



**UDIA**  
**“Getting Density”**

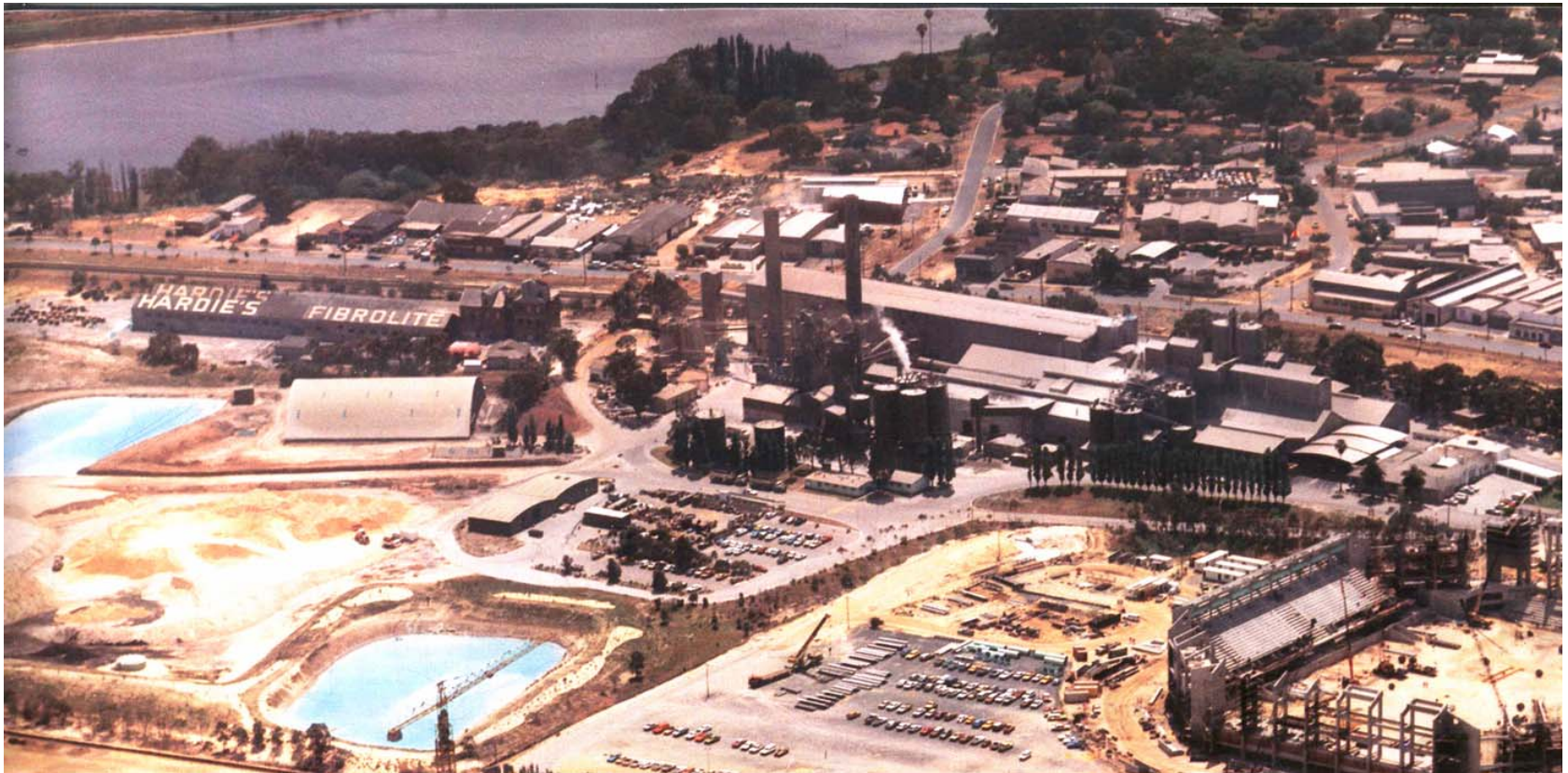
**Case Study: The Peninsula, Burswood**

**by**  
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**March 2008**



# SWAN PORTLAND CEMENT SITE PRE - 1985



## **Challenges:**

- **Planning Controls**
- **Master Planned Development**
- **Remediated Site**
- **Density**
- **Public Perception**

- **Key Aspect of Process**

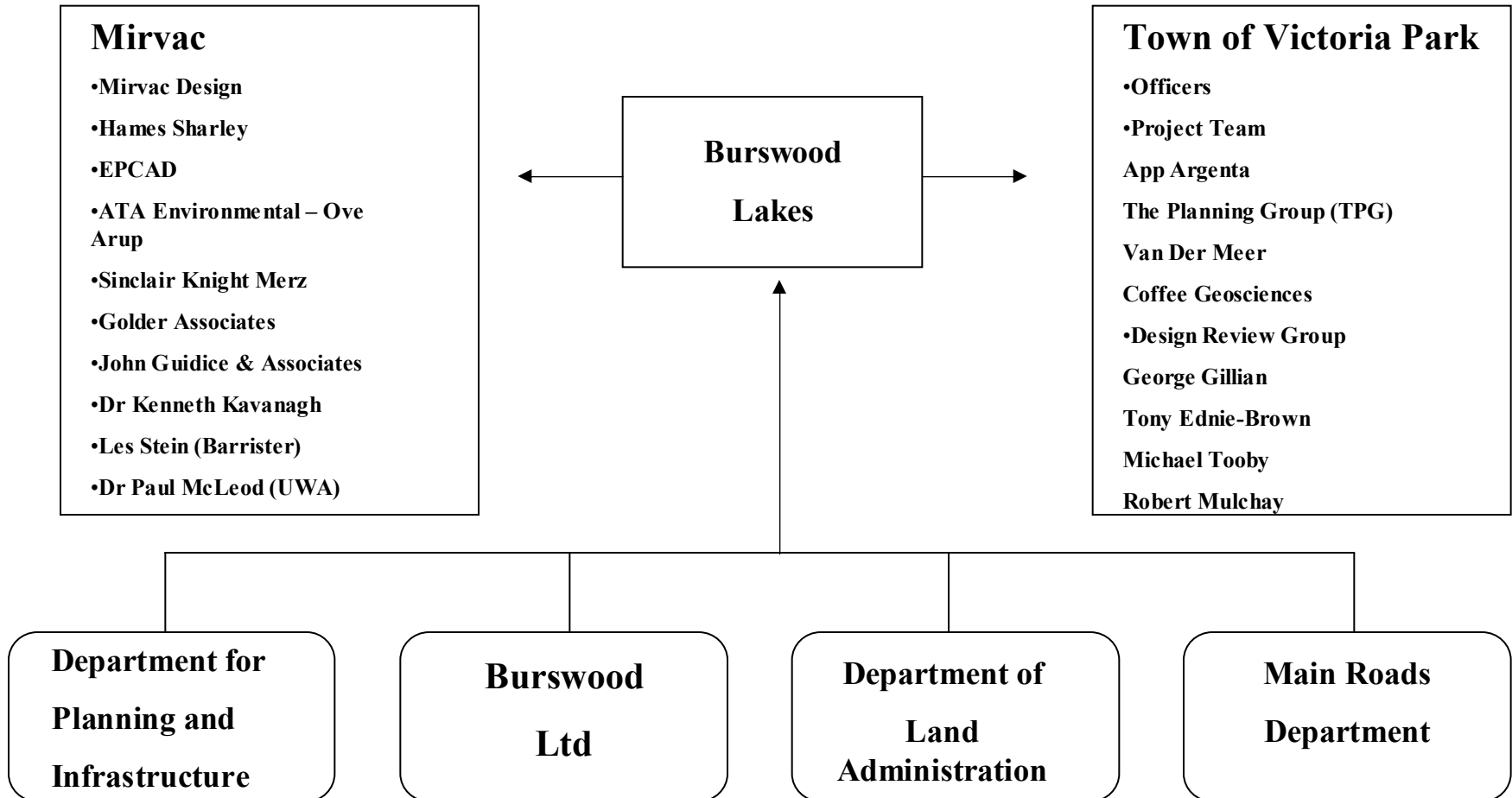
## **Fostering Relationships**

- **Identify key stakeholders**
  - **Town of Victoria Park**
  - **Department of Land and Administration**
  - **Main Roads Department**
  - **Department of Planning & Infrastructure**
  - **Burswood Resort**

- **TRUST**
- **LISTENING**
- **OWNERSHIP**
- **OPENESS**
- **ENGAGEMENT**
- **HONESTY**
- **WILLINGNESS**



# Masterplanning Team Structure



- **Consultative / Partnering approach**
- **Technical design workshops**
- **Urban design workshops**
- **Meetings**

- **A key group not included?**

## **The Public**

- **Presentations to:**
  - **Local business groups**
  - **Rotary**
  - **Local Chamber of Commerce**
  - **Community Associations**

- **Outcome???**
- **Only 2 public submissions**
- **Unanimous support from Town's officers**
- **Unanimous support from Council**