact.

Vision

The CRG had the opportunity to draft a vision for the future. Whilst all slightly different, there were strong similarities in the visions, in particular highlighting the desire to create a community that is:

- + Connected (both through movement and socially)
- + Green
- + Sustainable
- + Celebrating the creative and cultural history of the area.

Throughout both workshops, there was a strong sense of creating a community with lots of greenery, that prioritises pedestrian movement, and links to the cultural and creative history of the site.

2.4 Broader Community Input

Inputs from the broader community were captured through the values survey and feedback on the design principles.

2.4.1 Values Survey

A values survey was made available in April-May 2024 to determine the community's values about the local area and understand their aspirations and perception of the future redevelopment of the ECU Mount Lawley campus.

Surveys were shared with resident's and businesses with a 1.5km radius of the existing ECU Mount Lawley campus. A total of 312 response were received. A full summary of the results are available on DevelopmentWA's project website.

The key findings include:

- + Best things about the area: environment, amenities, community and proximity
- + #1 priority is creating public spaces (e.g. parks, green spaces, recreation areas)
- + Desire to see tree canopy/ vegetation/ native bush retained from existing campus
- + Positive response to creating useable public spaces, creating opportunity for arts and culture, pathways for pedestrians
- + Positive response to town houses, low-rise apartments and standalone houses
- + Things that are missing: hospitality, shops/ markets, sport centres, theatres/arts centres
- + Desire to include hospitality outlets and green space

2.4.2 Design Principle Feedback

In order to seek feedback on the CRG's design principles, consultation was undertaken with the broader community.

The community were invited to provide feedback through three channels:

- + In-person at community drop-in sessions held on 9 and 10 December 2024
- + Online via a survey, between 9 and 23 December 2024
- + Online via email

Drop-in sessions were held at the Inglewood Night Markets and at the ECU Campus. The sessions were attended by 45 people and 65-70 people respectively. 64 responses were received for the online survey and six emails received via the project email.

The community were asked to provide feedback on the CRG design principles, with the focus being:

- + What do you like about the draft Design Principles?
- + What do you dislike about the draft Design Principles?
- + What do you think is missing from the draft Design Principles?

The feedback gathered at the drop-in sessions was more quantifiable, measured using green (like) and red (dislike) sticky dots with some supplementary feedback provided in written form. The feedback gathered through the survey was of a qualitative nature, with feedback being shared through written comment.

Drop-in sessions

Each drop-in session included posters/ boards of the design principles that were developed by the CRG, along with some example imagery. The community had the opportunity to ask the project team questions about the project and the draft design principles.

Questions sought more detail about the project including retention of infrastructure on site, the level and type of development proposed, impacts on community and the role of state and local government in the project.

Post-it notes were also available to provide written feedback, as well as a feedback form. There was general support for:

- + Retention of trees, connection and emphasis on green spaces.
- + The community uses and retention of the library.
- + Play and activities spaces for all ages.
- + Dining and cafe opportunities.

Some comments noted that there was not enough information to make a decision, however it was emphasised during the sessions that the project is in the early stages and this engagement is the opportunity to influence the project from the start and the design principles would be used to inform the Master Plan development.

There were concerns raised in relation to high rise development and a feared over-commercialisation of the area. There were also comments noting the importance of preserving the arts.

Other commentary describing what was missing included:

- + Retention of buildings for community use, particularly for arts and culture.
- + Reuse of buildings.
- + Retention of the sports centre (outside Master Plan boundary).
- + New uses in the area including cafe, childcare, shopping, supermarket and wine bars.
- + Improved public transport links and integration into the site.
- + Consideration of impacts on already full primary schools and pre-school in the area.
- + Suggestion to be dog friendly.
- + Information about parking.

In general the principles were supported by the community, as indicated by the higher number of support 'votes', with the exception of Movement Principle B and Activities Principle D.

The concerns expressed with Movement Principle B related to the words "high density". High density was a general concern by some attendees of the drop-in sessions.

As the intent of the principle is simply to locate more development near the major arterial roads, the use of the term 'high density' is unnecessary in the principle, and would not change the intent of the principle.

There were no written comments or commentary shared by the community that provided insight into the opposition associated with Activities Principle D, although consistent feedback suggested aged care supply is already adequate in the area, which is likely the reason for opposition to this principle (this was implied through discussion with attendees).

It is worth noting that some 110-115 persons participated in this task, with relatively low levels of opposition across the principles.



Figure 8 ECU Campus drop in (Image: DevelopmentWA)

Survey

The survey provided more detailed feedback on the design principles, with the general sentiment being positive. A large percentage of the feedback was requesting more information associated with the development.

Of the elements that were supported in the design principles, reoccurring themes and feedback included:

- + Strong preference for tree, tree canopy and green space retention
- + Prioritisation of people
- + Recognition of creative and performing arts history and having spaces for those uses
- + The diversity of spaces and uses

Of the elements that were not supported in the principles, reoccurring themes and feedback included:

- + Consideration of impacts on already full primary schools and pre-school in the area
- + The principles being too generic
- + Concerns around high density

Of the elements that were considered to be missing, reoccurring themes and feedback included:

- + Consideration of the relationship to the surrounding local area
- + Reuse of buildings
- + Which buildings will be used by MLSHS use
- + How traffic and transport will be managed
- + Provision of greater detail relating to mix of uses propose, housing types, commercial uses, open space uses

There were several comments noting that the principles were vague. The intention of the design principles was not to be prescriptive, rather the idea was that they would capture the values and aspirations for the site more generally that could be applied as an overarching principle or objective.

The feedback from they survey highlighted the community's desire for more information and details surrounding the proposed redevelopment to better understand what is being proposed.

Other written feedback

Other written feedback received by DevelopmentWA, raised the following key matters:

- + Retention of WAAPA facilities for the community to use
- + Connection of Ron Stone park to the oval at MLSHS
- + Retention of some of buildings and classrooms to engage the community with heritage arts and crafts.
- + Prioritise the inclusion of affordable childcare facilities.
- + Consideration of a small supermarket at the corner of Bradford Street and Alexander, Drive.



3 RECOMMENDATIONS AND NEXT STEPS

3 RECOMMENDATIONS AND NEXT STEPS

3.1 Recommendations

The contributions made by the community and stakeholders on the project to date have been extremely insightful and provide the project team with a greater appreciation for the community's future aspirations for the redevelopment.

They also clarify preferred principles of development for the redevelopment, and highlight some areas that may be challenging within the context of the redevelopment.

The similarities between the feedback from the values survey, the design principles survey and drop-in sessions is notable for its consistency. It is also positive that the feedback from these survey and drop-in activities closely reflect the inputs from the more deeply informed CRG group.

Although not all principles achieved consensus, a review of written comments suggested the overall sentiment was very similar to the CRG inputs.

The exceptions between the CRG feedback and broader engagement are thus considered minor, and may well be resolved by more detailed design and the public communication of the Master Plan when it is complete.

In addition, the feedback from on-site user groups via the focus groups and the Aboriginal community are complementary to the broader community feedback.

Cultural Context Strategy

The focus group sessions provided the team with the opportunity to share their research about the cultural history of the site and the place narratives that had been developed that would enable that history to be captured and fed into future planning.

There is a strong desire to see the site's history recognised, particularly Aboriginal cultural heritage and as a place of education and performance.

The feedback highlighted that there were no objections to the vision, place narratives or cultural conservation opportunities.

There was also a strong theme of the natural environment - both flora and fauna, and the contribution this makes to the sense of place.

It is recommended, that these elements are captured in the Cultural Context Strategy.

It is recommended that stakeholders with an interest and/or a relationship with the site's history, continue to be invited to engage with the project.

Master Plan

The design principles prepared by the CRG and further considered by the broader community, will be used to inform the development of the Master Plan. They set the community's expectations about the site and what it should consider.

Whilst the principles will not be the final Master Plan objectives, the fundamental ideas, concepts and values should be weaved through the design.

Consistently in all forms of engagement was the desire to:

- + Retain and preserve trees, tree canopy and green spaces
- + Prioritise people in the precinct - through the movement networks and places for interaction
- + Retain buildings for community use
- + Capture the site's performing arts history

Participants likewise shared an appreciation, and provided the project team direction to:

- + Consider the relationship of the precinct with the surrounding area - including the movement network, open space areas, commercial areas, existing local residents, impact on schools and nearby heritage areas
- + Consider the appropriate mix of uses (residential, commercial and community)

There is an opportunity to supplement the CRG principles based on community feedback without losing the intent of any of the developed principles, through amendments to existing principles to provide clarification; as follows:

Site History and Site Layout

- + Provide more clarity of the intent to ensure the redevelopment responds to the surrounding area.

Movement

- + Refine this principle B to clarify the intended location of density (remove the word 'high')
- + Include reference to public transport.

Other

It is worth noting that the community will continue to advocate for retention of buildings for community use, particularly for arts and culture, and the potential re-use of buildings.

Some of the buildings referred to are within the WAAPA facility, the final use of which is not yet known.

3.2 Next Steps

The design team are now in the process of preparing the Master Plan, including a layout of land uses and movement networks. It is anticipated that a draft Master Plan design will be prepared by mid 2025.

The Master Plan design should look to capture the design principles prepared by the CRG as well as taking into consideration the feedback from the broader community.

The public consultation raised several questions regarding the redevelopment which can not be captured in the design principles. It is recommended that the project website FAQs be updated to respond to the commonly raised queries where possible.

The Master Plan will undergo further public consultation once prepared, anticipated in mid 2025.



4 EVALUATION

4 EVALUATION

Engagement targets were set at the commencement of the project as a way to measure the success of the engagement, as well as provide opportunities for improvement for future activities.

Table 1 provides an overview of the targets that were set for community engagement (CRG, drop-ins, survey and emails) and actual engagement values.

The actual figures relate to the engagement between 14 October 2024 (nominations for the CRG opened) and 23 December 2024 (when the design principle feedback survey closed) The results illustrate that the community engagement on the project has surpassed what was originally expected. The feedback shared to date with the project team has generally been positive.

Table 1 Engagement Evaluation

Measurement	Target	Actual
Engagement Activities		
+ Number attending in-person engagement events ¹	30	~142
+ Number participating in surveys/forms/emails ²	300	783
Project website		
+ Total visits to websites	3,000	1,929
+ Engaged visitors (completed at least one activity) ³	500	783
+ Informed visitors (total visits by unique persons)	1,500	1,137
+ Aware visitors (total visits)	2,500	1,929
+ Stakeholder project interest registrations	600	247
Social Media		
+ Total interactions (views, reach, interactions)	500	31 (interactions), 2,205 (reach), 3,936 (views)
Project sentiment		
+ The community felt their input had positively influenced the design of the project	At least 75%	No design has been shared at this stage - not measured
+ The community feel positive towards the project and DevelopmentWA ⁴	At least 75%	86.36%

¹ Includes all two-way feedback events; drop-in sessions and CRG workshops

² Includes all one-way feedback activities: Values Survey, CRG Survey and Design Principles Survey, Registration of Interest

³ Includes all activities from website

⁴ I believe that the project team is genuine in their desire to consider the advice from panellists.



APPENDICES



APPENDIX A

Appendix A: Community Drop-in Session Display Posters



ECU MOUNT LAWLEY REDEVELOPMENT

In 2020, the State Government announced the Perth City Deal, which included relocating Edith Cowan University's (ECU) Mount Lawley campus to the Perth City. The new City Campus is expected to welcome students in 2026.

DevelopmentWA is just beginning the journey to transform this unique site, with plans to create a vibrant new community featuring residential and commercial opportunities along with a variety of community amenities.

With a rich history of creativity and intellectual influence, this site presents an exceptional opportunity to establish a community that seamlessly integrates with surrounding areas, making it an exciting destination to live, work and play.

A Community Reference Group formed for this project has developed a set of design principles to guide the vision and objectives for the Master Plan. We welcome your feedback on these principles to help shape the future of this redevelopment.



About today's information session

Our team is here today to answer your questions and listen to your feedback. We value your input, so please share thoughts on the design principles with us and complete a feedback form before you leave.

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ABOUT DEVELOPMENTWA

DevelopmentWA is the State Government's central development agency, operating across Western Australia with a diverse portfolio of industrial, commercial and residential projects.

Our collective experience is delivering sustainable communities, prosperous industry and resilient regions across Western Australia to help shape our State's future.



Images and maps for indicative purposes only.

Acknowledgement of Country

DevelopmentWA acknowledges the Traditional Custodians throughout Western Australia and their continuing connection to land, water and culture. We pay our respects to all members of Aboriginal communities and cultures throughout the State, to the communities we work with and to their Elders past and present.



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COMMUNITY SURVEY RESULTS

A survey was undertaken in April - May 2024 with the local community to understand their perceptions, values and aspirations to inform the ECU Mount Lawley redevelopment.

Flyers were distributed to 8,650 homes and businesses in a 1.5km radius of the site, inviting people to participate. The survey achieved 312 responses.

Best Things About Their Area (Total Mentions)

% respondents who mentioned a feature related to each theme

Environment	Amenities	Community	Proximity	Transport	Buildings
 84%	 68%	 65%	 60%	 45%	 43%

#1 Priority

ranked by the community is creating 'Public spaces (e.g., parks, green spaces, recreation areas)'

#2 Priority

Entertainment and arts offerings (e.g., for performances, exhibitions, festivals).

#3 Priority

Food, beverage and hospitality venues.

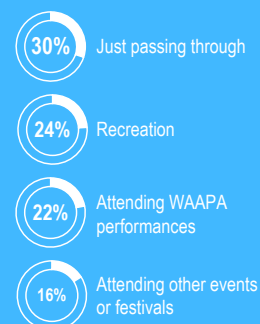
Being consulted or involved in the redevelopment process is important for

65%

of the community

Reasons for Visiting Current ECU Campus

% respondents who selected each reason



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WHAT IS A MASTER PLAN?

A Master Plan outlines the strategic vision for the future development of an area, providing a framework to guide decisions on land use, infrastructure, and community amenities.

That is why we have engaged with the local community to understand community desires and aspirations and developed a Community Reference Group to help establish guiding design principles.

A Master Plan is not a statutory document. Instead, it serves as a framework that will inform future statutory planning processes.

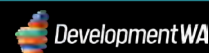
Although the Master Plan itself has not yet been drafted, we anticipate that it will:

- Cover the entire ECU Mount Lawley site.
- Act as a strategic guide for the redevelopment.
- Be supported by a Precinct Structure Plan, and other planning documents (such as design guidelines) to guide specific site development.



Images and maps for indicative purposes only.

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DESIGN PRINCIPLES

The ECU Mount Lawley Redevelopment Community Reference Group (CRG), formed in November 2024, comprises 30 members representing diverse community interests, including ECU/ WAAPA, local schools, sporting clubs, businesses, and residents.

The CRG has participated in two full-day workshops, developing guiding design principles for the redevelopment. These principles align with the six design elements of the State Planning Policy 7.2 – Precinct Design Guidelines.

These six design elements (or themes) are considered the 'building blocks' of a place.

Alongside community and stakeholder feedback, the CRG's design principles will be used to inform the future Master Plan.

SITE HISTORY

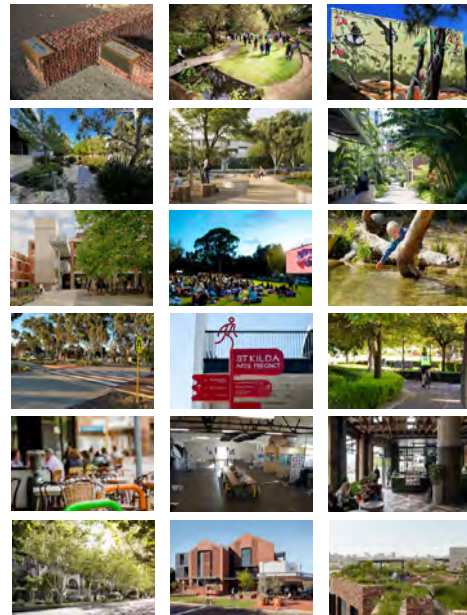
SITE LAYOUT

PUBLIC SPACES

MOVEMENT

ACTIVITIES

BUILDINGS



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SITE HISTORY

- A. Incorporate the site's **heritage** and **history** through **natural, built, and creative elements** such as art installations, landscaping, performance spaces, street naming, **creative storytelling** and gathering spaces.

- B. Implement and retain **tree-lined pathways** (mature trees) to **guide** people to **gathering spaces**.

- C. **Conserve and encourage** inner **urban biodiversity** through the **retention and planting of trees** and the **presence and movement of water on-site**.



Water bodies



Quirky, artistic like Hyde Park



Drama / performance spaces



Public Art



Interpretive signage



Green spaces, retain tree lined paths

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SITE LAYOUT

- A. Preserve what is usable and hard to replace: **green canopy, trees and gardens** to create 'green' linkability and **walkable environment**.
- B. Design a **village atmosphere** with **diverse housing** types, open spaces, **community facilities** and shaded **walkability**.
- C. **Prioritise humans over vehicles** in road, footpath, and cycleway design, with **local and visitor traffic** usage only and **invisible parking**.
- D. Ensure **safe access** to the site from existing major roads for people and vehicles.



Vehicle free zones



Different building heights



Cycle ways for children and adults



Diversity for all demographics



Minimal setbacks



Green

PUBLIC SPACES

- A. **Maximise tree canopy** by retaining existing trees and providing additional mixed vegetation (trees, midstorey, understorey) that **supports biodiversity**.
- B. Create public spaces that support **diverse activity types**, encompassing passive, active and programmed uses, ensuring they are **well-loved destinations**.
- C. Design public spaces that feel **comfortable and safe**, are **universally accessible** and include **quality public realm infrastructure**.



Flexible meeting places



Inclusive inviting



Peaceful



Support multi-generational uses



Places to sit and relax



Green and shady

MOVEMENT

- A. Maximise **shaded pedestrian and cycling** access to key points of interest throughout the site, providing **efficient connectivity** within the site and to points of interest on its perimeter.
- B. Locate high-density buildings in locations that **facilitate vehicular accessibility** while limiting through traffic and internal site parking.
- C. Ensure internal **site parking is not visually or physically** intrusive on public spaces.
- D. Provide a site that is accessible for **all mobility needs** with wide paths for wheelchair users, **frequent rest opportunities**, and **direct paths** to limit distance.



Walkability



Improve pedestrian intersections



Shared pathways



Maintain bus route frequency



Comfortable streetscapes



Safety

ACTIVITIES

- A. Provide a **small, mixed-use commercial precinct** to serve the immediate and surrounding community.
- B. **Create places** and spaces for community use with connections to the **creative legacy** and uses of this site.
- C. Provide **play and recreational spaces for all ages** in proportion to the projected maximum population of the precinct and immediate surrounds.
- D. Offer a **diversity** of housing that caters to the **needs of all generations**.



Retirement living, aged independent living



Community buildings



Café but not fast food



Community garden



Play spaces for all age groups



Playspaces



BUILDINGS

- A. Promote contextual design inspired by broader Mount Lawley heritage aspects and **character design features** without copying heritage design.
- B. Design the precinct with a **mix of density**, strategically placing taller buildings and incorporating mixed-use commercial and retail spaces to **create an active precinct**.
- C. Promote **sustainability** through **energy efficiency practices, water conservation, repurposing** and the use of long-lasting materials, while ensuring **housing blends** with the streetscape to minimise visual impact.



Connection to retail



Matches look and feel of the suburb



Not the same



Designed for the future



High Density



Low rise

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NEXT STEPS

Now - End 2024:
Community Feedback to inform a Draft Master Plan.

End 2024:
Anticipated lodgement of Scheme Amendment (Region Scheme).

Early 2025:
Draft Master Plan preparation begins.

Mid 2025:
Draft Master Plan released for public comment.

Mid 2025:
Anticipated Public Advertising of Scheme Amendment.

Mid 2025:
Finalisation of the Master Plan.

Mid 2025:
Preparation of the Precinct Structure Plan begins.

Late 2025:
Lodgement of the Precinct Structure Plan.

How can I stay informed?

Sign up for project updates



PHONE: 1800 314 426

EMAIL: mountlawleyecu@developmentwa.com.au

Visit: yoursay.developmentwa.com.au/mountlawleyecu

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