CHAPTER 6 SYNTHESIS

The synthesis is essentially a summary of the main points raised in the preceding chapters that provide the basis for the recommendations that will follow in the next chapter. It is intended to provide a discernible line of logic, derived from the data on which the recommendations will be based. The synthesis is intended to provide a good understanding of the form and function of Melville's commercial structures both internally and externally.

The synthesis provides the basis for assessment of how well the current and future performance of each centre in the City is fulfilling, and will fulfil, the needs of the existing and future community. Optimum size, function and character of each centre will be identified – for now and in the future.

The main points from each chapter are synthesised in dot points below.

6.1 CHAPTER 1 - BACKGROUND

Background
A review of the Local Commercial Strategy is required because:

- The current Local Commercial Strategy by Shrapnel Urban Planning was completed and adopted in 1993. It is now ten years old and due for review. It was based on population projections derived from the 1986 Census and the 1990 Commercial and Industrial Surveys undertaken by the (then) Department of Planning and Urban Development. Since then there have been two Census and two more recent Commercial and Industrial Surveys. The new data shows changing trends which must be accounted for.
- Since 1993 the Metropolitan Centres Policy (1991) has been reviewed and is now replaced by the Metropolitan Centres Policy (2000).

6.2 CHAPTER 2 - POLICY AND PLANNING CONTEXT

Metropolitan Centres Policy (2000)
- This Local Commercial Strategy is intended to fulfil the requirements of the Metropolitan Centres Policy (2000). The aims for this Local Commercial Strategy are derived from the Policy.
- The shopping centre distribution and hierarchy in Melville is a product of Metropolitan Centres Policies dating back to 1982. But there are distortions to the amount of shopping floor area provided at each level of the hierarchy. The regional centre floorspace conforms to policy, the district centres floorspace is over-provided relative to policy and the smaller neighbourhood and local centres are under-supplied relative to policy.
- The existing shopping in Melville is mostly in privately owned centres. Most centres do not have any of the 'public domain' attributes espoused by the new Community Design Codes for *'Main Street'* Centres.

City of Melville Community Planning Scheme No 5
- The provisions for the retail/commercial centres in the City of Melville Community Planning Scheme are derived from the adopted Local Commercial Strategy 1993.
- The City of Melville Community Planning Scheme adopts the hierarchy in the Metropolitan Centres Policy (2000) but with a change of naming and emphasis.

- The Regional Centre is designated as a City Centre with the objective of evolving into a multi-functional commercial, administrative, social, cultural and leisure centre for the whole City – rather than just a large ‘box’ shopping centre.
- District Centres remain as predominantly shopping centres.
- Neighbourhood Centres and Local Centres have been designated as Community Centres – again with the objective of providing a wider range of community facilities at the local level than usual.

- In addition to the centres the Community Planning Scheme makes provision for Mixed Business Areas with uses envisaged in Clause 4.1.15 of the Metropolitan Centres Policy (2000).
- An innovation in the Community Planning Scheme is the provision of transition areas – called ‘Frames’ around shopping centres and mixed business areas. These areas are intended to accommodate commercial uses that are more appropriate as an interface to residential areas.

The Draft City of Cockburn Local Commercial Strategy (February 2002)

- The City of Cockburn draft Local Commercial Strategy recognises that there will be escape trade from Cockburn to major centres to the north and makes provision for this in its recommendations.

Other Local Commercial Strategies

- The City of South Perth and the Town of Victoria Park have recently produced draft Local Commercial Strategies. These have not yet been advertised. There does not appear to be any issues in either Local Commercial Strategy to affect or be affected by the proposals in the City of Melville draft Local Commercial Strategy.
- The City of Fremantle has recently rescinded its Local Commercial Strategy in favour of a new comprehensive Local Planning Strategy that is currently being developed. While this strategy is still in its initial stages there do not appear to be any conflicting objectives or provisions.
- The main recommendations for expansion in the City of Canning Local Commercial Strategy, including expanding Carousel to about 75,000m^2 nla have now been implemented and can be more accurately included in the modelling for this Local Commercial Strategy.

6.3 CHAPTER 3 - OVERVIEW OF THE CURRENT LOCAL COMMERCIAL STRATEGY (1993)

- The current 1993 Local Commercial Strategy by Shrapnel Urban Planning was based on sound methodology, research and analysis. This strategy has adopted the same study area and many of the same methods of analysis to enable comparisons and trends to be more easily identified. The work for the Local Commercial Strategy (1993) by Shrapnel Urban Planning provides a useful base for the analysis of trends since that Strategy was adopted.
- The major recommendations coming out of the Strategy was that the Melville City Centre should be expanded from 50,200m^2 nla (in 1990) to 60,000m^2 nla by 2006. Also it was recommended that the Kardinya District centre be expanded from about 16,500m^2 nla to 20,000m^2 nla. Only the Melville City Centre expansion has occurred since 1993.

6.4 CHAPTER 4 - CURRENT ISSUES

- The major current issue for the City of Melville is the implementation of the Vision embodied in Chapter 3 of the Community Planning Scheme:

  To encourage the City Centre to grow and evolve into a centre with a multitude of land uses and activities, especially entertainment, forming the focus of the municipality.

- It is an issue because the City Centre is identified as a Regional Centre in the Metropolitan Centres Policy (2000) with a floor area limit of 50,000m^2 nla (of PLUC5 retail floor area) unless otherwise specified in an endorsed Local Commercial Strategy. The current endorsed Local Commercial Strategy limits the retail floor area to 60,000m^2, which has already been reached. It does not allow for the expansion envisaged in the Vision.
- The limit of floorspace for the City Centre was derived in the current Local Commercial Strategy from the floorspace provision guidelines calculated for the Metropolitan Centres Policy (1990) and unchanged in the Metropolitan Centres Policy (2000). The Guideline for Regional Centres is 0.61m^2 nla per capita.
- Also in 1990, at the time the guidelines were being formulated there was the assumption that the population of the inner and middle metropolitan area, including Melville, would decline with aging.

6.5 CHAPTER 5 - ANALYSIS

- Changing assumptions about the inner and middle metro demographics now forecast expanding rather than contracting population numbers between 2001 and 2031.
- Melville has a socio-economic profile that supports above average retail expenditures – high incomes and a relatively high proportion of larger families combined with high levels of car ownership. The proportion of owner-occupied buildings in Melville is amongst the highest in the Metropolitan Region and contrasts sharply with adjoining South Perth, Victoria Park and inner Fremantle which are amongst the lowest.
- Between 1997 and 2002 increases in retail floor area have occurred at the Regional and District Centre levels, remained static overall at the Neighbourhood Centre level and declined at the Local Centre level. This decline of shopping at the small Local Centre level appears to be consistent elsewhere in the Inner Metropolitan Area.
- Of the major centres in Melville, Melville City Centre, Bull Creek and Kardinya could be considered single purpose ‘box’ shopping centres with over 80% of the floor area devoted to (Policy) shopping. Melville and Petra Street centres with about 66% retail are still mainly ‘box’ type structures but with a wider range of ancillary commercial uses. Riseley Street centre with 38% retail is the best example of a mixed commercial *‘Main Street’* shopping centre. Canning Bridge, with only 12% retail and 54% offices is more of a commercial centre than shopping centre, given that over half of its retail floorspace is fast food outlets. Its shops serve a Neighbourhood Centre rather than a District Centre function.
- Mainly because of the changed assumptions about population growth in the inner and middle metropolitan region modelling for the major retail centres in Melville shows potential based on the current Metropolitan Centres Policy (2000) guidelines, with greater expansion potential using the guidelines derived from the analysis in Chapter 4.
- The spatial analysis of shop type distribution shows that Melville is very well served at the Regional and District level for comparison shopping but not so well served at the

local convenience level. Shopping is definitely a car-orientated activity in Melville, especially the east and south-east quadrants. In these areas even daily convenience goods (newspaper, milk and bread shops) are spaced well beyond normal walking distances as shown on Figure 5.26.