

Shire of
Serpentine
Jarrahdale

SJ 2050

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SJ 2050

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Contact Details

HAMES SHARLEY

50 Subiaco Square Rd
Subiaco WA

T +61 8 9381 0200

Ref: 43580

www.hamessharley.com.au

SHIRE OF SERPENTINE

JARRAHDALE

6 Paterson Street
Mundijong WA 6123

T +61 8 9526 1111

www.sjshire.wa.gov.au

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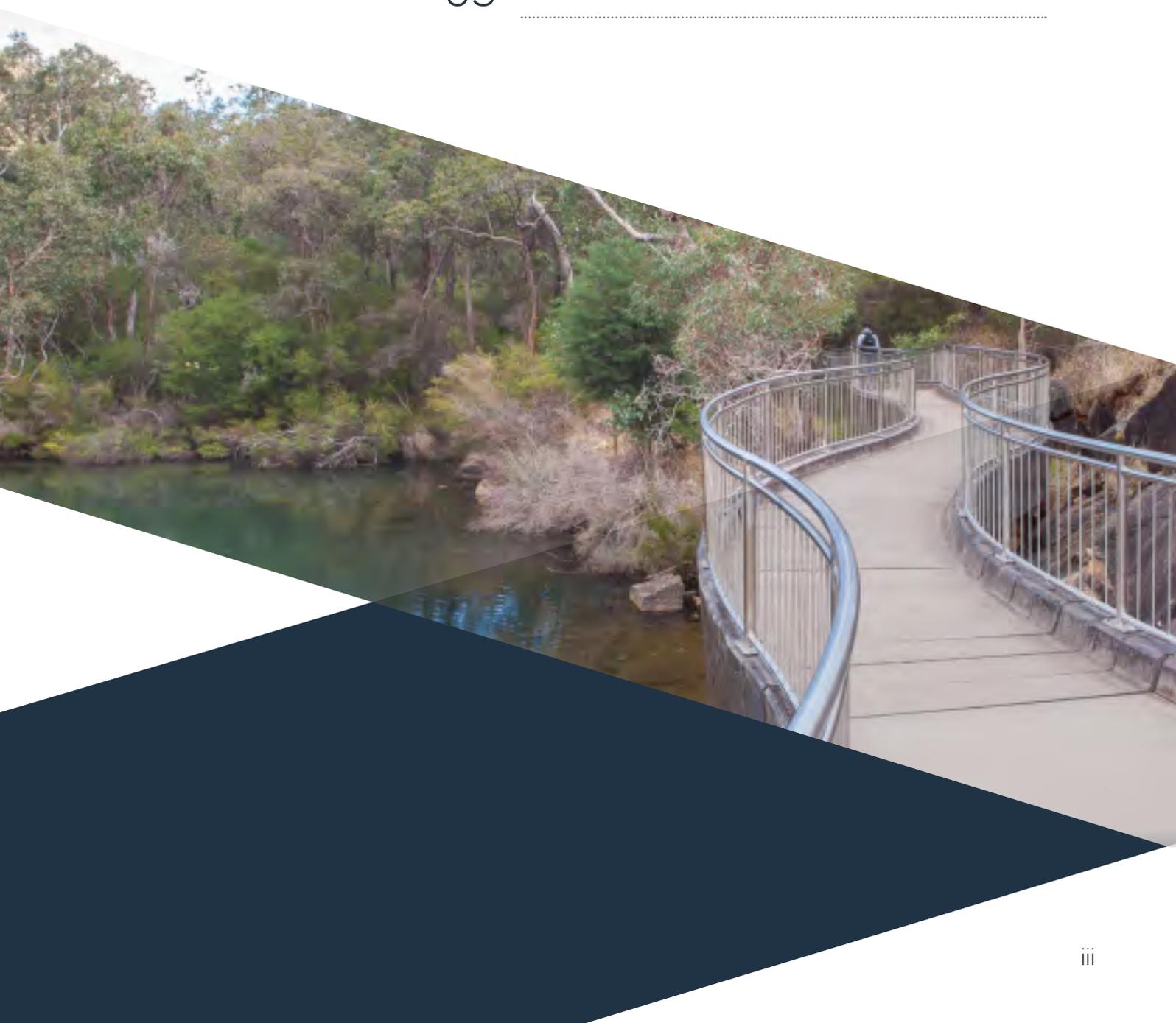
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**Hames
SHARLEY**



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SHIRE PRESIDENT'S FOREWORD

The Shire of Serpentine Jarrahdale is proud to present SJ 2050. Our community has shaped this vision through many hours of deliberation, consultation and input from the broader community. The Shire would like to thank everyone involved in developing the document and for all the individual contributions that has set this future direction.

The Serpentine Jarrahdale community and the organisation have experienced a number of challenges including possible amalgamation, significant growth (being the fastest per capita growth local government in Australia for the past three years) and increasing pressure on ageing infrastructure. SJ 2050 aims to set out a framework for the Shire and commit to accommodating the expected 100,000 people planned for in Perth and Peel @ 3.5 million.

Through the community engagement process the community identified core values that will remain central to delivering the vision:

- Maintaining a relaxed 'country lifestyle' and welcoming values.
- Retaining and integrating the natural environment.
- Maintaining a strong sense of community and 'neighbourliness'.
- Supporting local agriculture.
- Maintaining affordable and a choice of housing.
- Restoring and celebrating the local heritage and history.
- Retaining a high quality of life.
- Expanding and enhancing transportation choices connecting with both Perth and Peel.
- Planning for sustainable and economically resilient future.
- Promoting the areas unique sense of place and identity.
- Maintaining excellent educational opportunities.
- Fostering innovation through research and technology.

Nine important outcomes have been established to improve our quality of life and create a long-term, shared vision in alignment with **people, place and prosperity**.

- **Well-being:** Our shire will be noted for its healthy living, inclusive communities and integration with nature.
- **Connected Communities:** Our shire will be known for its vibrant, connected and resilient communities.
- **Education:** Our shire will offer high quality education and skills development opportunities to prepare the work force of the future.
- **Housing and Development:** Our shire will offer residents a range of housing choices and locations within good access to local facilities and amenities
- **Transport:** Our shire will invest in infrastructure that supports economic development and greater transportation choices.
- **History and Heritage:** Our shire will ensure the preservation of local arts, culture, and history, sharing stories and knowledge for generations to come.
- **Economic Development:** Our shire will strengthen its economy to encourage local business expansion, job training and greater diversity through innovation, research and development.
- **Agriculture:** Our shire will strengthen its agricultural base and value added industries, enabling increased production of local food to meet increasing demand.
- **Natural Environment:** Our shire will value, protect, and utilise our natural features and systems to provide resiliency from natural disasters and access to open space.

SJ 2050 will guide our planning under the Local Government Integrated Planning and Reporting Framework and will support the Shire's other strategic documents including the Strategic Community Plan, Corporate Business Plan, Long Term Financial Plan, Local Planning Strategy, the annual budgeting process and planning for community facilities.

Serpentine Jarrahdale is committed to the SJ 2050 future - the cover represents us stepping into this future: onwards and upwards yet respecting our heritage to achieve an inclusive, integrated, connected, equitable and innovative future based on our core values, community aspirations and visionary outcomes!

Councillor John Erren
Shire President

ACKNOWLEDGEMENTS

Many thanks to the dedicated individuals who have contributed to making SJ 2050 a reality.

Shire of Serpentine Jarrahdale Councillors

Cr John Erren (Shire President)
Cr Dave Gossage
Cr Jacqui See
Cr Sandra Hawkins
Cr Dave Atwell
Cr Michelle Rich
Cr Barry Urban
Cr Keith Ellis
Cr Sam Piipponen

Community Reference Group

Colleen Rankin
John Hardy
Amy Tan
Alan Clarkson
Grace Liew
Ludwig Easton
Margaret Cala
Adrian Liew
Jan Star
Athol Wigg
Rupert Richardson
Roger Harington
Merri Harris
David Woo
Clive Glands
Cheryl Whitsed
Jennifer Murphy
Diane Toohey
Matthew Highman
Neil Kentish
Dino Tan
Bill Denholm
Filippo Bongiovanni
Coralie Parkin
John Andrew
Karen Priest

John Palmer
Clayton Plug
Henry Dykstra

Shire of Serpentine Jarrahdale Officers

Gary Clark, **Acting CEO**
Andre Schonfeldt, **Director Planning**
Deon van der Linde, **Executive Manager Strategic Planning**
John O'Neill, **Economic Development Advisor**
Lauren Dujmovic, **Strategic Planner**
Evian Elzinga, **Strategic Community Planner**
Rob Casella, **Senior Strategic Planner**
Narelle Thompson, **Manager Communications**

Consultant Team

Shannon O'Shea, Hames Sharley
Shakira Everett, Hames Sharley
Naden Scafone, Hames Sharley
James Lunday, James Lunday Urban Design

Students and Teachers

Ben Freel, Year 11 and 12 Coordinator and Students of Serpentine Jarrahdale Grammar School

* A special thank you to all survey and postcard respondents.





SJ 2050 encompasses the Shire of Serpentine Jarrahdale’s 13 localities and townships inclusive of Byford, Cardup, Darling Downs, Hopeland, Mundijong, Serpentine, Jarrahdale, Karrakup, Mardella, Oakford, Oldbury, Whitby and Keysbrook.

Coming together as a community to plan the future shape of our shire, we have broadened our perspective to see how - as government, businesses and individuals - being part of a much wider, interconnected system, time has shown us that changing our own actions can lead to great impacts.

SJ 2050 enhances and protects the unique places we call home within the shire, it supports the people who live here and preserves the resources that will help drive the economy and allow us to prosper into the future.





WHY IS
SJ 2050
NECESSARY? 01

1

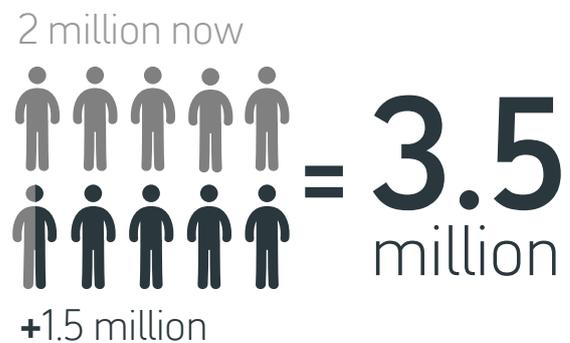
When the Shire of Serpentine Jarrahdale is compared to other regions across Western Australia, it sits within an enviable position. The high quality of life, backed by strong communities, a solid economic base and low cost of housing have increased its attraction for residents moving into the area. However, the shire today faces serious social-economic challenges, such as, projected population shifts that will test the shire's resilience. Steps are already being taken by community leaders in the public, private and non-for profit sectors to connect their communities to educational and economic opportunities. **To ensure that the shire continues to thrive, residents want it to remain a place where people of all walks of life have the opportunity to live, work, play and contribute.**

ACCOMMODATING A GROWING POPULATION - PERTH AND PEEL @ 3.5 MILLION

The *Perth and Peel @ 3.5 Million* strategic document released by the State Government in 2015 states that Perth's population will grow by 1.5 million, equating to an additional 800,000 households and 800,000 new jobs.



From this projected growth, the shire is expected to add nearly 100,000 people by 2050. The change will have a measurable impact across the entire metropolitan area, affecting not only urban areas, but also the suburban and rural communities. This will also affect the demographic composition of the region as new residents look for housing, jobs, services, entertainment and ways to be involved and give back to communities.



Perth and Peel
by 2050

2008 [BYFORD]



2012



2016



DETERMINING WHERE AND HOW WE GROW

One of the most pressing questions we must answer is how we will grow and what will that look like. The shire's growth, projected to be around an additional 100,000 people, will impact not only the urban form, but also the character and connections to the surrounding rural countryside and natural landscape.

During the past 20 or more years, the shire as a whole, has grown in an auto-centric manner – much like the rest of our metropolitan areas across the State. This pattern of growth is expensive both for infrastructure (water, sewer, roads) and local government to provide for community facilities and services such as libraries and public open space within expanding residential development areas with low tax revenue to support it. **Can we afford to absorb four times the population by building the way we currently do?**

Future growth will have a significant effect on the demographic composition of the shire as new residents look for housing, jobs, services, entertainment and a sustainable lifestyle all accessed locally. Similarly, many baby boomers are choosing to downsize into smaller houses and townhouses. These trends will result in a significant shift in the shire's development pattern.

As a shire, should we continue current trends, growing mostly outward and converting rural land to new residential developments and industrial parks? Should we encourage more of our growth inward, and invest more in existing communities? Can we do both in a way that improves the quality of life for all residents? How will we move around without compromising our quality of life?

We have a choice about where growth occurs, and how well it supports our economic competitiveness, resources, quality of life, equitable development and continued affordability. And importantly, how it will maintain the unique character and lifestyle the area has to offer.

The central question of how and where we grow is a driving force behind SJ 2050 which will require working together to grow responsibly.

1

GLOBAL DRIVERS OF CHANGE

Given the rapid global changes that are occurring, we can continue to expect the unexpected. Driverless cars may seem a long way off, however, forward thinking, innovative cities are already preparing for them. **How can these drivers of change, as a lens to view the future world, create a logical basis for upstream value added opportunities? Which global drivers will impact the shire directly, and what are the risks that need to be considered at the same time?**

Mega-trends demonstrate strong relationships to sustainability issues. These also provide a framework for thinking about the impacts of growth and future scenarios for how growth should occur. The opportunities presented by changing the way we do business are significant.

BUILDING OUR COMMUNITY AND ECONOMIC COMPETITIVENESS

The shire includes a rich variety of communities, but remains united by the regional economy, and we all have a stake in our future. Competition between metropolitan areas to attract and retain a talented workforce and new jobs will only increase in the years to come. Moreover, steady growth will place additional stress on the ability to provide infrastructure and services to maintain a high quality of life for our families.

In the past 40 years the area has been dominated by rural industry, however, in the past 3 years residential development has brought with it a landscape characterised by one-storey suburban development, with little regard to the provision of amenity, lifestyle and community.



2050

WORKING TOGETHER AS A SHIRE

The shire is currently home to over 27,000 people, an increase of 10,000 since 2011. Covering three wards within 905 square kilometres, the region is geographically diverse, with urban, suburban and rural communities. The majority of residents are located in the towns of Byford, Mundijong, Serpentine and Jarrahdale, as well as in rural residential areas of Oakford and Darling Downs. These rural residential areas feature a large share of equine properties, with significant training facilities.

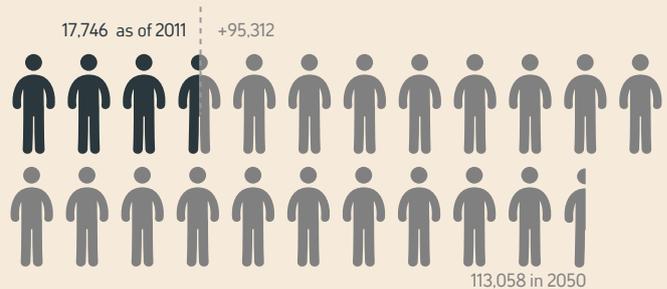
While the shire is fortunate to have a strong economic base that affords many residents a high quality of life, as the population grows, segments of the population left out of the current prosperity will increase as potential barriers, such as employment, affordable housing and appropriate services become further out of reach.

The residents of the shire highly value a strong sense of community, and want the shire to be an inclusive place where there are more opportunities for residents to be actively involved in work and community life.

The region's growing diverse population can be a major economic asset if leaders invest in ensuring all of our residents can access good jobs, contribute their talent and creativity to building a strong economy.

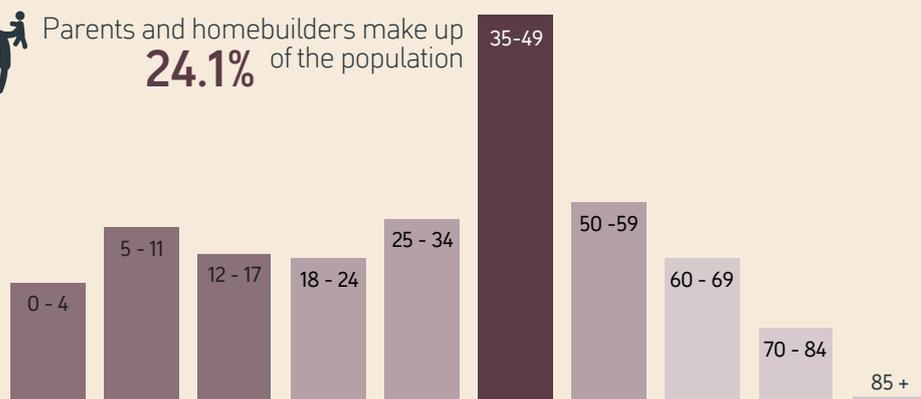
- How will we meet the needs of everyone in the community?
- How will the shire accommodate an aging population?
- How can we keep the shire a place we want to live, work and play?

2016



 Parents and homebuilders make up **24.1%** of the population

28% of the population is under 18 years of age



Source: Profile.id 2011 ABS data

1

HOUSING DIVERSITY

Current reviews into the growth projections of *Perth and Peel @3.5 Million* have highlighted the high costs of "greenfield" development, estimated at \$94,561 per lot to provide infrastructure like roads, sewerage, communications, education and health services¹. This high cost of "greenfield" development helps us understand why cities are re-urbanising rather than expanding outwards in order to become more competitive, self sufficient and sustainable.

Residential development over the past three years has dramatically increased in the shire, with a much larger share of 'conventional' fringe residential development occurring in and around Byford and Mundijong. As the largest main growth area of the shire, Byford attracts people in all age groups, especially young and established families. Other areas such as Jarrahdale and Serpentine attract families as well as some empty-nesters and young retirees.

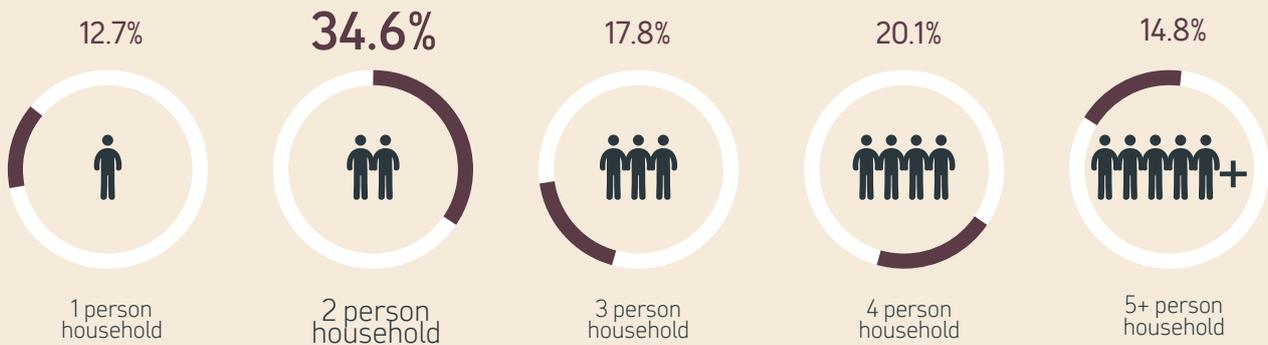
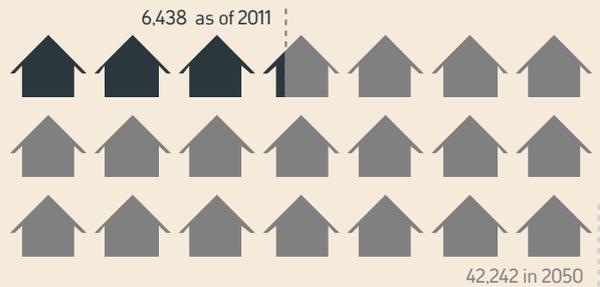
2050

Dwelling type is an important determinant of the shire's residential role and function. A greater concentration of higher density dwellings is likely to attract more young adults and smaller households, often renting². While larger, detached or separate dwellings will continue to attract families and prospective families. The opportunity therefore exists to take advantage of our location, such as building denser forms of housing around public transport nodes or employment centres.

Envisaging a future where sustainable communities can grow their own food and produce their own energy calls for more resilient solutions. The technology already exists, its just a matter of applying science into the architecture of everyday life.

- What will our towns look like in the future?
- What choice of housing should we be providing for within a growing population?
- How can we retain a local sense of community?

2016



1. Source. #DesignPerth, 2016
2. Source. Profile.id 2011 ABS data

2050

EMPLOYMENT PROSPERITY

Historically, cities came together to offer education, advanced technology and specialisations with a minority of goods exported. People came together to trade and sell locally. Industrialisation brought with it mass production and the distribution of goods globally. People, however, still lived close to their place of work. Post Industrialisation, there was a separation of work, living and recreation. People drove to the office, supermarket and golf, therefore, there was no need to live close to city centres. As we live in an increasingly global world, our social connections have been largely watered down to just family, and families are scattered across the globe.

Currently, only 21.5% of the local workforce work within the shire. Most are drawn to the surrounding major service centres such as Perth, Armadale, Rockingham, Kwinana and Canning. Within the shire, the top employment industries are construction, manufacturing and retail.

Increasingly, innovation through targeted research and development is driving productivity, enabling inputs such as capital and labour to be combined in new ways to produce higher value-added goods, services and increased efficiencies. Changing the way we do business – embracing creativity and sharing ideas will serve to increase local competitiveness.

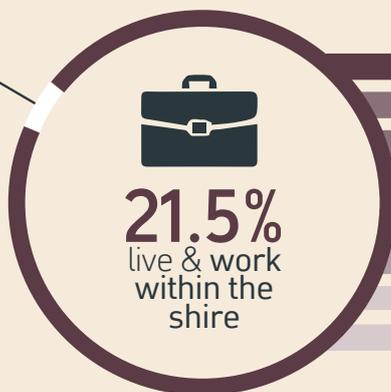
Pillars of good planning to promote innovation as part of the shire's identity include leadership, balancing a mix of land uses, specialist organisations, education, investment and economic networks, well connected neighbourhoods, or hubs linked to good internet access, and importantly, a shared vision to develop partnerships between private industry, government and educators.

- What will differentiate our shire and sustain our local economy?
- How can we provide greater opportunities for a diversity of live /work environments?
- How can we attract, retain and grow a skilled workforce?

2016



3.9% UNEMPLOYED



Source: Profile.id 2011 ABS data

*EMPLOYED PERSONS AGED 15+

1

2050

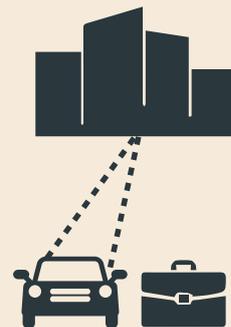
Aligned with *Transport @ 3.5 Million*, the integration of connections to the wider region, facilitating new forms of transit coordinated with Metro transit system improvements will improve the distribution of people, goods and services. This will enable greater opportunities for people to utilise public transport, walk or cycle to access employment, facilities and education, enhancing productivity and reducing commute times. There is the opportunity for leaders within the shire to address disruptive technologies and new innovations as job creating infrastructure projects, such as a drone airport distribution centre.

- What are realistic transportation options that can be delivered to accommodate 100,000 people?
- Will communities be concentrated in nodes or spread?
- How can we encourage active transport, making it safer and easier to access jobs, schools and services?

MOVEMENT AND TRANSPORT

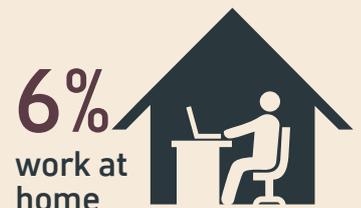
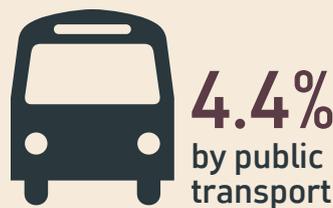
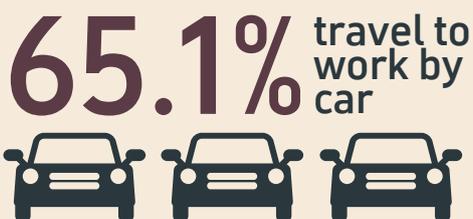
The Perth Transport Plan, *Transport @ 3.5 Million*, provides a long-term plan for transport infrastructure within Perth and Peel outlining improved connectivity to major activity centres as a key focus, encouraging transit orientated developments well-served by all modes of transport. Strategic investment in transport infrastructure is intended to enable a better choice of movement networks and connection to the wider region.

Currently, 65.3% of residents living in the shire work outside the shire with 65.1% travelling to work by car. Future investment in transport infrastructure has the opportunity to provide for greater efficiencies and value contributing to the overall quality of life for residents within the shire. This will be achieved through an expanded public transport and cycling network and the strategic improvement of major road and freight networks.



65.3%
live in the area, but work outside the shire

2016



Source, Profile.id 2011 ABS data



PLANNING FOR THE FUTURE WE WANT FOR OUR COMMUNITY

The shire is diverse with many different community networks, each with their individual identity. The SJ 2050 visioning process looks at the shire as a cohesive, interdependent whole while aiming to maintain and enhance the individuality of each place.

Planning for the future and working toward a shared vision is one way the community can protect the natural environment and quality of life, ensuring future generations are able to develop opportunities created from an approach which encapsulates people, place and local prosperity. The potential impacts of SJ 2050 extend beyond the shire and into the Perth and Peel region. **Creating a collective vision creates a platform for the shire to be competitive on a local and global scale while preserving unique characteristics, so close to Perth City and the Peel.**

If we want a resilient shire that **protects** and **enhances our core values**, what will our communities look like in 2050?

STRATEGIC FRAMEWORK

1. WESTERN GROWTH CORRIDOR

The Perth and Peel @ 3.5 Million document identifies strategic activity centres along the western growth corridor providing for additional employment and housing linked by an integrated transportation network. This corridor forms a vital link for the shire to connect with the wider network.

2. EASTERN GROWTH CORRIDOR

It will be important to define development limits along the eastern growth corridor as proposed within the Perth and Peel @3.5million - in order that the shire preserves its distinctive character and environmental qualities unique to the region.

3. DARLING SCARP

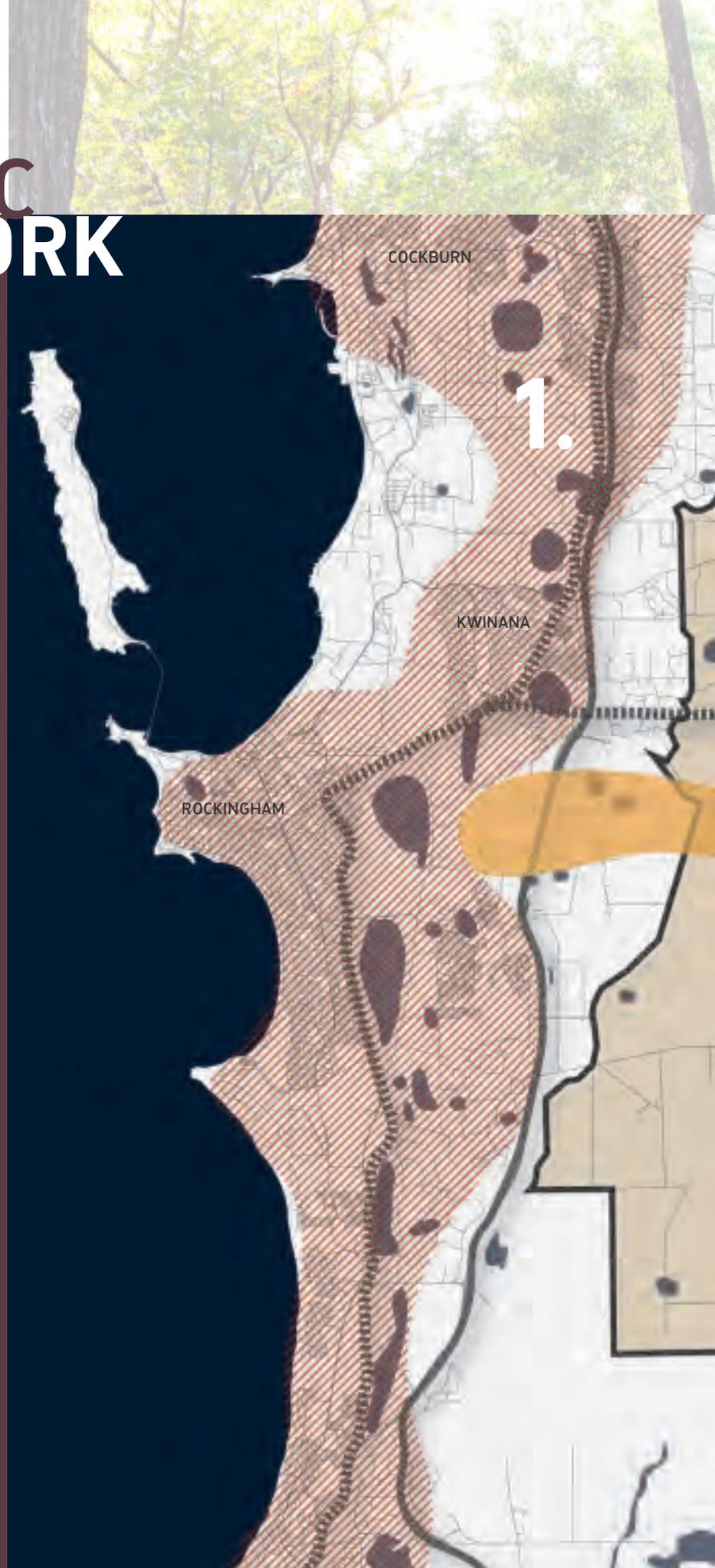
The State Forest set within the Darling Escarpment is a key asset to the shire providing the opportunity to further enhance its value as a natural resource for the wider community.

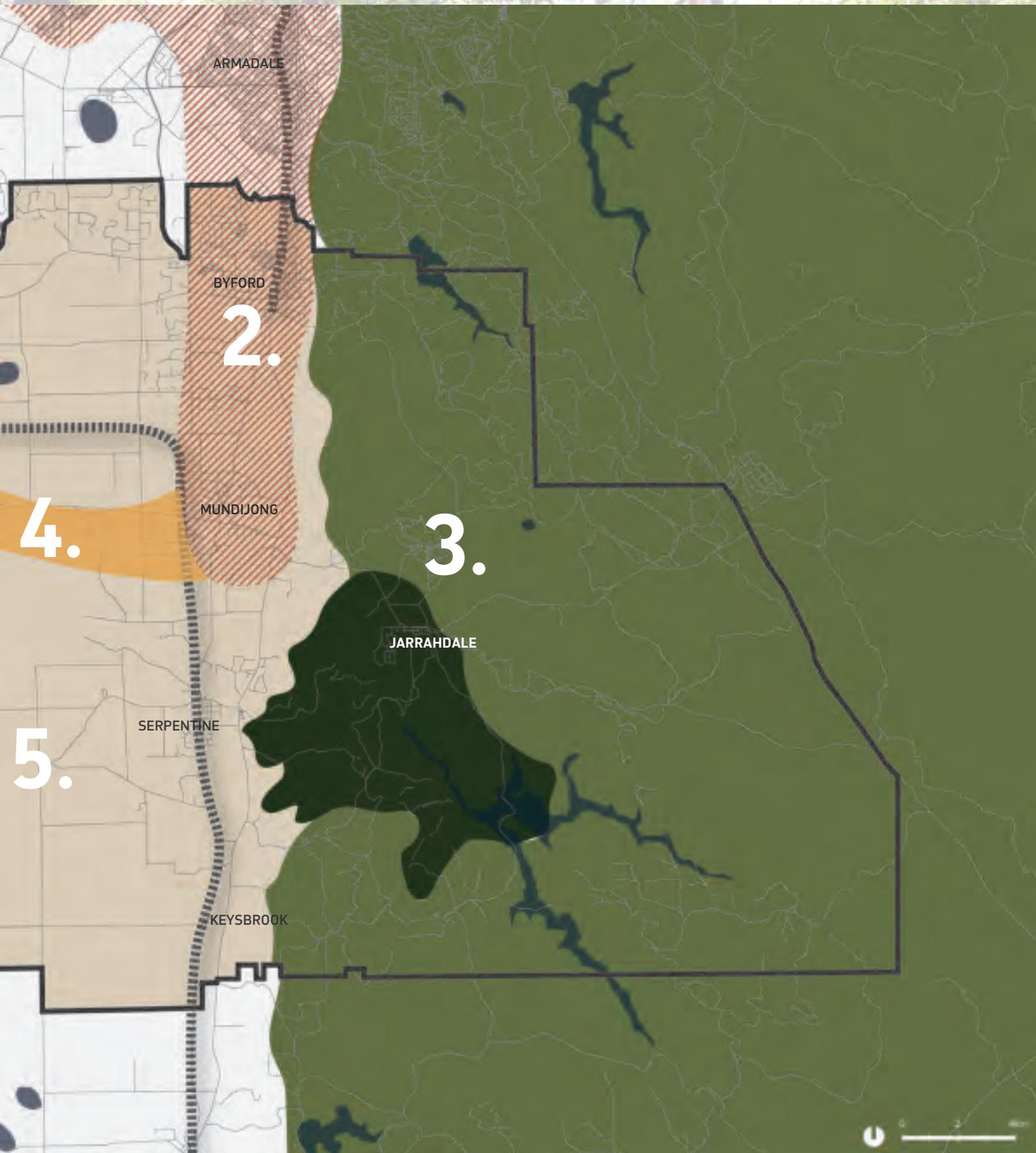
4. DEVELOPMENT LINK

The proposed upgrade of Mundijong Road and the realignment of the freight rail within this corridor provides an important east-west link for the shire, whilst also marking the last bastion for preserving the southern rural lands.

5. RURAL AGRICULTURAL

The shire benefits from its close proximity to productive and valuable farmland. Maintaining access to fresh, locally grown food and preservation of the rural farmland for future generations will continue to be an important asset to the region.









THE VISIONING
PROCESS

02

2

SJ 2050 has been created as a reflection of the values and aspirations of the shire's local community. The visioning process coordinated the input and feedback from key stakeholders, community reference groups and the wider public - ensuring opportunities for everyone at every level to contribute to this important conversation. To involve everyone, both young and old, new and established residents to be a part of setting the path for a shared future, a variety of tools and resources were used to engage people and harness the regional leadership and expertise to inform the process. Engagement rallied public support and momentum for realising a shared vision.

PUBLIC ENGAGEMENT

STEERING COMMITTEE

The Steering Committee, made up of Councillors and Senior Shire staff, has been the primary decision-making body throughout the process. It was supported in its decision-making role by focus group workshops organised around broad themes of: **people** (social capital), **place** (built capital) and **prosperity** (natural capital). Members represented a wide spectrum of a) community groups b) environment and heritage groups or associations c) business, industry and development representatives d) education committees and sporting clubs and e) primary producers.



VALUE BASELINE RESEARCH

The consultant team provided in-depth review, firstly through a process of back-casting into previous reports produced by the Shire to understand and identify core values and strategies that have shaped the region today. And secondly, by future-casting to identify key trends and challenges, such as state level growth projections, infrastructure priorities and global innovations that would all have an impact on shaping the region. The team presented this research for use during the development of scenarios and growth strategies for the Shire.

COMMUNITY REFERENCE GROUP

The Community Reference Group was formed around the broad themes of Environment, Economic Development, Agriculture and Community Development. Comprised of 30 individuals, the reference group represented a spectrum of expertise, community type, sector and positions on the value chain (e.g. producers and consumers).

Two round table workshops were held with the Reference Group. These served as forums for discussion, interpretation and networking. Ultimately, the Community Reference Group was responsible for crafting the aspirations and outcomes of the scenario testing which informed the shaping of the final vision. Their recommendations were the outcome of thorough analysis and detailed discussion about the shire's strengths, weaknesses, opportunities, and threats. It is anticipated that similar committees will continue to contribute as part of the implementation process.

Throughout the four months of consultation, the SJ 2050 team engaged and listened to nearly 1000 people.

COMMUNITY WORKSHOPS

A series of hands-on visioning workshops engaged local residents to gain a better understanding of core values and testing of growth scenarios and big ideas shaping the future of the shire. Workshops were conducted at the wider regional scale down to the neighbourhood scale and offered members of the public an opportunity to collaborate with the research team in determining how and where the shire should grow. Participants were challenged to think about global trends and mega forces impacting regional development, this allowed members of the public to act as planners, grappling with potential trade-offs and solving problems using future land use scenarios.

SCHOOL WORKSHOPS

To ensure the vision captured the perspectives of the youth living in the shire, Year 11 and 12 Students from Serpentine Jarrahdale Grammar School were invited to participate in two workshops.

Listening to the issues and opportunities of the youth and wider community recorded as part of these discussions provided a snapshot of core values, concerns and outlook unique to the region. These inputs formed an important starting point for shaping SJ 2050.

2050 VISIONING SURVEY

Following community workshops, the SJ 2050 campaign was launched online. Local residents were asked to identify their personal values and aspirations regarding the quality of life today and into the future. The survey also asked respondents to identify top concerns and possible solutions to overcome these issues. Lastly, participants were asked to rate possible 'big projects or ideas' and indicate their top priorities within the shire. This feedback was used to refine and finalise shared aspirations and outcomes of the vision.



2

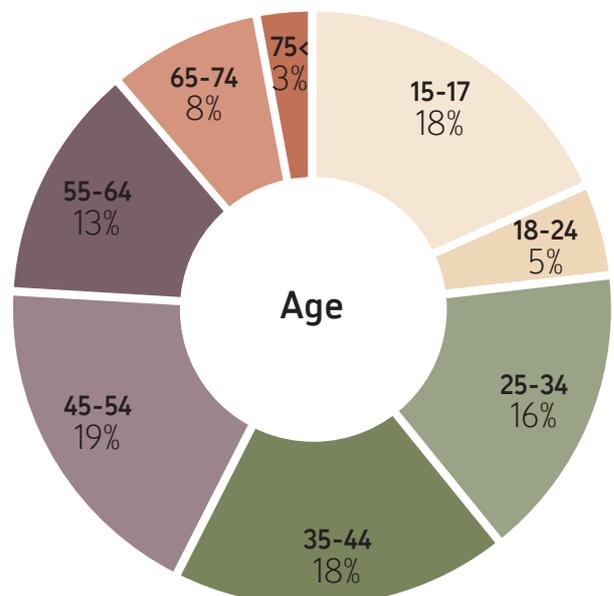
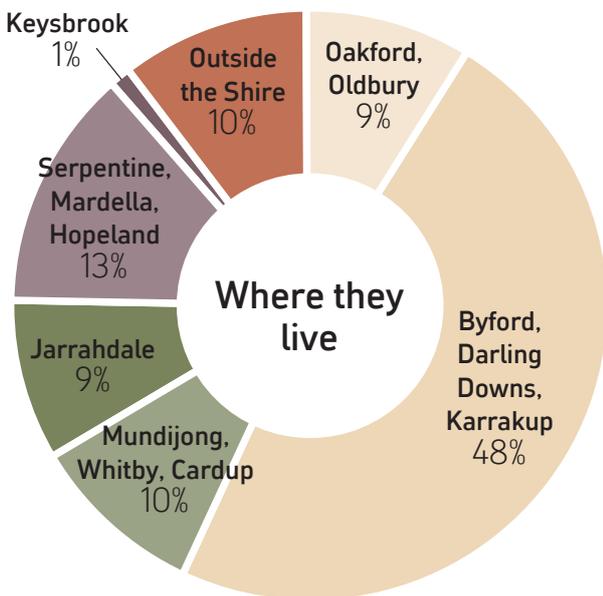
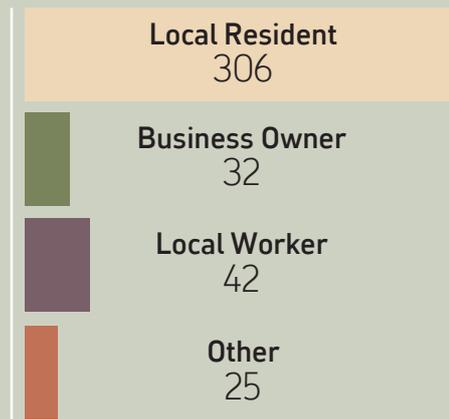
2050 VISION SURVEY RESULTS

The outcome of the online survey captured a total of 341 submissions. This was a statistically valid representative sample of the Serpentine Jarrahdale community. Of these, 306 were residents of the shire and nearly half were from the Byford area, which is the most densely populated part of the shire. Responses were found to be evenly represented across all age groups.

341 survey responses
32 postcards and emails
36 facebook comments



Respondents in the community



CORE VALUES

Gathering a snapshot of the community's core values was an important starting point in the SJ 2050 visioning process. By asking residents to identify the most valued aspects of the shire, today and into the future, insight has been gained into key elements that affect our happiness and shared direction for growing the shire.

What do we value most about the shire? What are the biggest threats to our current and future happiness? What are possible solutions? How do we feel about the future?

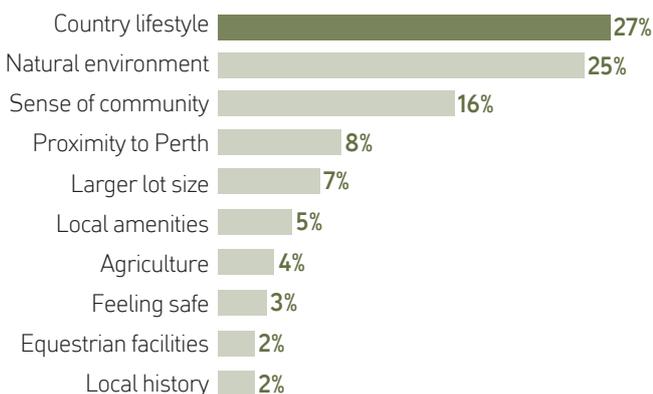
This information has provided a greater understanding of the aspects we need to safe guard within the shire, and to improve the quality of life for existing and future communities. **Together, with the results of other public and stakeholder involvement, this research helped to shape the shared outcomes of SJ 2050.**

“The country lifestyle and natural bushland.”



WHAT PEOPLE VALUE MOST

About Living in the Shire



The community most value the relaxed country lifestyle

The shire residents enjoy a lifestyle that is peaceful and quiet, they would like the tranquillity of the shire to be maintained as growth occurs. An element of this lifestyle is the neighbourly engagement that occurs, and the strong sense of community. The country lifestyle encompasses housing, the natural environment, families and community and should be strategically retained and enhanced for the community to maintain its unique way of life.

The beauty of the natural environment should be preserved, integrated and promoted.

The Darling Escarpment, State Forest and water bodies within the shire make the natural environment a unique asset. The community value the beauty of the landscape and believe it requires proper integration into residential development. Proper conservation efforts should be made as the landscape offers an opportunity to promote the shire as a 'trails hub' while providing high quality amenity and sense of place for local residents.

Strong sense of community is maintained

Residents feel there is a strong sense of community within the shire. The community is close-knit and akin to a small country community where neighbours are friendly and many tend to be family oriented. Many believe the shire encapsulates a 'family friendly lifestyle.'

2

CHALLENGES TO OUR QUALITY OF LIFE

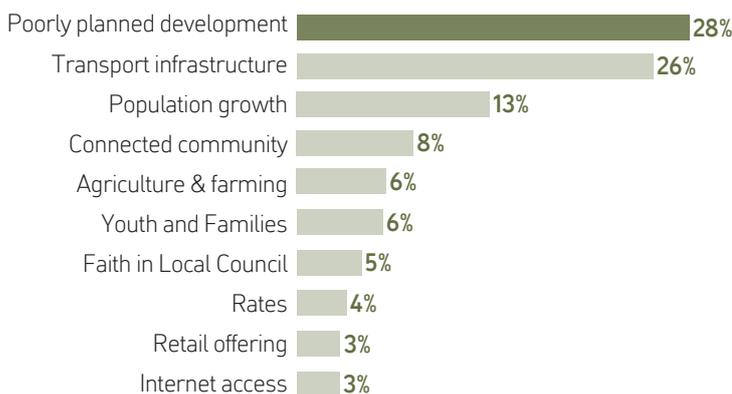
When asked about important issues that affect quality of life, poorly planned development and transport infrastructure concerns are at the top of the list.

“The sense of community’ will be lost and the ‘neighbourly’ feel of the shire will no longer be viable.”



ISSUES AND CHALLENGES

For the Next 20-40 years



Sprawling residential development

Residential development has been occurring in the shire at a substantial rate. This has resulted in little diversity in lot size and housing typology, and little consideration has been given to the natural environment. As the shire continues to grow, future development will need to be strategically planned and controlled via policy. Maintaining the uniqueness of the shire should be a key focus.

Access to public transport and increasing traffic congestion

The shire is poorly connected via public transport and an increase in traffic congestion due to population growth is placing stress on the local network. If not addressed, poor connections to the surrounding region will incrementally impact access to employment and education opportunities.

Provision of youth services

There is a gap in services for youth and teens within the shire. The community is predominantly comprised of young families but there is little infrastructure to support families throughout their lifecycle. This may lead to a growing rate of antisocial behaviour as young children grow up within the shire with nothing to do. There is a need for more entertainment, retail and sporting options for children and youth.

POSSIBLE SOLUTIONS

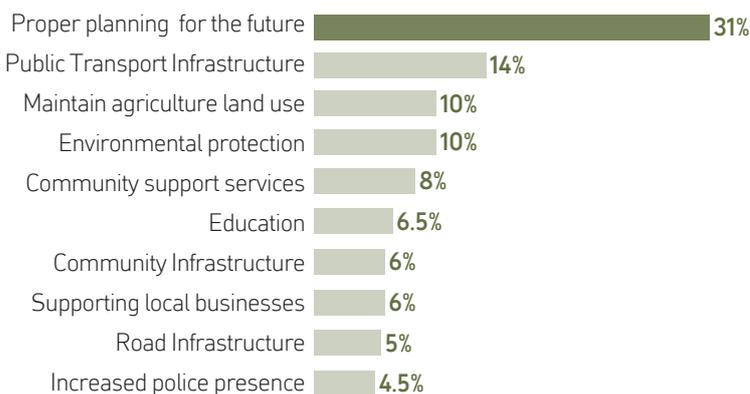
Respondents of the survey understand that planning for the future is important in solving existing and future issues. They recognise the value of good design and hope future developments positively respond to the natural environment. It is understood that improved planning will alleviate many of the issues that were brought to light in the previous question.

Although 'proper planning' was identified as the most popular solution in respondent's answers, the top 4 suggested solutions relate to the areas of public transport infrastructure, quality development, maintaining agriculture land use and environmental protection.

“Investing in public transport is an important priority for our shire”



POSSIBLE SOLUTIONS TO Issues and Challenges



Public transport infrastructure

The implementation of public transport infrastructure was identified as a primary tool to overcoming transport related issues within the shire. Many believe the highest priority should be to extend the train line from Armadale to improve connectivity with Perth and Peel, expanding access to employment and education opportunities. Public transport provides personal mobility and freedom for people of differing ages, the community express a desire to be well connected which will aid personal growth and promotes economic growth for the region.

Promote quality development

The quality of urban development is an issue not only aesthetically but also environmentally, socially and economically. Some believe that development should be stopped completely, however, there is also an understanding that it is inevitable and 'compromises will need to be made.' This should be done via the implementation of robust planning strategies and policies.

Maintain Agricultural Land Use

Respondents respect the agricultural history of the shire and highly value its contribution to the local economy. Respondents indicate that they would like to see agricultural land uses remain and the retention of existing large rural lots.

Environmental Protection

The Darling Scarp and Jarrah Forest are natural assets highly valued by respondents. There is concern that future development, due to population growth, will destroy existing biodiversity. Many hope efforts with regard to conservation and protection of the local ecosystem and natural beauty of the area will be embraced.

“Protect and preserve the natural environment and relaxed country lifestyle”



“Innovative ways of introducing new “green friendly” technologies e.g. electric buses or bicycle paths”



Natural Environment

The landscape and natural environment was identified as the second highest priority. Residents of the shire want future growth to consider the natural environment and to retain and protect the existing landscape and wildlife unique to the area. Maintaining these features, and access to the natural environment for future generations are also seen as defining elements of the shire’s sense of place and identity.

Rural Lifestyle

The rural lifestyle experienced by those living in the shire is something the local community wish to see maintained. Respondents identified peacefulness, tranquility and a relaxed country lifestyle as key aspects they hope to see preserved as the population grows.

Family Friendly

A common theme was promoting a family friendly environment with ‘family’ the third most commonly word. It is hoped that the shire can encourage and maintain a ‘safe place for children to grow up’ with close-knit, family friendly communities.

Innovation

The shire’s community are open to new technologies and embracing innovation. Respondents indicate that the shire has an opportunity to be progressive and embrace change and creative thinking. One barrier commonly mentioned was the lack of internet access. If the shire aspires to embrace new technologies, strong leadership will be required to ensure a roll-out plan is in place.

OPPORTUNITIES AND CONSTRAINTS

1. RAILWAY LINE

A central barrier is created by the existing railway line. This can become a defining edge separating distinct character areas, or it can be integrated with the development of town centres, enabling transit orientated developments for concentrating jobs, housing, goods and services.

2. EXTENSION OF TONKIN HWY

The proposed extension of the Tonkin Highway creates the opportunity to define the western edge of the Byford and Mundijong town centres, forming a clear separation between land uses.

3. MUNDIJONG ROAD UPGRADE

The proposed upgrade of Mundijong Road provides the opportunity to preserve the existing environmental (greenway) corridor, whilst also providing for a dedicated bus/cycle link connecting through to the western corridor.

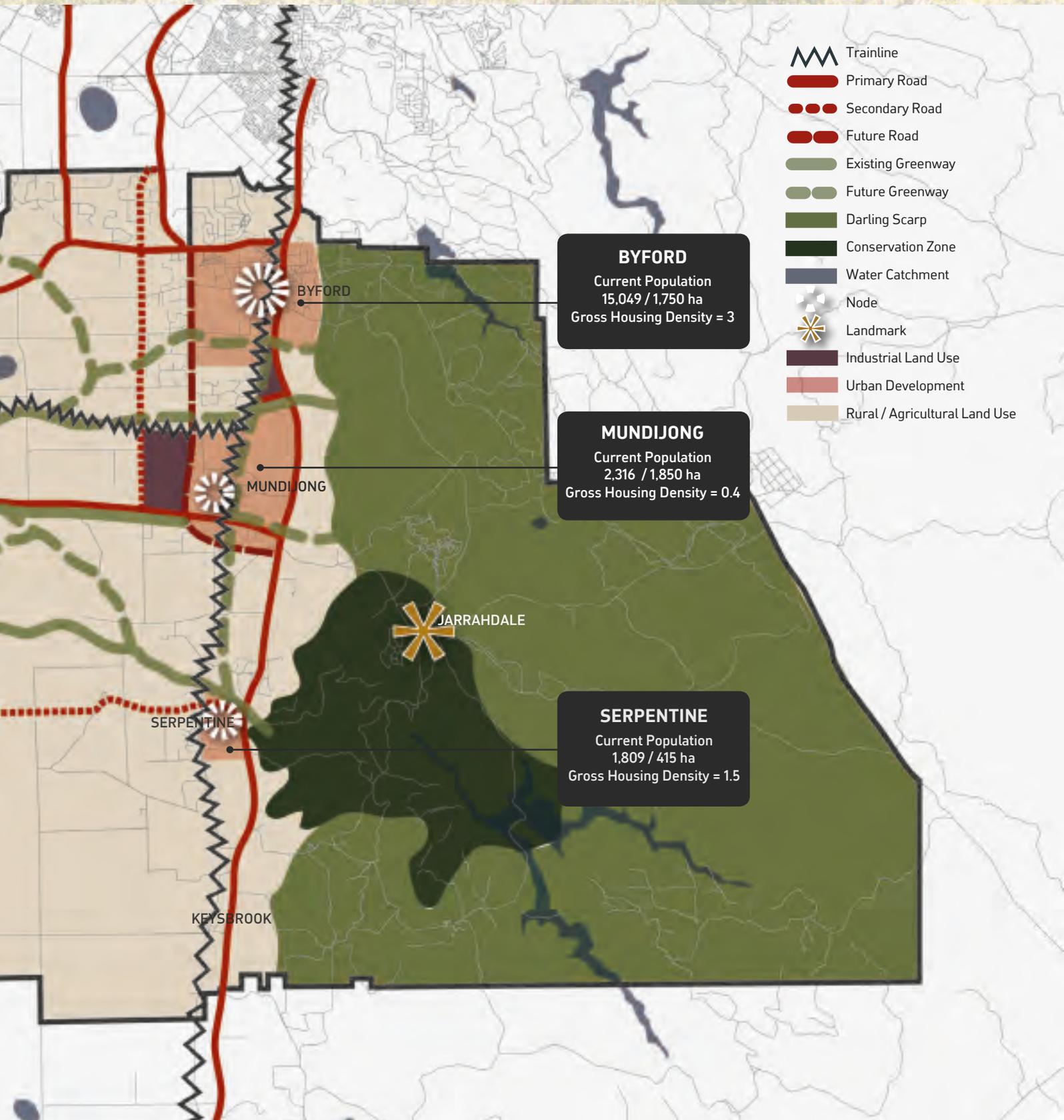
4. GREENWAYS

The preservation and extension of existing greenways provides the opportunity to expand pedestrian cycle and walkways, linking recreational corridors whilst also preserving the areas unique natural environments.

5. DARLING ESCARPMENT

The Darling Escarpment forms a natural edge to the eastern corridor, providing a distinct backdrop for the shire. Jarrahdale town centre is a key feature in the Scarp that has the opportunity to build on and celebrate the areas historic past and local heritage character.





2

Scenario 1 Business as Usual

SHAPING OUR FUTURE: SCENARIO TESTING

A key part of the visioning process that took place with the Community Reference Group was the testing of three scenarios. The three scenarios were driven by trends, forecasts and a review of existing strategies to reflect the different ways the shire could grow in the future. The scenario options resulted in differing development patterns of land use, residential density and employment opportunities, each with unique issues and constraints.

No scenario met all of the priorities of the participants. However, scenario 2 and 3 were most popular, and reflect the shire's desires for growth and investments that are managed, well-planned and enhance existing communities. The scenarios informed the final Spatial Framework presented in Chapter Three.



Scenario 1 represents the continuing trend of urban development in the form of sprawling low density suburbs. Most new development is focused on affordable single-family housing, limiting housing typologies and lot size variation. The population will remain disbursed as town centres lack consolidation. The shire will be unable to provide public transport to the surrounding Perth and Peel region and as a result employment options will remain scarce. As the sprawl continues, unique features that define the shire will be lost. Farmland will be engulfed, and it is likely that features of the natural environment will continue to be ignored as developers roll out residential housing.



Various development patterns
Scenario testing was driven by data and forecasts that reflect several different possibilities for how current trends could play out in the future.



Resulting Scenario Maps
The various scenarios resulted in land uses - such as low, medium and high density residential, employment and defined commercial/retail centres - unique to each scenario.



Resulting Information (Outcomes)
The resulting information gathered from each growth scenario gives us a better idea of the desired outcomes and of the impacts of these decisions over the long term on our shire's **people, place and prosperity.**

Scenario 2

East-West Corridor



Scenario 2 is based on workshop input and illustrates centralised containment of growth, reinforcing an east-west corridor. New high to medium density development is concentrated around Mundijong, spreading west and aims to demonstrate sustainable development options which give residents a choice of housing. The city centre will be self-sufficient and will include mixed-use development, apartments and townhouses with a focus on higher density. Farmland will be retained as a major local industry for the shire and the unique character of each neighbourhood centre will be maintained and enhanced.

Dedicated greenways with bus and cycle access will be utilised as the dominant movement system. They will connect the shire with existing rail infrastructure along the Mandurah Train Line opening up access to employment and education opportunities. The greenway will continue over the heavy railway corridor and connect the shire with the Western Australian coastline.

Scenario 3

Disbursed Nodes



Scenario 3 is based on nodal development and reinforces development patterns outlined in earlier plans for the shire. This scenario illustrates a compact, north-south, transit-oriented system around key neighbourhood and town centres, with reinvestment into existing communities and infrastructure.

High density centres include mixed-use development, apartments and townhouses, with infill and redevelopment giving people a greater mix of affordable housing options. Consolidating the centres linked by active forms of transport will bring destinations closer together and promote walkable communities and pockets of economic development across the shire.

Farmland will be retained and green corridors reinforced to maintain the unique character of the shire while development remains contained. The high population nodes will enable the extension of the Armadale Train Line providing greater access to employment and education opportunities. New employment growth within the shire will be focused in neighbourhood communities, making it easier for people to work close to where they live, promoting self-sufficient communities.

2

SHAPING OUR FUTURE: BIG PROJECTS AND IDEAS

Another key part of the visioning process featured the rating of shire priorities around 'big projects' or 'ideas'. Using the online survey tool or by filling out paper surveys, participants weighted the 22 projects, identifying their top priorities for the shire.

An understanding of how the community rate possible future 'big projects' provided a deeper understanding of the community aspirations, and further insight into how, and in what capacity the Shire should grow. This process helped to refine vision scenarios and guide the development of key aspirations, outcomes and future strategies.

What this tells us about what the community want for the shire:

Diversify the local economy while enabling the community

The community highly value the ability to diversify the local economy via cultural means, such as, a new university, better public transport, sporting facilities and tourism. Seven out of the top 10 Big Projects are classified as cultural in nature, servicing the local community.

Improved connectivity with the wider region

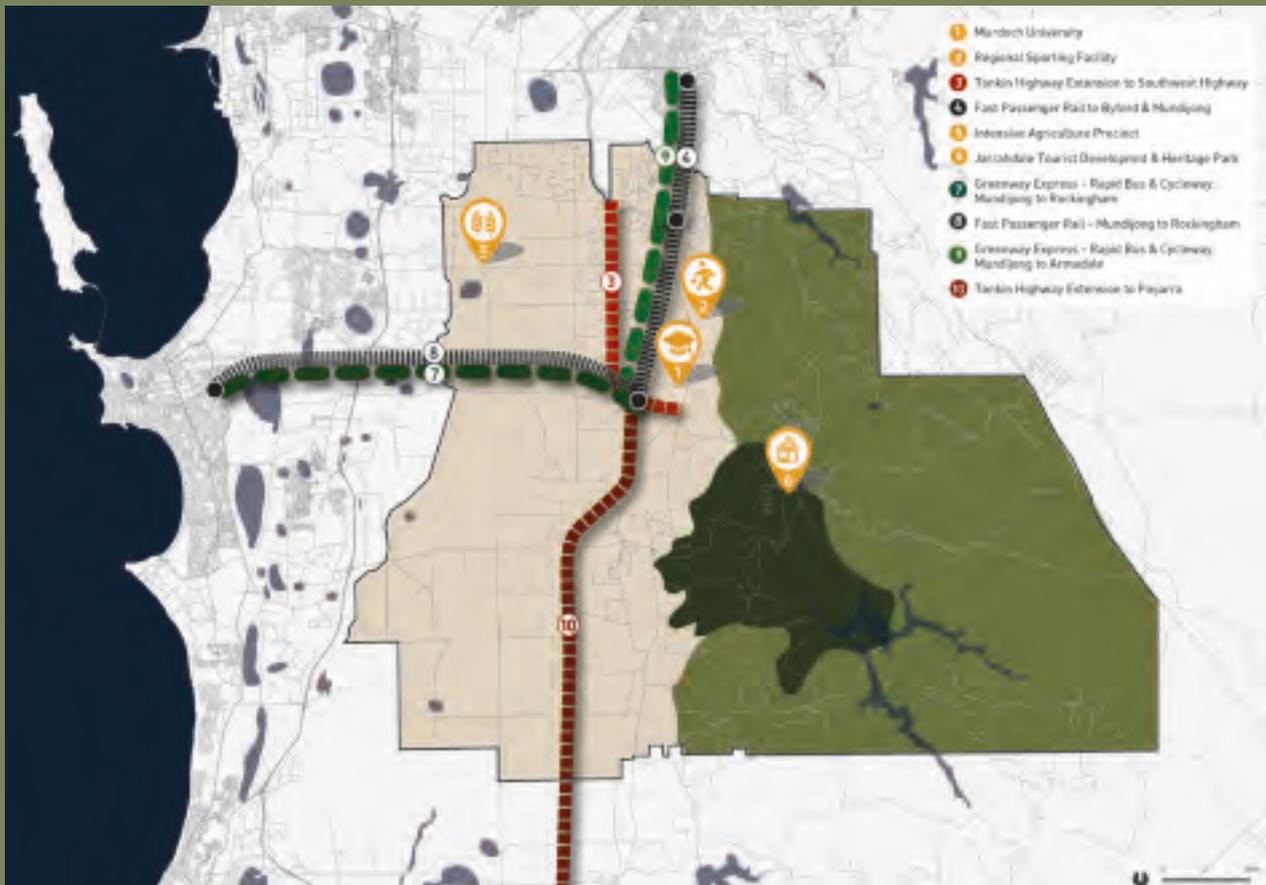
The community has a desire to be better connected with both Perth and Peel region. Six of the top 10 Big Projects are transport oriented and connect either with Armadale, Rockingham or Pinjarra. Improved connectivity with the wider region expands access to employment and education opportunities for local residents, this in turn promotes personal and economic growth within the shire.

Infrastructure to enable local industry

Three of the Top 10 Big Projects are classified as hard infrastructure projects that purely enable the economy rather than adding to social and cultural aspects of residents lives. These projects are the Tonkin Highway extension to the Southwest Highway and then to Pinjarra and the intensive agriculture precinct. All enabling local industry within the shire to flourish.



SHAPING OUR FUTURE BIG PROJECTS & IDEAS



The top 10 BIG PROJECTS identified by the community:

1. Murdoch University
2. Regional Sporting Facility
3. Tonkin Highway Extension to Southwest Highway
4. Fast Passenger Rail to Byford and Mundijong
5. Intensive Agriculture Precinct
6. Jarrahdale Tourist Development and Heritage Park
7. Greenway Express – Rapid Bus and Cycleway – Mundijong to Rockingham
8. Fast Passenger Rail – Mundijong to Rockingham
9. Greenway Express – Rapid Bus and Cycleway – Mundijong to Armadale
10. Tonkin Highway Extension to Pinjarra

The top 5 BIG IDEAS identified by the community:

1. Outdoor Adventure Activities
2. Develop Tourism and Heritage
3. Improve Transport - Public and Private
4. Public Swimming Pool
5. Retain Large Residential Lots and Rural Land







SJ2050
VISION

03

3

At the heart of SJ 2050 are nine outcomes that capture the hopes and aspirations for our shire's future. These nine outcomes span all aspects of life, from economic prosperity, to health and wellbeing, education and heritage, the natural environment and access within and connections to local communities. These outcomes will serve as a guide for future planning strategies and policy making, and will support collaboration among the individuals and organisations working to improve the quality of life for all in the shire.

SETTING A COURSE FOR SJ 2050

It is critical that SJ 2050 reflects the voice of the local residents, now and into the future - so how do we go about embedding this?

CORE VALUES OF THE COMMUNITY

From inputs compiled at the beginning of the visioning process and outcomes of the community survey, a refined list of core values was produced to serve the vision and its implementation moving forward. These values have been identified as the most important to our future success and happiness. Working together, we will strive to protect and preserve these values and strengthen the community to create a vibrant place to live, work and play. The core values identified:

- Maintaining a relaxed 'country lifestyle' and welcoming community. **[PEOPLE]**
- Retaining and integrating the natural environment. **[PROSPERITY]**
- Maintaining a strong sense of community and 'neighbourliness'. **[PEOPLE]**
- Supporting local agriculture. **[PROSPERITY]**
- Maintaining affordable and a choice of housing. **[PLACE]**
- Restoring and celebrating the local heritage and history. **[PLACE]**
- Retaining a high quality of life. **[PEOPLE]**
- Expanding and enhancing transportation choices connecting with both Perth and Peel **[PLACE]**
- Planning for a sustainable and economically resilient future. **[PROSPERITY]**
- Promoting the areas unique sense of place and identity. **[PLACE]**
- Maintaining excellent educational opportunities. **[PEOPLE]**
- Fostering innovation through research and technology. **[PROSPERITY]**

GUIDING ASPIRATIONS FOR THE VISION

Along with the core values identified by the community, five key aspirations were articulated through the work of the Steering Committee and Community Reference Group and outputs of the survey. These Aspirations go beyond the core values and create overarching themes used to guide the vision outcomes, and future strategies and actions to be adopted by the shire.

Inclusion: Decision making and the implementation of solutions within the shire will be done in a way that ensures all of the shire's residents have an opportunity to participate in the process, implementation and evaluation.

Integration: It is critical that future planning provide for the lifecycle of its local community integrating a diversity of housing, access to public transport, cycleways, walkways and public open space to ensure healthy, active and vibrant future.

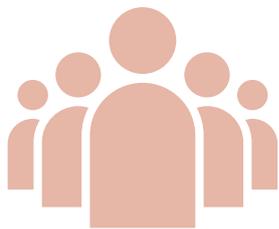
Connection: The shire will work to connect with the Perth and Peel on a regional scale while ensuring local and personal connection are facilitated through better design of our local communities.

Equity: All individuals and groups within the community will have full and equal access to opportunities throughout the shire.

Innovation: Innovation will drive productivity and growth by enabling new and productive ways to value-add goods, services and increase efficiencies.

VISION OUTCOMES

Using the Values and Aspirations as a framework, nine outcomes have been established with the input of the Steering Committee to improve our quality of life and create a long-term, shared vision in alignment with **people, place** and **prosperity**.



People

Wellbeing

Our shire will be noted for its healthy living, inclusive communities and integration with nature.

Connected Communities

Our shire will be known for its vibrant, connected and resilient communities.

Education

Our shire will offer high quality education and skills development opportunities to prepare the work force of the future.



Place

Housing and Development

Our shire will offer residents a range of housing choices and locations within good access to local facilities and amenities.

Transport Infrastructure

Our shire will invest in infrastructure that supports economic development and greater transportation choices.

History and Heritage

Our shire will ensure the preservation of local arts, culture, and history, sharing stories and knowledge for generations to come.



Prosperity

Economic Development

Our shire will strengthen its economy to encourage local business expansion, job training and greater diversity through innovation, research and development.

Agriculture

Our shire will strengthen its agricultural base and value added industries, enabling increased production of local food to meet increasing demand.

Natural Environment

Our shire will value, protect, and utilise our natural features and systems to provide resiliency from natural disasters and access to open space.



1

Wellbeing

Our shire will be noted for its healthy living, inclusive communities and integration with nature.

For residents of the shire, a relaxed country lifestyle is the most valued quality of the area. Health and wellbeing result from active living, the provision of material needs, good community services, a strong local economy, interaction with the natural environment and a safe built environment.

We want our shire to attract people to its places and spaces supported by iconic landscapes, unique histories, exciting activities, and access to active and passive recreation and calming natural environments, all integrated into existing and new settlement structures.

Aspirations

- Public spaces and places that encourage participation, social cohesion and a strong sense of place.
- A built environment designed to encourage healthy and active living within a 30 minute neighbourhood catchment.
- Social support and programs that continue to assist the people most in need.
- Improved public health and reduced healthcare costs with good access to health and wellbeing facilities, sport and recreation activities.
- Programs that promote and encourage active travel, such as walking and cycling, to reduce travel time and traffic congestion.

Future Measures

- » Wellbeing index.
- » Travel time, distance and cost.
- » Rates of social interaction and participation.

today



tomorrow





2 Connected Communities

Our shire will be known for its vibrant, connected and resilient communities.

Communities thrive when people come together in safe, inviting public spaces and when the natural environment encourages healthy living and well-being. People want to be able to bike and walk to neighbourhood stores, recreation, businesses and schools so they can be less dependant on cars and cultivate healthy lifestyles.

As the shire grows, the residents of Serpentine Jarrahdale want to see well designed growth that makes the most efficient use of existing and planned infrastructure and investment.

Aspirations

- Ongoing investment into community, sport and recreation, cultural and tourism facilities.
- Community hubs providing a variety of meeting spaces and places.
- Communities that are well connected by walking, cycling and public transport.
- Self-reliant communities providing opportunities to live, work and play.
- Inclusive and accessible communities.
- Young and mature age cohorts have greater propensity and opportunity to travel, experience and embrace healthier lifestyles.

Future Measures

- » Design excellence of community places and spaces.
- » The degree of connection within and between spaces and places.

today



tomorrow





3 Education

Our shire will offer high quality education and skills development opportunities to prepare the work force of the future.

Access to high-quality education that prepares individuals with the skills needed to participate in a growing and changing economy, and the opportunity to attract potential employers to a well-trained workforce will be crucial to the long term resilience and sustainability of the Serpentine Jarrahdale community.

Expanding educational opportunities from early childhood development, through to higher education and career entry will not only boost the shire's economic competitiveness, but it will also contribute to residents' capacity to participate in civic and political discourse as diversity increases.

Our shire's shared future depends on reducing the achievement gap in education attainment. Focusing on post-secondary education that grows the appropriate skills will ensure a wide variety of options for its residents.

Aspirations

- Leaders in educational and research activities associated with agriculture, value-added, manufacturing, environmental management, tourism, health and wellbeing.
- University hub to be a leading supplier of research services and investment opportunities.
- Creative, knowledge and industry clusters established.

Future Measures

- » Number of people going on to tertiary education.
- » Number of educational institutions and their supporting facilities and programs.
- » Rates of workforce attraction and retention.

today



tomorrow





4

Housing and Development

Our shire will offer residents a range of housing choices and locations within good access to local facilities and amenities.

Strong communities and neighbourhoods are vital to people living in the shire. As our shire grows, new homes, employment areas and places to shop should be encouraged to locate in areas that are already developed in both the smaller towns and the larger centres, ensuring that new development on the edge of the shire is well-planned, connected and affordable. This can be accompanied by revitalising existing and creating a new “town centre” development or “main street” that includes a mix of housing sizes and types to enable our growing elderly population to age in place whilst also providing suitable amenities to accommodate families.

Aspirations

- Compact and interconnected settlement structures that are adaptable to change and promote active living.
- Pilot projects to profile a greater variety of housing types, styles and sizes to accommodate changes in the local demographics and market demand.
- Accessible recreational facilities and public space that continue to contribute to the community’s urban fabric and sense of place.
- Affordable housing that incorporates the needs and character of the surrounding area.

Future Measures

- » Diversity of housing in new and existing communities.
- » Structure plan approvals that consider compliance to better neighbourhood design.

today



tomorrow





5 Transport

Our shire will invest in infrastructure that supports economic development and greater transportation choices.

To support the prosperity of all residents in the shire, we want our leaders to make sound investments in the transportation system, utilities, renewable energy and new technology.

There is a strong desire to ensure that existing road, highway and transit systems are properly maintained, improved, and implemented in a fair and equitable manner. This also calls for more options for getting around the shire, like expanding bike and pedestrian facilities and new forms of transit, coordinated with Metro's transit system improvements already underway.

Aspirations

- Well connected and coordinated infrastructure for modern living and emerging economies.
- A balance of mobility options and lower impact transport usage, with a continued shift to walking, cycling, public transport and rail.
- Dedicated lanes along rail reserves providing for autonomous buses/vehicles.
- Connection to global markets such as enabling freight links to Fremantle and the development of an aerodrome port supporting distribution and supply chains.

Future Measures

- » Volumes of people, goods and services transported as well as efficiency in movement networks.
- » Level of connectivity and accessibility of communities through movement networks.

today



tomorrow





6 History and Heritage

Our shire will ensure the preservation of local arts, culture, and history, sharing stories and knowledge for generations to come.

The diversity of natural and cultural landscapes in the shire offer an array of unique experiences to visitors and communities. Where potential exists, we want our shire to capitalise on its competitive advantage in terms of the unique experiences it affords. These experiences include the iconic landscapes of the Darling Escarpment, historical environments of the Jarrahdale township, and surrounding natural fauna and flora, all reinforcing a cultural identity of the local area and wider shire. We want our shire to plan for a variety of cultural experiences to enhance social cohesion and help create a shared sense of place.

Aspirations

- Promotion of the shire's unique identity, history and sense of place.
- The shire's arts, cultural and local heritage continues to be celebrated and showcased.
- Ongoing conservation of the shire's natural assets.
- Provide access to a range of tourism experiences supported by digital infrastructure to enhance tourism services.
- Increase short stay tourism accommodation in strategic locations.

Future Measures

- » The amount of economic investment into the tourism industry and local revenue generated.
- » The extent of outdoor recreational and eco-tourism experiences in the shire.

today



tomorrow





7 Economic Development

Our shire will strengthen its economy to encourage local business expansion, job training and greater diversity through innovation, research and development.

The Shire's residents want the opportunity for our children and grandchildren to stay in the region and enjoy the same low cost of living, high quality of services, and strong economy that the majority of people enjoy today. We want to enhance our local competitiveness by seizing opportunities to diversify through innovation, research and development to create value-added goods, services and increased efficiencies. To meet this outcome, advancing equity should be a driving force to strengthen the shire's economic growth and competitiveness. This includes prioritising shire investments in quality education and workforce development, housing, transit, and revitalisation in key neighbourhoods. In addition, this also includes supporting emerging business sectors including infrastructure, transportation, health care, agriculture and food processing.

Aspirations

- Globally recognised industries in the fields of agriculture and environmental science, embracing value-added innovations in manufacturing, production and distribution.
- Greater diversity of creative industries embracing disruptive technologies.
- Attract, develop and retain skilled workers to sustain the local economy.
- Strategic industrial areas to stimulate new ancillary businesses.
- An established Equine Centre of Excellence.
- Research and technology clusters to support and foster economic diversity.

Future Measures

- » Infrastructure capacity and investment levels.
- » Level of innovation and creativity in all areas.

today



tomorrow





8 Agriculture

Our shire will strengthen its agricultural base and value added industries, enabling increased production of local food to meet increasing demand.

The shire benefits from its close proximity to productive and valuable farmland. Maintaining these features, including access to fresh, locally grown food and preservation of the rural farmland for future generations is important.

The demand for food will grow with the wider population growth, making the protection of existing and potential food production areas and their energy and water supplies essential. We want our shire to explore incentives to ensure that the productive capacity of agricultural land is preserved and protected. Continued investment in research and development will ensure ongoing innovation and help the shire remain competitive in targeted food production and supply.

Aspirations

- Intensive farming embracing efficiency improvements and value added technologies in food production and processing.
- Food bowl establishing a central market for poultry and pork farming.
- Building on our strategic position in close proximity to the market and resources.
- Investment in aquaculture and mariculture research and production.
- Strengthen boutique wine production diversifying the local economy.

Future Measures

- » Economic value of agrifood and other production.
- » Increase in serviced land for food precincts and distribution centres.

today



tomorrow





9 Natural Environment

Our shire will value, protect, and utilise our natural features and systems to provide resiliency from natural disasters and access to open space.

The shire benefits from its close proximity to rural landscapes, clean air and high quality water sources, and good access to green space and the State Forest. The Darling Scarp is geologically significant supporting a unique biodiversity of environments. Maintaining these features, and access to the natural environment will encourage the value and preservation of this natural asset for future generations to come. In the future, the impact of natural disasters will be mitigated by limiting development in floodplains and careful stormwater management in other flood prone areas. Expanding the wealth of the existing recreational trails and green spaces will create a connected green network of recreational opportunities and provide places for healthy, active recreation.

Aspirations

- Ecological linkages continue to be maintained and enhanced providing for integrated biodiversity networks.
- The intrinsic value of the natural environment continues to be factored into strategic planning.
- Minimise the impact of development in areas which are environmentally sensitive or provide ecosystem support.
- People in all areas of the shire are able to walk or cycle and enjoy connections with the natural environment.

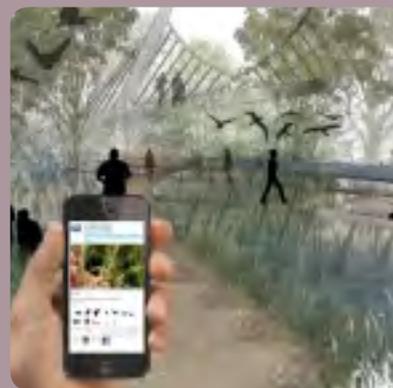
Future Measures

- » Effectiveness and efficiency of natural resource conservation and management.
- » Success of implementing biodiversity obligations.

today



tomorrow



THE SJ 2050 SPATIAL FRAMEWORK

The SJ 2050 Spatial Framework represents a future where we have taken steps to reach a shared Vision and Outcomes. It was created using the best ideas from the public and local stakeholder input.

WHAT IS THE SJ 2050 SPATIAL FRAMEWORK AND HOW WILL IT BE USED?

The 2050 Spatial Framework is an illustration of our shire's future, as shaped by the SJ 2050 participants and stakeholders. The Spatial Framework depicts how various elements - such as well-planned residential development, reinvesting in existing centres and neighbourhoods, and a revitalised urban core and main street environments - will function.

This map is a conceptual document, with no policy or regulatory function. Instead, it provides ideas, direction and focus for crafting land use and transport strategies and choosing strategic public investments that support the vision outcomes. It is the starting point for a region-wide discussion about the projects, investments and implementation steps that will allow us to achieve SJ 2050.

HOW WAS THE SJ 2050 SPATIAL FRAMEWORK DEVELOPED?

Development of the SJ 2050 Spatial Framework relied on the guiding values and aspirations, and extensive public input gathered during the SJ 2050 visioning process, hands-on workshops and the 2050 Vision survey.

The Spatial Framework embodies the values and outcomes expressed by the Serpentine Jarrahdale residents by: helping to keep existing centres strong; maintaining the shire's low cost of living; embracing new technology and innovations to expand its economic base; providing high mobility and new transportation options, such as a rapid bus and greenways, and access to nature and recreational opportunities.

SJ 2050 strikes a balance between concentrated growth and distributed growth, locating mixed use development in the urban core and smaller centres. The Framework incorporates the uniqueness of our rural and natural environments to create strategies for preserving and enhancing these natural assets. Finally, the Framework was refined by using feedback from the local community and Shire staff to ensure strong direction for the future prosperity of the shire.

Population Projections: If the shire is projected to accommodate 100,000 people by 2050, how and where this growth goes will be an important consideration for the shape of our communities and desired sense of place and identity.

Based on population projections for Byford and Mundijong, each receiving a total of 50,000 people, this equates to an approximate net residential density of between 14-15 dwellings per hectare, with an average lot size of 700-650m² respectively. Through careful planning balanced with an appropriate mix of uses, the desire for larger lots can be preserved within a diversity of lot sizes to accommodate the changing needs of the local demographic profile.

SJ 2050 SPATIAL FRAMEWORK

LEGEND

- Urban Core**
 A mix of small-lot, single family homes, townhouses and mixed use buildings found in town centres and along the main transit corridor.

- Medium Density**
 A mix of new investment in existing neighbourhoods and development of walkable neighbourhoods with a range of lot sizes.

- Rural fringe**
 Neighbourhoods of single-family homes on larger lots - supporting the local Equestrian industry.

- Industrial**
 Industrial job growth.

- Farmland**
 Land utilised for agricultural use - supporting development of 'food bowl' value added industries.

- Intensive Agriculture**
 Building on existing intensive agricultural use.

- Conservation Zone**
 Existing conservation zones.

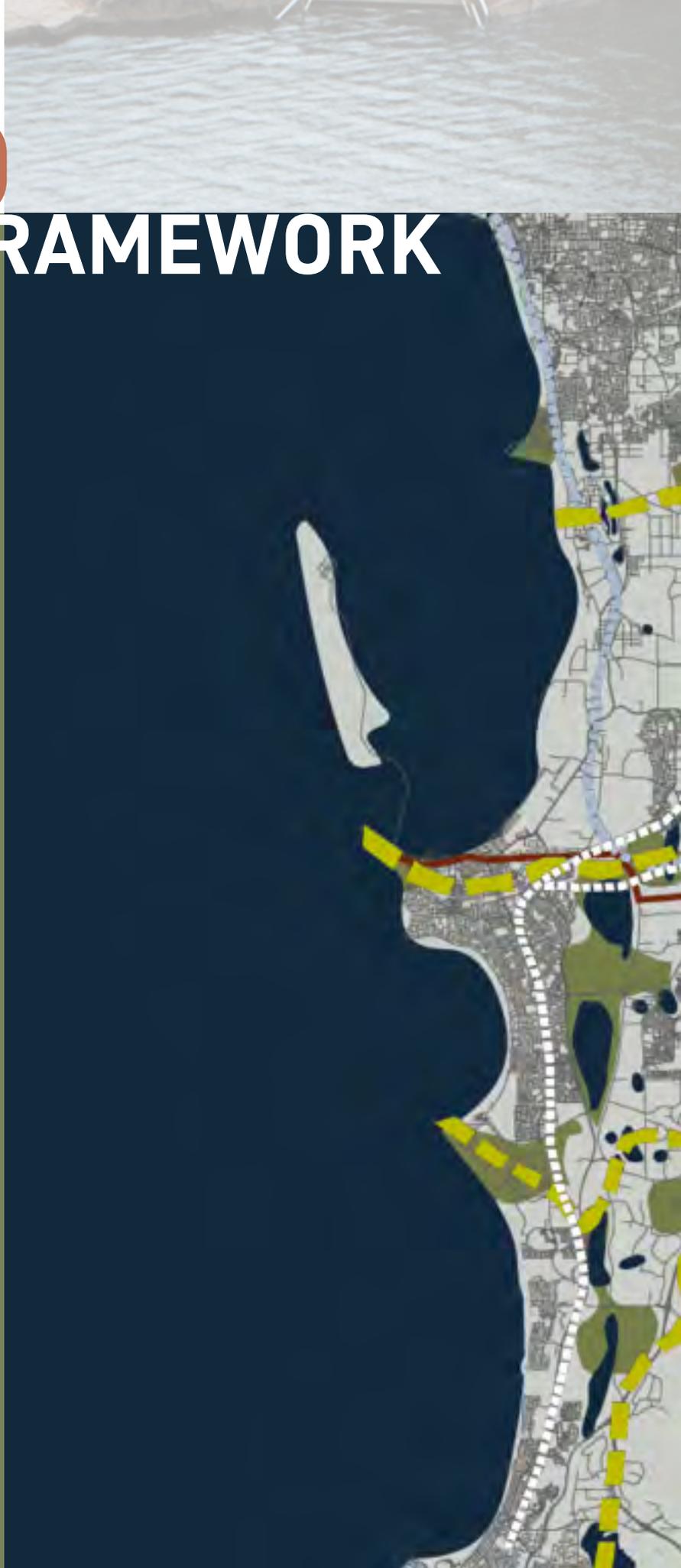
- Existing Forest / Parks**
 Nature and recreation areas.

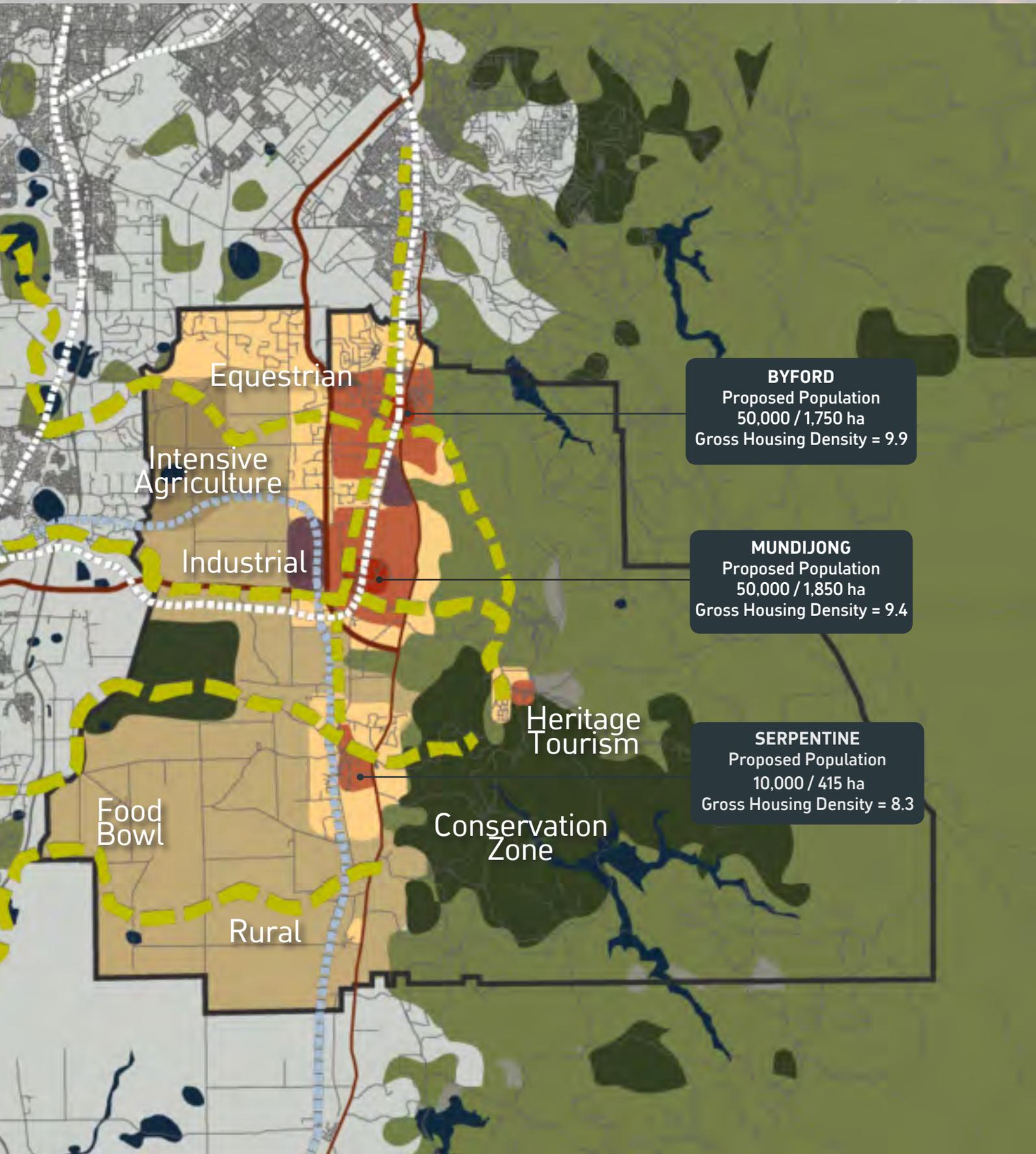
- Greenways**
 Network of ecological corridors linking with existing natural and recreation areas.

- Freight Rail Realignment**
 Proposed realignment of the freight railway.

- Passenger Railway Extension**
 Extension of the passenger railway to Mundijong linking through to Rockingham.

- Shire Boundary**





SJ 2050 SPATIAL FRAMEWORK



Intensive
Agriculture

Food Bowl

Rural



Equestrian

Industrial

Heritage
Tourism

Conservation
Zone



Shire of
Serpentine
Jarrahdale