


APIL

THE 20 STOREY TOWERS

STOP

The Department of Planning, Lands & Heritage (DPLH) have commenced advertising APIL's plan for the Floreat Activity Centre

(bound by The Boulevard, Hornsey Road, Oceanic Drive and Howtree Place, including the Floreat Forum)

 Public consultation is open until 23 September

Make a submission

Online: <https://haveyoursay.dplh.wa.gov.au/floreat-psp>

Email: FloreatPSP@dplh.wa.gov.au

Mail: Attention: Metro Central North team
Department of Planning, Lands and Heritage
Locked Bag 2506
Perth WA 6000

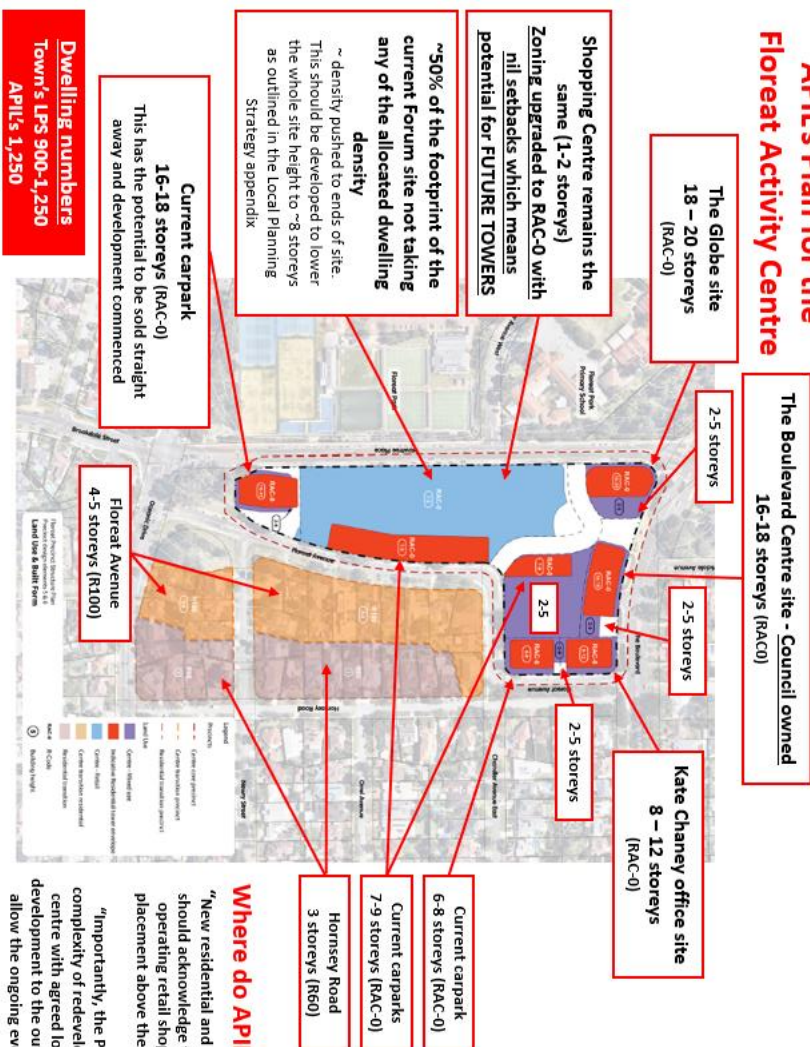
If making an online submission, select '**OPPOSE**', as any other choice will be seen as support for APIL's plan.

- ✗ NO to 7 towers of up to 20 storeys
- ✗ NO to overlooking our houses, school and sporting clubs and putting them in the shade
- ✗ NO to not developing above the Forum shops (doing so will reduce building heights)

Spread the word, it is vital that we get as many submissions as possible. There is no age limit for submissions and the responder does not need to live in the Town of Cambridge. Our own community-led plan is on its way.

! See over page for submission suggestions !

APIL's Plan for the Floreat Activity Centre



SOME SUGGESTED SUBMISSION POINTS

- How the proposed structure may affect you and/or the community -

1. Inconsistency with Planning Frameworks

Proposed building heights of up to 20 storeys are in stark contrast with the maximum of 6-8 storeys stipulated by the Western Australian Planning Commission's (WAPC) State Planning Policy 4.2 (Activity Centres for Perth and Peel) and the Town of Cambridge's Local Planning Strategy (LPS, 2021). The Floreat Forum is designated as a District Centre under these frameworks, which mandates mid-rise buildings of no more than 6 storeys. The proposal to construct multiple high-rise towers significantly exceeds these guidelines and threatens the integrity of the planning framework by disregarding the established hierarchy of activity centres.

The **shopping centre footprint is not being re-developed**, which is a priority for the community. Density placed above the shopping centre is a critical outcome of the LPS and must form part of the proposal as it will spread the density across the site, reducing building height. This is clearly not contemplated in the APIL Group plan.

2. Compromised Function and Integrity of the Precinct

The proposed intensity of residential development within the precinct is disproportionate to its District Centre designation, resulting in a potential overdevelopment that could undermine the centre's ability to focus on retail, job opportunities, community facilities, and services. This imbalance not only conflicts with policy measures set out in SPP 4.2 but also risks unreasonably affecting the amenity of the surrounding locality through increased traffic and congestion, particularly as the current road network is already operating at capacity.

3. Cumulative Impact and Lack of Transparency

The Precinct Structure Plan (PSP) appears to deliberately withhold information about the potential future development of the shopping centre by proposing to code it RAC-0. This raises serious concerns about the cumulative impact of the entire precinct development. Without a clear and comprehensive plan, it is impossible to accurately assess the long-term implications for traffic, infrastructure, and community amenity. This lack of transparency is unprofessional and not in the best interests of the community.

4. Negative Impact on Traffic and Public Transport

The traffic impact assessment provided by the APIL Group is based on outdated and insufficient data, with no consideration given to the long-term effects of the proposed development. It uses Saturday data to assess streets congested during the week. The precinct is neither located near a train station nor supported by Primary Distributor roads (dual carriageways). It is only supported by single lane Distributor A roads, one of which is at already capacity (The Boulevard). The proposed modifications to the road network are inadequate to accommodate the anticipated increase in traffic. Additionally, the proposal fails to address the need for improved public transport services, which are critical to supporting such a significant increase in residential density.

5. Overlooking, Overshadowing and Loss of Natural Light Concerns

The placement of high-rise towers at the northern and southern extremities of the site will result in unacceptable levels of overlooking, overshadowing and loss of natural light. This will affect the Floreat Park Primary School, adjacent residential homes and sporting clubs. The proposal does not provide adequate studies or solutions to mitigate these impacts, which are contrary to the principles of good planning and urban design as outlined in the State Planning Policy 7.2 Precinct Design Guidelines.

6. Inadequate Community Consultation

The community consultation process undertaken by the APIL Group was severely limited and did not adequately engage with the broader community or reflect their expectations. In contrast, the extensive consultation conducted by the Town of Cambridge as part of the LPS development and the four Visioning Workshops held on the Floreat Activity Centre earlier this year, demonstrated clear community support for a redevelopment plan that aligns with existing planning frameworks, focuses on mid-rise development above the shopping centre, and retains key community assets such as the library. APIL Group assume the library will be moved offsite.

For further information and more detailed submission points, please use the QR code or visit

www.coastwardratepayersassociation.com.au

Contact us: floreatfirstactiongroup@outlook.com

Follow CWRA on Facebook: Coast Ward Ratepayers Association

What else can I do?

Contact the Minister for Planning, John Carey: minister.carey@dpc.wa.gov.au

