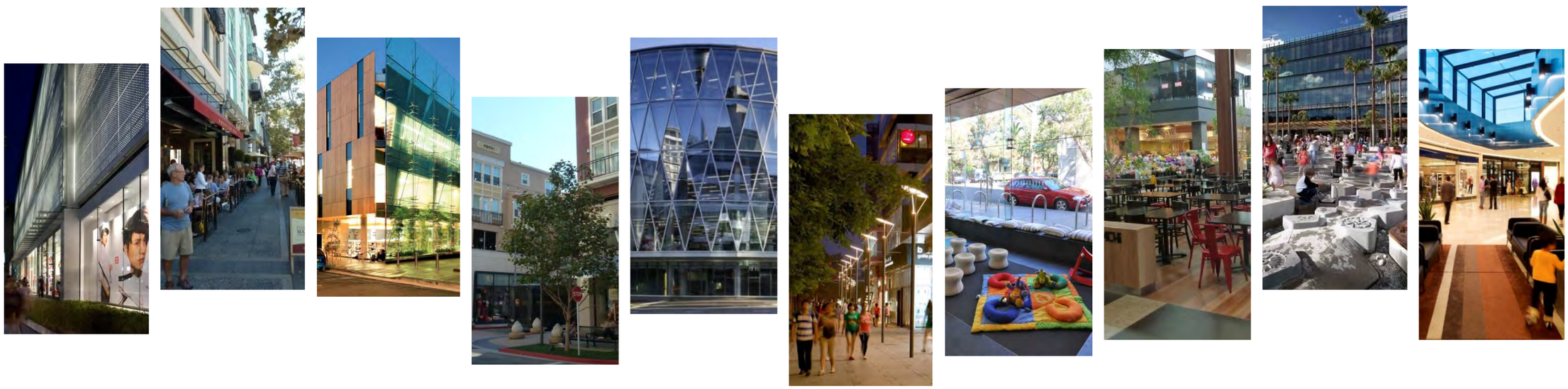
MELVILLE CITY CENTRE STRUCTURE PLAN

ACTIVITY CENTRE STRUCTURE PLAN
BOORAGOON

ROWEGROUP



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ARIA projects

Hames Sharley

pracsys.

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6	Melville City Centre Structure Plan Updated by Council 5 March 2015	Dean Cracknell – City of Melville	Gavin Ponton – City of Melville	26 March 2015

CONTACT PERTH OFFICE

p 9221 1991 **e** info@rowegroup.com.au **w** rowegroup.com.au **a** 3/369 Newcastle Street, Northbridge 6003

RECORD OF ENDORSEMENT

CERTIFIED THAT THIS STRUCTURE PLAN WAS ADOPTED BY RESOLUTION OF THE WESTERN AUSTRALIAN PLANNING COMMISSION ON:

.....22 April 2014…… Date

Signed for and on behalf of the Western Australian Planning Commission

.....

an officer of the Commission duly authorised by the Commission pursuant to section 16

of the Planning and Development Act 2005 for that purpose, in the presence of:

..... Witness

..... Date

And by

RESOLUTION OF THE COUNCIL OF THE CITY OF MELVILLE ON

.....9 December 2013…… Date

And

PURSUANT TO THE COUNCIL'S RESOLUTION HEREUNTO AFFIXED IN THE PRESENCE OF:

.....

Mayor/President,

CITY OF MELVILLE

.....

Chief Executive Officer,

CITY OF MELVILLE

..... Date

This Structure Plan is prepared under the provisions of the City Of Melville Community Planning Scheme No.5

TABLE OF MODIFICATIONS OF STRUCTURE PLAN

Modification No.	Description of Modification	Date Endorsed by Council	Date Endorsed by WAPC
1	Textual updates to Structure Plan Clauses: • 10.4.4.3 • 10.4.5 • 10.4.6 • 10.4.7 • 10.4.8 • 10.4.10 • 10.3.1	5 March 2015	Not required

EXECUTIVE SUMMARY

The Western Australian Planning Commission's (WAPC) *Directions 2031 and Beyond* aims to achieve a more balanced distribution of population, dwellings and employment across the metropolitan area. One of its key objectives to is to concentrate growth and development in mixed use 'activity centres' (town and city centres). Concentrating businesses, community uses and residential together can provide more vibrant, sustainable and diverse centres and reduce the need to travel between different land uses. The co-location of complementary activities can yield positive economic, environmental and social benefits. More diverse centres are also more resilient in the face of external market forces and major urban changes.

State Planning Policy 4.2 - Activity Centres for Perth and Peel (SPP 4.2) requires structure plans to be prepared for major activity centres. The Melville City Centre is the designated 'Secondary Centre' for this region of Perth under SPP 4.2 and a major regional centre. The city centre needs to provide a wide range of activities into the future, including office, retail, community, cultural and entertainment uses to service residents within its rapidly growing trade area. An opportunity exists to continue to encourage more mixed use and higher-density residential development particularly given the high-frequency public transport links.

STRUCTURE PLAN OBJECTIVES

The vision for the Structure Plan area is based on the following key objectives:

- The creation of a mixed use centre that caters for the needs of residents within the region and provides for a suitable residential environment;
- To contribute to the central sub-region employment self sufficiency targets;
- The development of a high street;
- The development of a centre that integrates with the Booragoon Bus Station;
- To provide a safe and secure environment for all residents, workers and visitors;
- A focus on built form and performance based outcomes with an emphasis on contemporary architecture; and
- To provide for developments that can incorporate energy efficient design, effective waste disposal and reduction and water conservation.

STRUCTURE PLAN COMPONENTS

The key design elements incorporated within the Structure Plan will include:

- Encouragement of a range of commercial, retail, community and residential;
- A more suitable retail component including discount department stores, supermarkets and associated specialty shops;
- Main streets will connect Almondbury Road, through the City Square with Davy Street and Marmion Street;
- Marmion Street, Riseley Street and Almondbury Road - development and redevelopment to allow for secondary active street development and act as a transition from the high street with medium to high residential density to low density residential areas beyond the Centre;
- The creation of public spaces particularly along the high-street;
- Development that is focused on public spaces;
- Flexibility of residential development to help encourage the redevelopment of poorly designed sites and to increase the potential for after-hours activity; and
- Landmark Buildings – Encourage the creation of suitable landmarks to frame and define the key sites.

The City of Melville will encourage a range of uses that will contribute to the development of the city centre. The structure plan proposes to encourage a significant residential presence within the centre with a range of densities and building heights. Non-retail commercial development is also encouraged to help provide a balance in day / night time activity in the centre.

A strong pedestrian focus will be created, with a focus on public transport links to the Booragoon Bus Station and nearby Bull Creek Rail Station. The City and key landowners plan to continue discussions with the Department of Transport with a view to improving the public transport patronage. Promotion of bus use is expected within the shopping centre.

The primary commercial focus of the centre will be the range of uses within the Garden City Shopping Centre and along the proposed high street. Active land uses such as shops, community facilities, cafes and restaurants with other commercial and residential uses above will be encouraged. This is expected to create a lively streetscape and a pedestrian friendly environment.

The improvements to the shopping centre will ensure that the centre remains one of the key retail locations within the Perth Metropolitan Region. The integration of additional uses is expected to improve the night time activity and will result in the centre become a true activity centre.

The Melville City Centre is expected to improve its land use diversity in accordance with the objectives of SPP 4.2. The intensity of the Melville City Centre is anticipated to improve dramatically, and the number of residential dwellings is expected to exceed the targets set in SPP4.2.

Ultimately the centre is expected to have strong residential and retail components, along with improved eating and entertainment, civic, and office functions. Given the constraints the centre faces, this is a very positive outcome for the city centre and the local community.

It is also proposed that significant improvements to the surrounding road infrastructure will occur as part of the development of the centre. It is expected that these upgrades will improve the level of service of the intersections beyond what is experienced today.

KEY BENEFITS OF STRUCTURE PLAN

The key benefits of the Structure Plan are:

Activity

- Inclusion of a greater mix of uses including after business hours activity;
- Likely redevelopment of the Library and community space;
- Improved retail offer, that will ensure that the centre stays relevant;
- Increased eating and entertainment opportunities;
- Likely improvements to the cinemas;
- Increased residential, including 120 dwellings built as part of first stage. Ultimately the amount of residential development will exceed the *Central Metropolitan Perth Sub-regional Strategy* and *SPP4.2* targets;
- Consideration of the other centres within Melville;

Movement

- Better integration of public transport infrastructure with retail and commercial uses;
- Improvements to the existing bus station, with direct access planned to the retail component;
- Improvements to pedestrian paths and connections within the centre;
- Inclusion of end of trip facilities and bicycle parking/storage areas;
- Improved parking layout and provision, including park assist;
- Co-ordination and rationalisation of access to the surrounding streets;
- Significant upgrades to a large number of intersections which will include improvements for pedestrian access;

Urban Form

- Development of an attractive high street, including a town square/piazza;
- Improved integration between Wireless Hill and centre;
- Improved overall building appearance, particularly the retail component, which will be partly screened by the new mixed use sleaving developments;
- Consolidation and intensification of buildings and uses within the Core;
- Transition of built form to ensure integration with residential properties outside the structure plan boundaries;

Resource Conservation

- Improvements to drainage capture and disposal, that reduces the reliance on the City's infrastructure;
- Inclusion of provisions requiring environmentally sensitive development;
- Additional landscaping, particularly throughout the high street and town square/piazza
- Additional employment opportunities, above the employment targets of *Directions 2031 and Beyond* and the *Central Metropolitan Perth Sub-regional Strategy* which will improve the centre's employment self sustainability*;*
- Co-ordinated approach to State Government by landowner(s) and Council in an effort to improve public transport.

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TECHNICAL APPENDICIES

PART ONE
STATUTORY SECTION

1. Structure Plan Area

This structure plan shall apply to the Melville City Centre, Booragoon being the land contained within the inner edge of the line denoting the structure plan boundary on the structure plan map (Plan 1).

2. Structure Plan Content

This structure plan comprises:

2.1 Part One - Statutory section

This section contains the structure plan map and statutory planning provisions and requirements.

2.2 Part Two – Non-statutory (explanatory) section

This section to be used as a reference guide to interpret and justify the implementation of Part One.

2.3 Appendices – Technical reports and supporting plans and maps.

3. Interpretations and Relationship with the Scheme

3.1 Unless otherwise specified in this part, the words and expressions used in this structure plan shall have the respective meanings given to them in the City of Melville Community Planning Scheme No.5 (the Scheme) including any amendments gazetted thereto.

3.2 The structure plan map (Plan 1) outlines land use, zones and reserves applicable within the structure plan area. The zones and reserves designated under this structure plan apply to the land within it as if the zones and reserves were incorporated into the Scheme.

3.3 Pursuant to Part 10 of the Scheme the provisions, standards and requirements specified under Part One of this Structure Plan shall have the same force and effect as if it were a provision, standard or requirement of the Scheme.

3.4 Provisions contained in Sections 3, 7, 8, 10, 11 and 12 are intended to vary the Scheme. In the event of there being any variations or conflict between these provisions, standards or requirements and the provisions, standards or requirements of the Scheme, then the provisions, standards or requirements of this structure plan shall prevail. In respect to all other matters the Scheme prevails over a structure plan in the event of any inconsistency between them.

3.5 The following design elements of the Residential Design Codes do not apply within the structure plan area unless otherwise specified:

3.5.1 Housing Density Requirements (with the exception of the Centre Frame Precinct, as shown on the structure plan map, which has an applicable zoning of R 100);

3.5.2 Site Coverage;

3.5.3 Plot Ratio;

3.5.4 Open Space Requirements; and

3.5.5 Building Height Requirements.

3.6 Unless otherwise specified within Part One, the City's Planning Policies do not apply to the structure plan area.

3.7 Any other provision, standard or requirement of Part One of the structure plan that is not otherwise contained in the Scheme, shall apply to the structure plan area as though it is incorporated into the Scheme, and shall be binding and enforceable to the same extent as if part of the Scheme.

3.8 Part Two of this structure plan and all appendices are to be used as a reference only to generally clarify and guide interpretation and implementation of Part One.

4. Operation

This structure plan shall come into operation on the day it is endorsed by the Western Australian Planning Commission (WAPC).

5. General Centre Objectives

The following sets out the objectives for the structure plan area.

The Melville City Centre will be an attractive, diverse, high intensity mixed use place, primarily for residential, recreation, civic and shopping functions, that the community want to visit and enjoy during both the day and in the evening.

The Centre will also provide opportunities for employment and encourage connections to the other major employment areas within the greater Melville region.

Activity

5.1 Concentrate non-residential development within the centre core.

5.2 Improve the maturity of the Centre, by promoting a concentrated range of community, housing, office, retail and entertainment choices to meet the needs of the municipality and adjoining areas, and providing a commercially achievable outcome for all parties.

5.3 Enable the growth of the retail component to allow for a high quality retail experience while maintaining the centre's role as a regional specialised retail destination.

5.4 Encourage local employment and business opportunities, whilst complementing the Canning Bridge, Riseley Centre and Murdoch employment nodes.

5.5 Encourage those uses such as entertainment and hospitality that are likely to extend the period of activity within the centre.

5.6 Provide for improved community and cultural facilities, which are well integrated into the centre core and high-street.

5.7 Promote greater housing density and a variety of housing types within the centre, with a managed interface to the existing surrounding residential areas.

5.8 Encourage the progressive redevelopment of the residential properties in the Centre Frame Precinct.

5.9 Create a structure and land use control framework that will facilitate land use change over time, in a staged manner.

Movement

5.10 Create strategic links between Canning Bridge, Riseley Centre, and the Murdoch Specialised Centre, along with links to other key centres such as Curtin University, central Perth, and Fremantle.

5.11 Encourage the integration and better use of the bus station.

5.12 Improve local public transport connections.

5.13 Appropriately manage traffic, parking and accessibility issues with a particular focus on improving walking, cycling and public transport accessibility, whilst also allowing for vehicular access.

5.14 Provide parking areas in locations that allows co-ordinated access and strong pedestrian connectivity.

Urban Form

5.15 Deliver a pedestrian-friendly, active, vibrant and commercially successful 'high-street' as an integral component of the city centre.

5.16 Facilitate viable, enduring and high quality development, along with encouraging building designs to present well to street frontages, address the high-street and public spaces.

5.17 Ensure that building heights provide for intensive development in the Centre Core with an appropriate transition to the surrounding residential areas.

5.18 Maximise opportunities for passive surveillance.

5.19 Provide opportunities to integrate signage with buildings.

5.20 Facilitate the inclusion of high quality and active spaces.

5.21 Encourage local landmarks, landscape and street trees to improve legibility and amenity.

5.22 Recognise Crime Prevention Through Environmental Design principles as a tool to create a safe and enjoyable pedestrian experience.

Resource Conservation

5.23 Encourage the use of Environmental Sustainable Development principles.

5.24 Consider solar passive design principles in the detailed design of buildings.

5.25 Encourage water efficiency.

5.26 Encourage resource conservation.

6. Structure Plan

6.1 The structure plan is divided into two major components being:

6.1.1 Centre Core

6.1.2 Centre Frame

6.2 The Centre Core includes a number of precincts, the boundaries of which are not absolutely defined, but generally reflect the structure plan map (Plan 1).

6.3 The Centre Frame includes a number of precincts, the boundaries of which are defined by the structure plan map (Plan 1).

6.4 New development is required to satisfy the Minimum Development Requirements specified in Part 10 and Design Principles (performance criteria) specified in Parts 11 and 12.

6.5 Prior to the determination of an application to commence development, other than a change of use, within the Centre Core, identified on Plan 1, suitable agreed Acceptable Development standards are to be developed to the satisfaction of the City.

6.6 The agreed Acceptable Development standards shall illustrate the preferred way of meeting the Performance Criteria, although the City may support alternative methods of meeting the performance criteria.

6.7 The City is required to determine the agreed Acceptable Development standards within 60 days of lodgement by an applicant.

7. Land Use Permissibility

7.1 Land use permissibility for the Centre Core and Centre Frame is to be in accordance with Table 1.

TABLE 1 – Land Use Permissibility

USE CLASSES	Centre Core (Garden City)	Centre Core (High Street)	Centre Core (Lakeside)	Centre Frame
Aged or Dependent Persons Dwelling	P	P	P	P
Auction Premises	X	X	X	X
Bed and Breakfast	D	D	D	D
Betting Agency	D	D	D	X
Car Park	D	D	D	X
Child Care Premises	P	P	P	D
Cinema / Theatre	P	P	A	X
Civic Uses	P	P	P	D
Community Purposes	P	P	P	D
Consulting Rooms	P	P	P	D
Convenience Store	P	P	D*	X
Educational Establishment	P	P	P	A
Exhibition Centre	P	P	D	D
Family Day Care	P	P	P	P
Fast Food Outlet	P	P	D	X
Funeral Parlour	X	A	A	A
Garden Centre	X	D	D	X
Grouped Dwelling	D	D	P	P
Health Centre	P	P	P	A
Home Business	D	D	D	D
Home Occupation	D	D	D	D
Home Office	P	P	P	P
Home Store	D	D	D*	A
Hospital	A	A	A	A
Hotel	D	D	D	X
Industry - Cottage	X	X	X	D
Industry - General	X	X	X	X
Industry - Hazardous	X	X	X	X
Industry - Light	X	X	X	X
Industry - Noxious	X	X	X	X
Industry - Service	X	D	D	X
Market	P	P	P	X
Medical Centre	P	P	P	A
Motor Vehicle Repair	A**	X	X	X
Motor Vehicle Wash	D	D	A	X
Motor Vehicle Wrecking	X	X	X	X
Motor Vehicle, Boat or Caravan Sales	X	X	X	X
Multiple Dwelling	P	P	P	P
Night Club	X	A	X	X
Office	P	P	P	D
Place of Public worship	D	D	D	A
Reception Centre	D	D	D	X
Recreation – Private	P	P	P	A
Residential Building	D	D	D	D
Restaurant / Cafe	P	P	D	A
Restricted Premises	X	X	X	X
Service Station	X	X	X	X
Shop	P	P	D*	X
Showroom	D	D	D	X
Single Bedroom Dwelling	P	P	P	P
Single House	X	X	D	P
Small Bar	D	D	X	X
Storage	D	D	D	X
Tavern	A	D	X	X
Telecommunications Infrastructure (TI)	D	D	A	X
Trade Display	X	X	X	X
Veterinary Centre	A	A	A	X
Warehouse	X	X	X	X
Other uses not listed above	D	D	D	D

* Note – The Lakeside Precinct is not intended to accommodate significant retail development, however small scale retail may be considered at the discretion of the City with a general maximum tenancy size of 300m2.

** Note – Motor Vehicle Repair may be considered where incidental to the predominate use and appropriately separated from residential uses.

7.2 The symbols used in the cross reference in Table 1 have the following meanings —

'P' means that the use is permitted by the Scheme providing the use complies with the relevant development standards and the requirements of the Scheme;

'D' means that the use is not permitted unless the City has exercised its discretion by granting planning approval;

'A' means that the use is not permitted unless the City has exercised its discretion by granting planning approval after giving special notice in accordance with the Scheme;

'X' means a use that is not permitted by the Scheme.

7.3 A change in land use is permitted without a requirement for planning approval, where:

7.3.1 the change is from a P use to another P use, where the use complies with the relevant objectives and development standards applicable under the Scheme and structure plan;

7.3.2 The change is from a previously approved D or A use to a P use where the use complies with the relevant objectives and development standards applicable under the Scheme and structure plan; or

7.3.3 the change is to an incidental use that does not change the predominant use of the land, and complies with all of the relevant objectives and development standards applicable under the Scheme and structure plan.

7.4 There is no requirement for additional car parking to be provided if a change from a commercial or retail land use to another commercial or retail land use is proposed in the Centre Core precincts and no additional Net Lettable Area (NLA) floorspace is proposed.

7.5 Notwithstanding planning approval may be required for any building or other development work that is proposed, pursuant to clause 7.1 of the Scheme.

7.6 The proponent is required to advise the City of a change of use that is permitted without a requirement for planning approval, in accordance with clause 7.3 above, for information purposes.

7.7 Unless otherwise defined in the Scheme or Residential Design Codes the following interpretations apply:

Bed and Breakfast

means a dwelling, used by a resident of the dwelling, to provide accommodation for persons away from their normal place of residence on a short-term commercial basis and includes the provision of breakfast; for not more than four (4) adults or one family in an establishment containing a maximum of two (2) guest bedrooms and one (1) guest bathrooms, located under the main roof of the dwelling.

Child Care Premise

means premises from which a child care service, which has the same meaning as the *Child Care Services Act 2007* is provided, which means the provision of a service for casual, part-time or day-to-day care of a child or children under 13 years of age (or such other age as may be prescribed for the proposes of the Act) that is provided:

(a) For payment or reward, whether directly or indirectly through payment or reward for some other service; or

(b) As a benefit of employment; or

(c) As an ancillary service to a commercial or recreation activity.

Exhibition Centre

means premises used for the display, or display and sale, of materials of an artistic, cultural or historical nature, and includes a museum or art gallery;

Family Day Care

means a child care service provided by an individual at a place where:

(a) The individual providing the service lives; and

(b) None of the children to whom the service is provided live.

Fast Food Outlet

means premises used for the preparation, sale and serving of food or beverages to customers in a form ready to be eaten without further preparation, primarily off the premises, but does not include a lunch bar.

Grouped Dwelling

As defined in the *Residential Design Codes*.

Home Store

means any shop with a net lettable area not exceeding 100 square metres attached to a dwelling and which is operated by a person resident in the dwelling

Industry - Cottage

means a trade or light industry producing arts and crafts goods which does not fall within the definition of a home occupation and which:

(a) does not cause injury to or adversely affect the amenity of the neighbourhood;

(b) where operated in a residential zone, does not employ any person other than a member of the occupier's household;

(c) is conducted in an out-building which is compatible with the principal uses to which land in the zone in which it is located may be put;

(d) does not occupy an area in excess of 50 square metres; and

(e) does not display a sign exceeding 0.2 square metres in area.

Multiple Dwelling

As defined in the *Residential Design Codes*.

Single Bedroom Dwelling

As defined in the *Residential Design Codes*.

Single House

As defined in the *Residential Design Codes*.

Small Bar

means premises licensed as a small bar under the *Liquor Control Act 1988* and used to sell liquor for consumption on the premises but not including the sale of packaged liquor; and with the number of persons who may be on the premises limited to a maximum of 120.

Telecommunications Infrastructure

means land used to accommodate any part of the infrastructure of a telecommunications network and includes any line, equipment, apparatus, tower, antenna, tunnel, duct, hole, pit or other structure used, or for use in or in connection with, a telecommunications network.

8. Permitted Retail and Non-Retail Commercial Floorspace Area

8.1 The retail floorspace limits as outlined in the City Centre Precinct (CC) in Part 4 of the Scheme shall not apply, and the amount of shop-retail floorspace (excluding eating and entertainment uses) within the structure plan shall not exceed 120,000m2 Net Lettable Area (NLA), unless otherwise approved by the Commission and the City.

8.2 The amount of non-retail commercial floorspace (excluding eating and entertainment uses) within the structure plan should not exceed 55,000m2 NLA, unless otherwise approved by the Commission and the City.

8.3 For the purposes of this structure plan, NLA shop/retail floorspace is defined as per the Scheme, but also excludes:

8.3.1 loading and storage areas;

8.3.2 any children's play area and/or equipment; and

8.3.3 all areas (including any seating areas) associated with eating and entertainment uses.

8.4 Prior to consideration of proposals for major development which exceeds the shop-retail floorspace area identified in clause 8.1, the responsible authority will require the preparation of a Retail Sustainability Assessment (or similar), in accordance with SPP 4.2. Where the City and the Commission determine that the proposal substantially changes the intent or form of the structure plan, an amendment to the structure plan will be required prior to consideration of the proposal.

8.5 Prior to consideration of proposals for major strategic office development(s) which exceeds the non-retail commercial floorspace area identified in clause 8.2, the responsible authority will require the preparation of a suitable Floorspace Demand Assessment, that determines whether there is an undesirable impact on the provision of similar floorspace within the Murdoch, Riseley and Canning Bridge Activity Centres. Where the City and the Commission determine that the proposal substantially changes the intent or form of the structure plan, an amendment to the structure plan will be required prior to consideration of the proposal.

9. Staging

9.1 Except as otherwise provided in clause 9.6 or agreed by the City, where an application is made to construct an additional 5,000m2 or more of shop-retail floorspace in the Centre Core, the following elements shall be provided prior to, or as part of, any application for approval to commence major development that would result in additional shop retail NLA within the Centre Core:

9.1.1 The entire high street vehicular and pedestrian connection

9.1.2 The new town square / piazza;

9.1.3 The mixed use community facility / library (should the location of the proposed high street impact on the current library location);

9.1.4 100% of the buildings surrounding the town square / piazza and fronting both sides of the core of the high street;

9.1.5 At least 2,000 m² of non-retail commercial floorspace; and

9.1.6 The critical road and intersection upgrades as outlined in Plan 5 and Table 2 (Although the extent and staging of works should be subject to a re-assessment should there be a significant reduction in the amount of proposed retail floorspace developed).

9.2 In addition to clause 9.1 above, residential dwellings at a ratio of 2 dwellings per 1,000m2 of additional retail NLA floorspace are to be provided within the structure plan area. Construction of the dwellings shall have commenced prior to the end of 2018 or at the commencement of operation of the additional retail floorspace, whichever is the later.

9.3 In addition to clause 9.1 above, the peripheral road and intersection upgrades as outlined in Plan 6 and Table 3 are required to be completed within 5 years of the commencement of operation of the retail floorspace expansions. The landowner of the retail development is to either, prior to the commencement of operation of the retail floorspace mentioned above provide a contribution to the City (so that the City can undertake the construction), or undertake the works within this period. (Although the extent and staging of works should be subject to a re-assessment should there be a significant reduction in the amount of proposed retail floorspace developed).

9.4 In relation to 9.1.4 above, the City will vary this requirement where the applicant does not control all the land and / or commercial agreements haven't been reached for the development of the land not under the applicant's control.

9.5 Prior to the approval of any application to commence major development, a legal agreement, supported by a caveat on title, is to be entered into by the applicant with the City and the WAPC to ensure that the residential dwellings are constructed in accordance with Clause 9.2.

9.6 The development of the high street, residential, commercial, community or mixed-use development may occur prior to the staging identified in 9.1 and 9.2 above, with completed floorspace being included in the allowances for subsequent additions to shop-retail or non-retail commercial floorspace.

10. Minimum Development Standards

This structure plan has minimum (or mandatory) development standards that apply across the entire structure plan area unless otherwise noted (Part 10). In addition, there are also Design Principles (performance criteria) (Parts 11 and 12) to further inform future development in each precinct.

10.1 Movement

10.1.1 The high street, town square/piazza and principal pedestrian connections are to be generally consistent with the locations shown on Plan 4. Additional suitable connections may be considered as part of a development application(s).

10.1.2 Vehicular crossovers to lots within the Centre Core adjoining Marmion Street, Riseley Street and Almondbury Road are to be generally consistent with the designated vehicular crossover locations shown on Plan 1. Additional suitable connections may be considered as part of the development application(s) where accompanied by supporting traffic analysis demonstrating its suitability, to the satisfaction of the City.

10.1.3 The minimum provision of a footpath on both sides of all new streets, unless otherwise designated on Plan 4.

10.1.4 Detailed drawings outlining the location and design of the high street are to be included as part of any development application for major development within the Garden City and High Street Precincts.

10.1.5 Parking for non-residential uses is to be provided at a maximum rate of 5 bays per 100m2 of NLA floorspace.

The City may determine a lesser rate for a particular land use(s), having regard for the existing parking ratios within the Scheme or a parking demand study.

10.1.6 Parking for residential components of development is to be in accordance with the R-Codes or at the City's discretion.

10.1.7 Large Development Applications shall be accompanied by a suitable Transport Plan. The Transport Plan is to including a Pedestrian and Cycling Access Plan, Parking Management Plan, Freight and Servicing Plan and a Public Transport Improvement Plan,

10.1.8 The following road and intersection upgrades, as detailed in Part 2 of the structure plan report, summarised in Tables 2 & 3 and shown on Plans 5 & 6 are required for major retail development(s) in accordance with clause 9.1.6 and 9.3. (The extent and staging of works should be subject to a re-assessment should there be a significant reduction in the amount of proposed retail floorspace developed).

Table 2 – Critical Road Upgrades

	Intersections	General Extent of Works
C1	Almondbury Road & new High Street	To be determined Suitable agreed intersection
C2	Almondbury Road & Car park Entry/Exit (west)	New round-about
C3	Almondbury Road & Car park Entry/Exit (east)	New round-about
C4	Riseley Street, Coomoora Road& Almondbury Road	Intersection Upgrades
C5	Riseley Street & Minor Eastern Shopping Centre Entry / Exit	Closure and reinstatement
C6	Riseley Street & Main Eastern Shopping Centre Entry / Exit	Removal of internal round-about and installation of connected traffic signals Extension of right turn pocket on Riseley Street
C7	Riseley Street Bus Station Entry / Exit	Closure of entry for buses travelling south, to be reconfigured as an exit to the north.
C8	Riseley Street & Marmion Street	Construction of addition north bound lane.
C9	Marmion Street Bus Station Entry / Exit	Closure of entry for general public
C10	Marmion Street & Andrea Lane	Re-location and installation of traffic signals
C11	Marmion Street & Davy Street	Minor modifications to signals and line-marking
C12	Davy Street & new High Street	Re-location of round-about

* Note – The construction timing of some critical road upgrades may be dependent on the staging of the development of the retail expansion.

Table 3 – Peripheral Road Upgrades

	Intersections	General Extent of Works
P1	Riseley Street & Canning Highway	To be determined. Minimum requirement to be the closure of access from the north except for left turn only, and modification to traffic signals.
P2	Riseley Street & Leach Highway	Additional right turn lane on Riseley Street towards Leach Highway Extension of left turn lane on Riseley Street towards Leach Highway Extension of right turn pocket on Leach Highway.
P3	Marmion Street & North Lake Road	Minor modifications to line-marking and traffic signals
P4	Canning Highway & Norma Road	Installation of new traffic signals

* Note – The construction timing of some critical road upgrades may be dependent on the staging of the development of the retail expansion.

10.2 Urban Form (All Precincts)

10.2.1 There are no site cover, plot ratio or open space requirements for development within the structure plan area unless otherwise specified.

10.2.2 A minimum building height of 2 storeys applies across the structure plan area, unless otherwise approved by the City.

10.2.3 Facades facing the high street and/or town square/piazza are to be articulated, coloured and detailed to present as individual, distinctive frontages similar to the traditional 'main-street' style to the satisfaction of the City.

10.2.4 Ground floor frontages facing the high street and/or the town square/piazza are to generally be connected to provide a continuous urban edge. Continuous awnings shall provide shade and weather protection for pedestrians.

10.2.5 Residential development is to be constructed in such a manner as to ameliorate noise and vibration from the city centre environment. The City may require an acoustic assessment report detailing the likely noise effects of the development on its surroundings and/or external noise impacts on the future residential dwellings.

10.2.6 Service areas and car parking (except on-street) are to be predominately screened from public view.

10.2.7 All development is to be designed to incorporate Crime Prevention Through Environmental Design principles and be generally in accordance with the Crime Prevention Through Environmental Design of Buildings Local Planning Policy.

10.2.8 Development on landmark sites is to be designed in a manner that recognises the site's strategic location. Development on landmark sites may include additional building height provided that the building(s) are of innovative, interesting and iconic design and relate well to streetscapes and public spaces, to the satisfaction of the City.

10.3 Urban Form (Centre Core)

Building Height and Setback of Upper Floors

10.3.1 Building heights are to be generally in accordance with the Building Height Plan (Plan 3), unless otherwise approved by the City. If additional building height is proposed above that provided for in the Building Height Plan, the applicant must provide community benefit for the users of the city centre area in proportion to the additional development being proposed by achieving one or more of the following:

10.3.1.1 New, improved or expanded high quality public spaces within the city centre

10.3.1.2 Upgrades to streetscapes, street trees or landscaping in the city centre (or within the vicinity if appropriate)

10.3.1.3 Upgrades to footpaths, other pedestrian-related infrastructure, cycle paths or other cycling-related infrastructure in the city centre (or within the vicinity if appropriate)

10.3.1.4 Placemaking initiatives or public art (beyond that required in the City's policy on Provision of Public Art Policy)

10.3.1.5 Provision of public facilities such as toilets, showers or sheltered bike storage

10.3.1.6 Affordable housing provided as part of an affordable housing scheme and ceded to the Department of Housing or relevant not for-profit organisation

10.3.1.7 Exemplary environmental design or sustainability outcomes

10.3.1.8 Any other community benefit contribution that furthers the objectives of the structure plan in the opinion of the City

10.3.2 Any level above 4 storeys facing a gazetted public street shall be set back a minimum of 5 metres from the building line of the 4th storey, unless otherwise approved by the City.

Landscaping

10.3.3 Development within the Centre Core requires appropriate high quality landscaping and public spaces to be provided consistent with an urban city centre environment, to the satisfaction of the City.

Note: Landscaped roof and/or wall areas may be considered as landscaping provided that it is of a high quality and easily accessible (roof) and visible (walls).

Residential

10.3.4 A private terrace, balcony or courtyard that is connected to an internal living space such as a lounge room or dining room is to be provided at a minimum of 12m² per dwelling.

10.3.5 The minimum dimension (width or length) for a terrace, balcony or courtyard is 3 metres.

10.3.6 Visual privacy in accordance with the R-100 provisions contained in the Residential Design Codes.

10.3.7 The following elements also apply in the Centre Core and are assessed in accordance with the Residential Design Codes at the R-100 zoning (if applicable):

10.3.7.1 Street surveillance;

10.3.7.2 Parking;

10.3.7.3 Design of car parking spaces;

10.3.7.4 Vehicular access;

10.3.7.5 Stormwater management; and

10.3.7.6 Dwelling size (housing diversity);

10.3.8 All other elements of the Residential Design Codes that are not stated above do not apply in the Centre Core.

10.4 Urban Form (Centre Frame – Precincts A & B)

Housing Density

10.4.1 Housing density in accordance with the Residential Design Codes as follows:

10.4.1.1 R100 for Centre Frame Precincts A and B as defined by the structure plan map (Plan 1);

Subdivision

10.4.2 Land in the Centre Frame Precincts shall only be subdivided or strata titled following the completion of development built in accordance with the objectives and standards of this structure plan. The City may only recommend approval in exception to the above where the City is of the opinion that subdivision of the land would not prejudice the objectives and standards of this structure plan.

Building Height

10.4.3 The following building height applies in the Centre Frame Precinct A:

10.4.3.1 A maximum of 3 storeys to an overall height of 12 metres above natural ground level.

10.4.4 The following building heights and setbacks apply in the Centre Frame Precinct B:

10.4.4.1 A maximum of 4 storeys to an overall height of 16 metres above natural ground level is permitted provided that it is contained within 20 metres of the Almondbury, Riseley or Marmion Street lot boundary;

10.4.4.2 A maximum of 3 storeys to an overall height of 12 metres above natural ground level provided that it is not within 12 metres of a property outside the Structure Plan area;

10.4.4.3 A maximum of 2 storeys to an overall height of 9 metres above natural ground level is permitted for all other development.

10.4.5 The roof areas of any building are not to be used as accessible open space areas, viewing platforms, or the like unless:

10.4.5.1 It is not within 12m of any property outside of the Structure Plan area; and

10.4.5.2 It complies with the visual privacy requirements specified in Section 10.4.16 and 10.4.17.

Note: This clause does not apply to dwelling balconies.

10.4.6 Where accessible open space areas, viewing platforms, or the like, are permitted, an open (on at least 3 sides) shade structure may be permitted.

10.4.7 Any floor of a building having 50% or more of its volume located below natural ground level is not included in the calculation of the number of storeys, but is included in the calculation of building height in metres.

Setbacks

10.4.8 Street setbacks may be nil and side building setbacks in accordance with the R-100 provisions contained in the Residential Design Codes.

10.4.9 Notwithstanding the above, and except as provided in 10.4.10, nil setbacks to two (2) side boundaries are permitted to a maximum of 2 storeys.

10.4.10 Rear building setbacks (to lots outside the structure plan area) are to be in accordance with the R-50 provisions in the Residential Design Codes, with a minimum setback of three (3) metres.

Notwithstanding the above, single storey buildings within the three metre setback area are to be assessed in accordance with R50 Lot Boundary Setback requirements of the Residential Design Codes.

Otherwise rear building setbacks to other lots within the structure plan area are to be in accordance with the Residential Design Codes.

10.4.11 In mixed use development, business/commercial development adjoining residential is designed to minimise the potential impacts between the two uses.

Open Space and Landscaping

10.4.12 Landscaping is to accord with an overall landscaping plan for the site, which has been approved by the City.

Building Appearance

10.4.13 Building appearance in accordance with Part 10 of this structure plan.

Private Open Space

10.4.14 A private terrace, balcony or courtyard that is connected to an internal living space such as a lounge room or dining room is to be provided at a minimum of 12m² per dwelling.

10.4.15 The minimum dimension (width or length) for a terrace, balcony or courtyard is 3 metres.

Visual Privacy

10.4.16 Visual privacy for other lots within the Centre Frame Precincts in accordance with the R-100 provisions contained in the Residential Design Codes.

10.4.17 Visual privacy to lots outside the Centre Frame Precincts in accordance with the R-40 provisions for grouped housing development contained in the Residential Design Codes.

Solar Access

10.4.18 Developments within the Centre Frame Precincts that potentially overshadow any development outside the Precincts are to be assessed in accordance with the solar access requirements at the R40 zoning as contained in the Residential Design Codes.

Vehicular Access

10.4.19 The design of driveways must allow cars to enter the street in a forward moving gear.

Other Residential Development Requirements

10.4.20 The following elements also apply to the Centre Frame Precincts and are assessed in accordance with the Residential Design Codes at the R-100 zoning (if applicable);

10.4.20.1 Street surveillance;

10.4.20.2 Street walls and fences;

10.4.20.3 Sight lines;

10.4.20.4 Design of car parking spaces;

10.4.20.5 Site works and retaining walls;

10.4.20.6 Stormwater management;

10.4.20.7 Dwelling size;

10.4.20.8 Outbuildings;

10.4.20.9 External fixtures; and

10.4.20.10 Utilities and facilities.

10.5 Resource Conservation

10.5.1 Prior to major development the landowner is to prepare a Servicing, Loading and Waste Management Plan to the satisfaction of the City.

10.5.2 Unless otherwise approved through the preparation and approval of a Local Water Management Plan, all stormwater is to be contained onsite.

10.5.3 Developments are to include appropriate energy and conservation measures.

10.5.4 Solar passive design principles should be considered in the detailed design of buildings.

10.5.5 Building design should encourage water efficiency, wherever possible.

10.5.6 Unless otherwise agreed, developments should be in accordance with the Energy Efficiency in Building Design Local Planning Policy.

11. Design Principles for the Precincts

11.1 Centre Core – High Street Precinct

Character Statement: The High Street Precinct is a pedestrian-friendly, vibrant and active place with a range of land uses.

The following design principles apply to development within the Centre Core - High Street Precinct:

Activity

11.1.1 Encourage a range of active ground floor uses including eating and entertainment, community facilities, retail at ground level with high density residential, community uses and other commercial located primarily on the upper levels.

11.1.2 Encourage the use of public spaces for temporary and/or permanent active uses.

11.1.3 Allow for a suitable high density residential component, where residential forms part of the development.

11.1.4 Where residential forms part of the development, and unless otherwise varied by the provisions of this structure plan, residential development that is in accordance with the Residential Design Codes.

Movement

11.1.5 Provide an active, intimate and attractive high street and piazza/town square.

11.1.6 Encourage appropriate on-street parking.

11.1.7 Car parking areas are generally not visible from the high street, piazza or public spaces.

11.1.8 Buildings are to address the high street and/or piazza and encourage pedestrian movement.

Urban Form

11.1.9 Developments are consistent with the relevant Edge Treatment requirements of Part 12.

11.1.10 Buildings are to be designed to facilitate an intimate and human-scaled place.

11.1.11 Buildings are to be designed to complement or include high quality landscaping, street furniture and street trees.

11.1.12 The design and development of new buildings should:

11.1.12.1 Minimise overshadowing in the middle of the day on public open space, major pedestrian streets, and adjacent properties especially in the cooler months.

11.1.12.2 Minimise potential overshadowing of residential dwellings (both within the development itself and to neighbouring buildings).

11.1.13 Signage should be unobtrusive, elegant and complement building designs.

11.2 Centre Core – Garden City Precinct

Character Statement: The Garden City Precinct is the retail heart of the city centre and will evolve from a 'big box' form to better integrate with and enhance surrounding streets.

The following design principles apply to development within the Centre Core – Garden City Precinct:

Activity

11.2.1 Encourage shop-retail uses as well as other land uses wherever possible.

11.2.2 Where residential forms part of the development, and unless otherwise varied by the provisions of this structure plan, residential development that is in accordance with the Residential Design Codes.

Movement

11.2.3 Appropriately manage traffic, parking and accessibility issues with a particular focus on improving walking and cycling accessibility, whilst also allowing for vehicular access generally in accordance with Plan 4 - Access.

11.2.4 Buildings are to be designed to encourage safe and comfortable pedestrian movement to and from other precincts.

11.2.5 Provide parking areas in locations that allows co-ordinated access and strong pedestrian connectivity.

11.2.6 Appropriate car, motorbike/scooter and bicycle parking provided on-site in accordance with projected need.

Urban Form

11.2.7 Developments are consistent with the relevant Edge Treatment requirements of Part 12.

11.2.8 Any development on the corners of Marmion Street and Riseley Street or Riseley Street and Almondbury Road may include a landmark element.

11.2.9 Buildings designed to provide for surveillance (actual or perceived) of the street and/or common areas.

11.2.10 The design and development of new buildings should:

11.2.10.1 Minimise overshadowing in the middle of the day on public open space, major pedestrian streets, and adjacent properties especially in the cooler months.

11.2.10.2 Minimise potential overshadowing of residential dwellings (both within the development itself and to neighbouring buildings).

11.2.11 Provide opportunities to integrate signage with buildings.

11.2.12 Development designed with high quality landscaping.

11.3 Core – Lakeside Precinct

Character Statement: The Lakeside Precinct is predominately a commercial and high density residential precinct with an urban 'look and feel'. It offers landmark redevelopment opportunities.

The following design principles apply to development within the Centre Core – Lakeside Precinct:

Activity

11.3.1 Encourage the development of high density residential or commercial uses, although other uses may also be provided.

11.3.2 Increase the residential population of the city centre.

11.3.3 Discourage those uses such as entertainment and hospitality that may impact on adjacent or future residents.

11.3.4 Where residential forms part of the development, and unless otherwise varied by the provisions of this structure plan, residential development that is in accordance with the Residential Design Codes.

Movement

11.3.5 Appropriately manage traffic, parking and accessibility issues with a particular focus on improving walking and cycling accessibility, whilst also allowing for vehicular access generally in accordance with Plan 4 - Access.

11.3.6 Buildings are to be designed to encourage safe and comfortable pedestrian movement to and from other precincts.

11.3.7 Appropriate car, motorcycle/scooter and bicycle parking provided on-site in accordance with projected need.

11.3.8 Provide parking areas in locations that allows co-ordinated access and strong pedestrian connectivity.

11.3.9 Car parking areas are generally not visible from streets or public spaces.

Urban Form

11.3.10 Developments are consistent with the relevant Edge Treatment requirements of Part 12.

11.3.11 Any development on the corner of Davy Street and Marmion Street and the corner of Davy and the High Street connection may include a landmark element.

11.3.12 Buildings are to be designed to complement or include high quality landscaping, street furniture and street trees. Existing vegetation located within the proposed new landscaping areas should be retained where possible.

11.3.13 The design and development of new buildings should:

11.3.13.1 Minimise overshadowing in the middle of the day on public open space, major pedestrian streets, and adjacent properties especially in the cooler months.

11.3.13.2 Minimise potential overshadowing of residential dwellings (both within the development itself and to neighbouring buildings).

11.3.14 Signage should be unobtrusive, elegant and complement building designs.

11.3.15 Re-development should include improvements and / or upgrades to the existing open space. Although this does not necessarily require the retention of the water features.

11.4 Centre Frame Precincts

Character Statement: The Centre Frame Precincts are intended to transition incrementally over time from single residential dwellings to an urban mix of residential, home-based businesses and commercial land uses. It should also provide a buffer between the city centre and surrounding residential areas. Given its location next to a city centre, the amenity of the precinct will be different to the amenity found in suburban residential areas.

The following design principles apply to development within the Centre Frame Precinct:

Activity

11.4.1 Encourage the development of medium and high density residential and compatible commercial uses where appropriate.

11.4.2 Increase the residential population of the city centre.

Movement

11.4.3 Minimise direct vehicular access to Almondbury, Riseley and Marmion Streets if possible.

11.4.4 Appropriate car, motorbike, scooter and bicycle parking provided on-site in accordance with projected need.

11.4.5 Provide parking areas in locations that allows co-ordinated access and strong pedestrian connectivity.

11.4.6 Car parking areas are generally not visible from streets or public spaces.

Urban Form

11.4.7 High quality residential and mixed use development (if appropriate) is developed.

11.4.8 Any commercial signage should be unobtrusive, elegant and complement building designs.

11.4.9 The design and development of new buildings should:

11.4.9.1 Minimise overshadowing in the middle of the day on public open space, major pedestrian streets, and adjacent properties especially in the cooler months.

11.4.9.2 Minimise potential overshadowing of residential dwellings (both within the development itself and to neighbouring buildings).

11.4.10 The design principles specified in the Residential Design Codes are met.

12. Townscape / Edge Treatments

The following design principles (performance criteria) apply to those buildings fronting streets or public places, in accordance with Plan 2 – Townscape and those portions of the development that directly abut a property outside the Structure Plan area:

12.1 General Criteria

12.1.1 Development to be of a high quality and all facades and frontages shall be designed and finished with high quality materials and finishes.

12.1.2 Building facades (including car park structures above ground level) shall be articulated, coloured and detailed to contribute positively to the appearance of local streetscapes and adjoining properties.

12.1.3 Building facades and frontages should highlight a vertical emphasis wherever possible to help break up the appearance of buildings. This can be achieved through the shape and placement of windows and openings and the innovative use of building materials, colours and textures.

12.1.4 Feature elements are strongly encouraged on building facades, including (but not limited to) variations to colours and building materials, coloured or textured banding, banding, recesses, ornamental details, gables, verandahs, balconies, pillars, awnings, canopies and bay windows.

12.1.5 Extensive blank walls, facades and featureless glazing facing streets or public spaces are not permitted.

12.2 Active Edge

12.2.1 Developments are to be designed to present well to and activate street frontages.

12.2.2 Buildings should be built to the front property boundary other than to allow for alfresco dining, courtyards, building articulation or other architectural elements.

12.2.3 Buildings are to include openings, balconies or other elements on the upper levels to encourage overlooking and surveillance of the public spaces, as required.

12.2.4 Large format retailing and/or loading and servicing areas are to be sleeved by uses that would facilitate activity.

12.3 Semi-Active Edge

12.3.1 Developments are to be designed to present well to and relate to street frontages and public spaces.

12.3.2 Buildings may be built to the property boundary provided that the architectural form is sympathetic to reduced setbacks.

12.4 Aesthetic Edge

12.4.1 Developments are to be designed to present well to and to include such architectural or landscape element to ensure that the building retains some interest when viewed from the street.

12.4.2 Buildings may be built to the property boundary provided that the architectural form and facade treatment is sympathetic to reduced setbacks.

12.5 Public Open Space Interface Edge

12.5.1 Developments are to be designed to present well to and relate to the public space(s).

12.5.2 Buildings are to include openings, balconies or other elements to encourage overlooking and surveillance of the public space(s).

12.6 Pedestrian Access Way Interface Edge

12.6.1 Developments are to be designed to relate to the laneway, particularly from upper levels.

12.6.2 New development is to include a second storey component.

12.6.3 Buildings are to include openings, balconies or other elements, on the upper floors to encourage overlooking and surveillance of the public space(s).

12.7 Structure Plan Edge

12.7.1 Developments are to be designed to present well to and relate to the adjoining residential property(s).

12.7.2 Buildings to include articulation, varying setbacks and avoid the use of blank walls.

PLANS

AMP CAPITAL

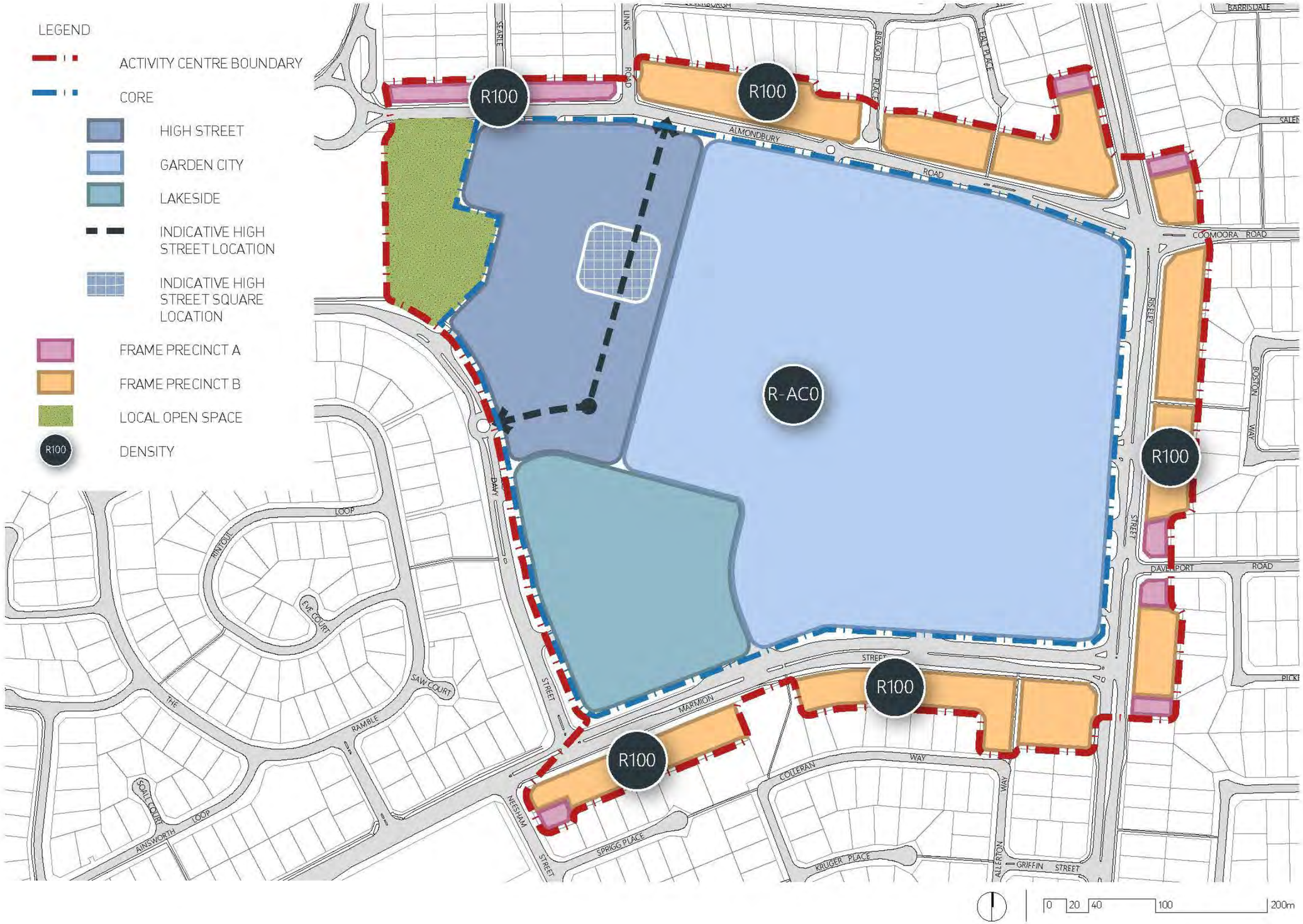
ARIA projects

HAMES SHARLEY

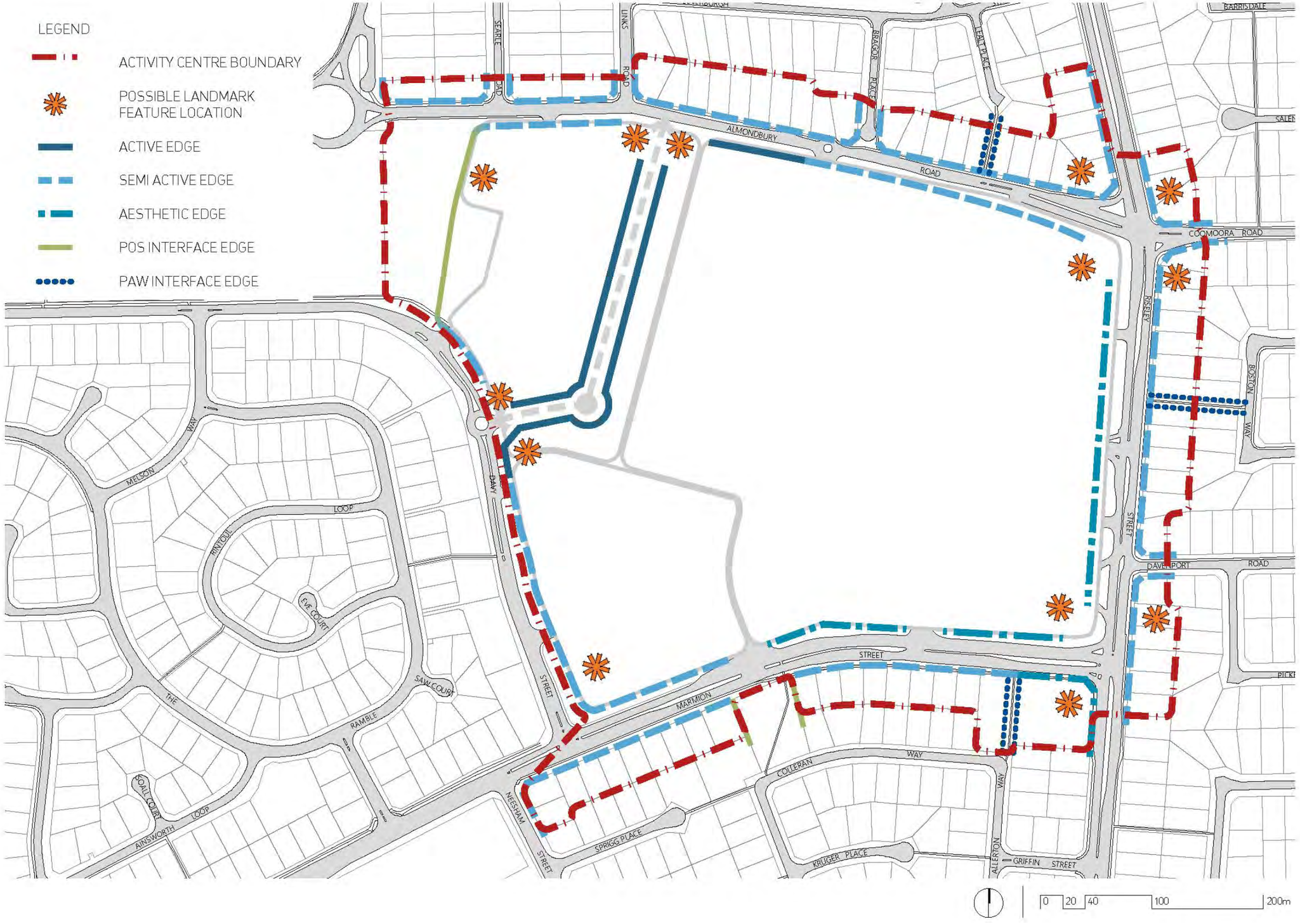
pracsys.

aurecon

ROWE GROUP

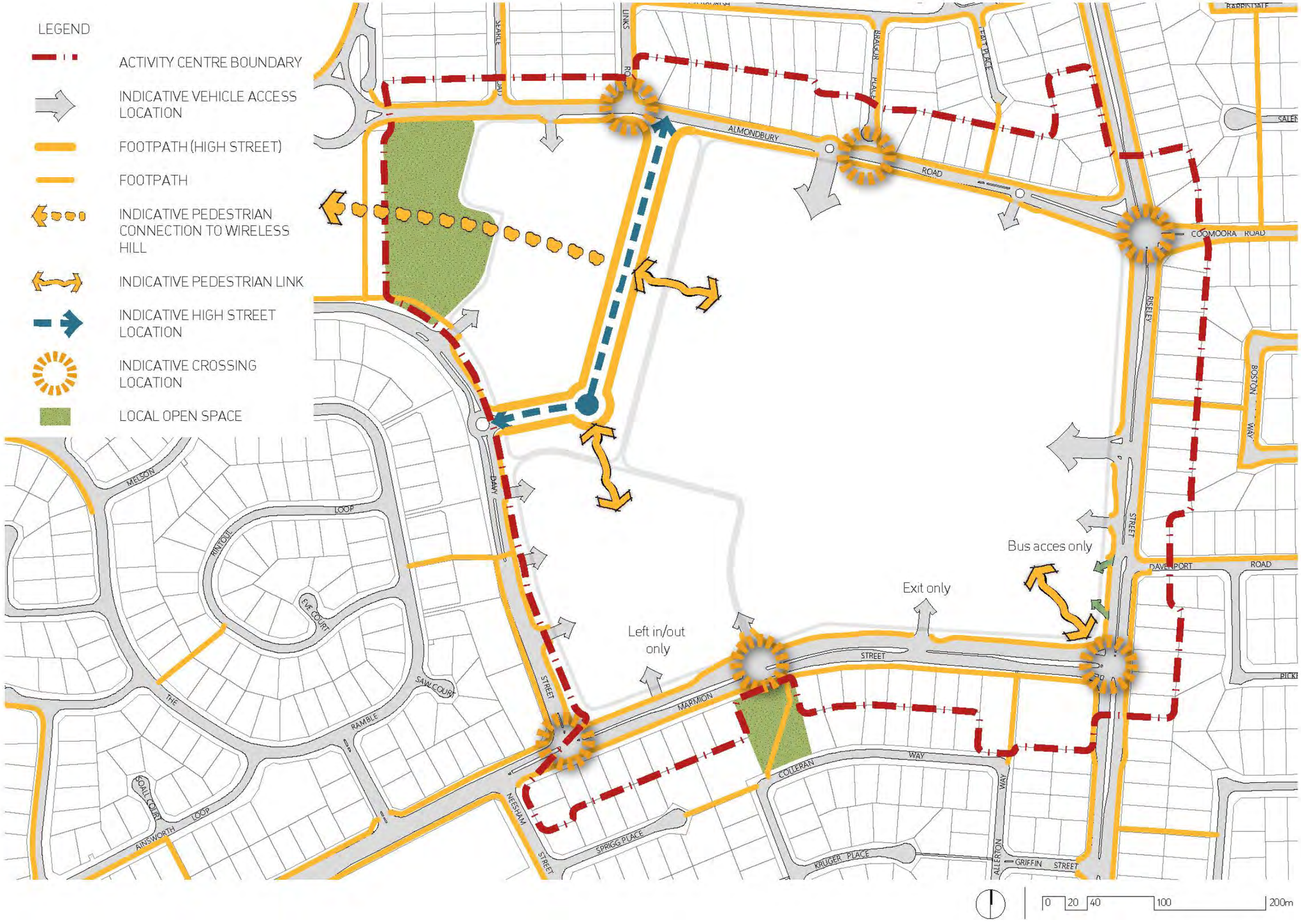


Plan 1 – Structure Plan Map

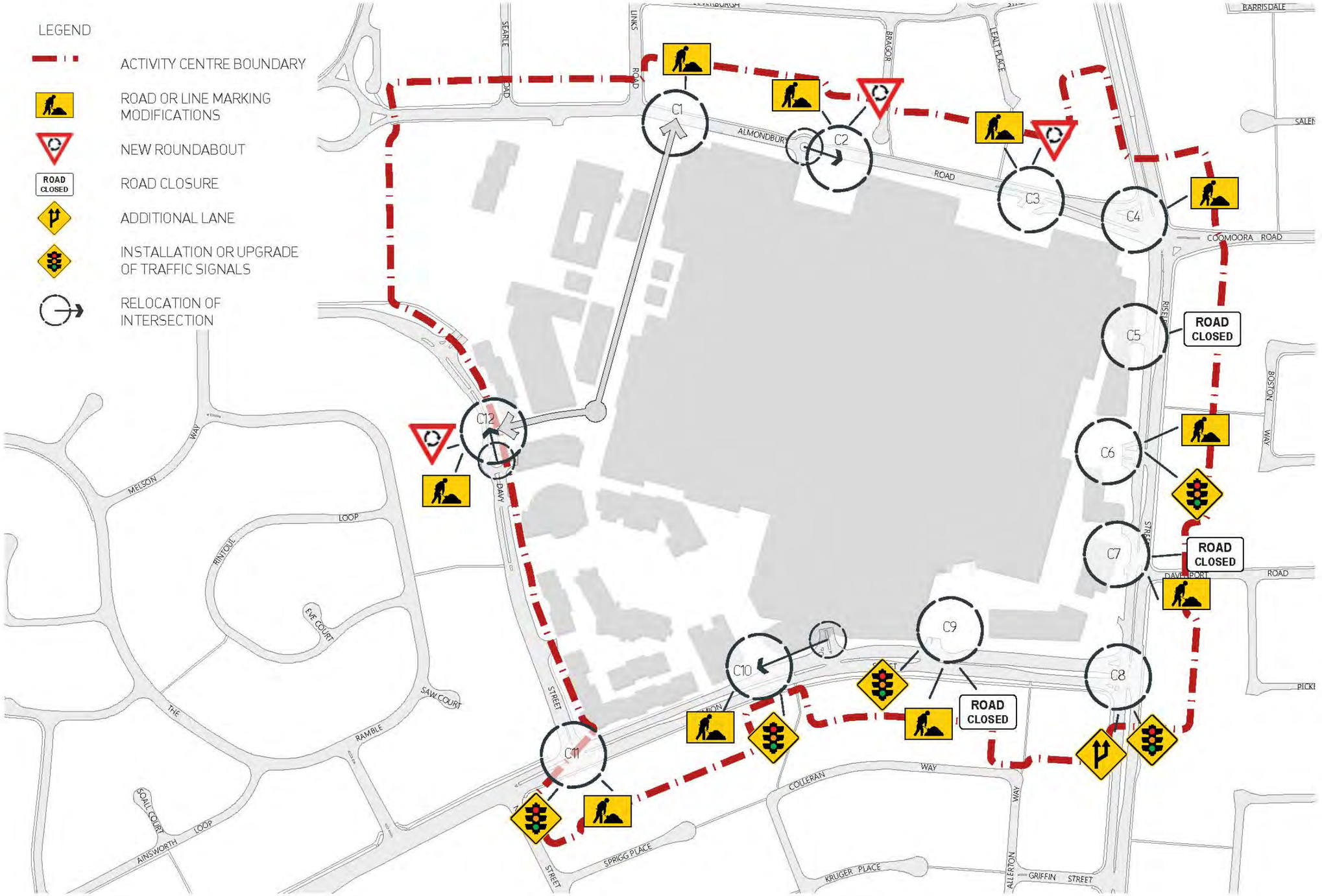


Plan 2 – Townscape

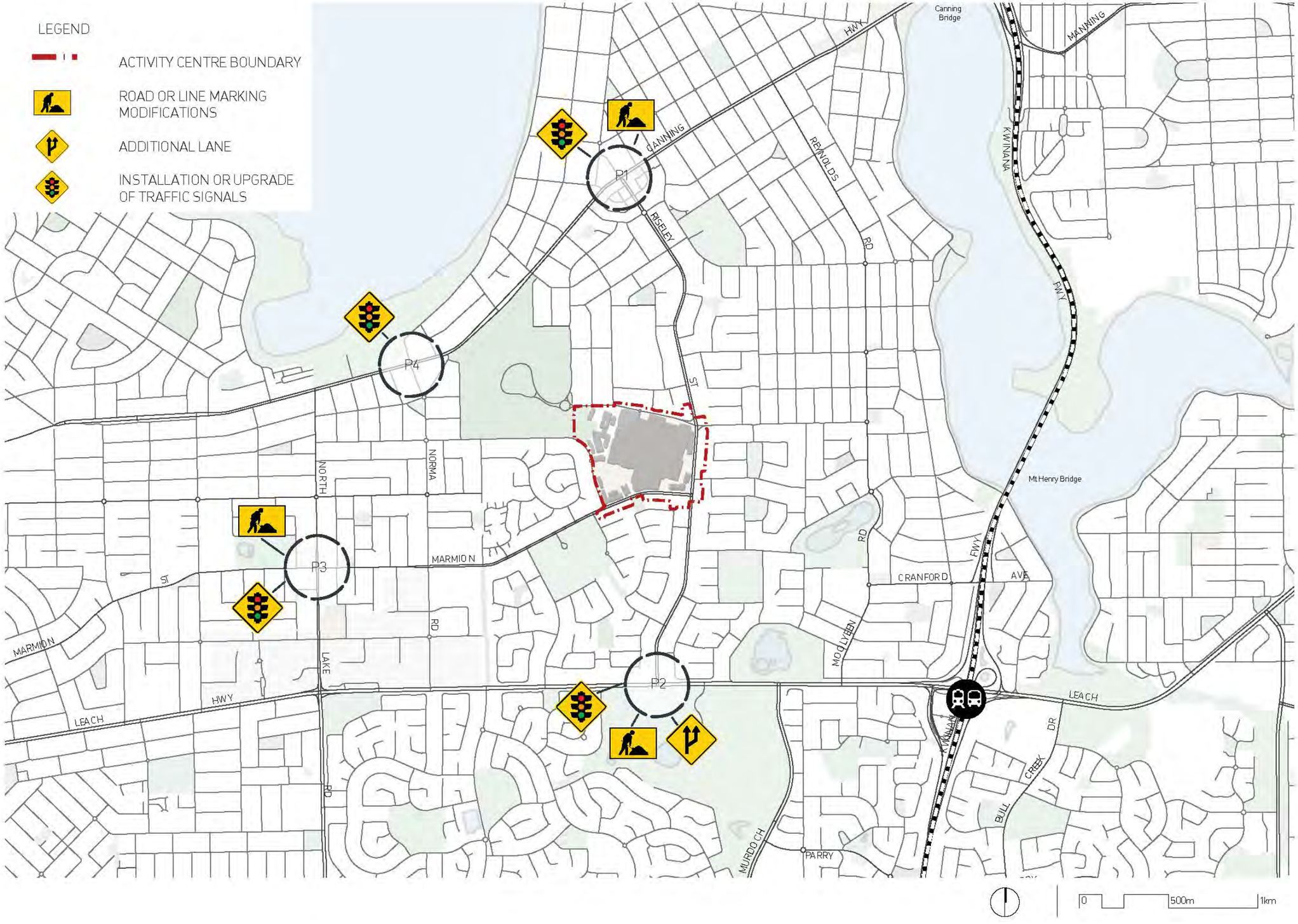
Plan 3 – Building Heights



Plan 4 – Access



Plan 5 – Critical Road and Intersection Upgrade Plan



Plan 6 – Peripheral Road and Intersection Upgrade Plan

PART TWO
EXPLANATORY SECTION

01 Planning Background

1.1 Introduction and Purpose

This explanatory report has been prepared in support of modifications to the draft Melville City Activity Centre Structure Plan. It is proposed to create a new structure plan.

The Structure Plan seeks to facilitate an improved urban form, a more appropriate retail offer, increased residential development and the continued mix and vibrancy of uses. The centre will remain primarily a retail focused centre, but with more emphasis on encouraging addition residential interaction and an introduction of some additional after-hours activity producing uses.

The Retail Needs Assessment prepared for Melville City forms part of this report (refer Appendix 2).

Whereas part 1 of this report represents the statutory mechanism for the implementation of the structure Plan, this part 2 element provides justification for the specific structure plan provisions.

The centre boundary has been defined as a result of the agreement reached by the City of Melville and the Department of Planning. The structure plan area, includes all the land bound by Almondbury Road, Riseley Street, Marmion Street, Davy Street and the eastern edge of Wireless Park. This area forms the Centre Core of the structure plan. Generally the properties fronting Almondbury Road, Riseley Street and Marmion Street are also within the boundary, which is classified as the Centre Frame. The structure plan area is shown on Plan 1, within Part 1 of the structure plan report.

1.2 Process

The City and the major landowner have undertaken a comprehensive approach to the preparation of the structure plan, particularly in relation to the process and keeping the community informed. The City have ensured that a clear process has occurred and that the views of all interested landowners has been obtained.

1.2.1 Centre Core Landowners

The Centre Core landowners, including the City and AMP Capital have held a number of meetings to work through the development intentions of all interested landowners.

AMP Capital is the owner of the Garden City Shopping Centre. They have been the key contributor and facilitator in the preparation of the structure plan. AMP Capital wish to improve the main retail and entertainment facilities, and encourage more residential into the area.

The City owns a significant portion of the land on the eastern portion of the structure plan area. The structure plan offers the City an opportunity to improve the community facilities and potential to consider new development and use opportunities.

The other core landowners wished to maintain their current operations but also ensure that their potential to redevelop was maintained or enhanced in the future.

1.2.2 Centre Frame Landowners

The City held a workshop with the Centre Frame landowners which reviewed the intentions of AMP and discussed development options within both the core and frame. The overall view of the landowners was that the need and intent of this structure plan was supported.

Some of the common themes highlighting perceived issues of the existing and proposed shopping centre have been listed below:

- Improve gardens and integrate greenery into urban areas
- Parking and traffic must be sufficiently managed, there are lots of comments regarding parking assistance (assuming that this is a suggestion)
- Easier cyclist, pedestrian and disabled access required
- Car parking linkages and connectivity within the centre and with surrounding land uses

The general consensus was that if the above items could be addressed, then the inclusion of the following items would produce a positive outcome:

- The vibrant main entrance (piazza)
- The restaurant and cafe strip is a good idea
- The proposal is attractive and modern
- That the main street is an excellent idea
- The ‘garden wall’ project

There were some conflicting comments made by different land owners, however in majority many of the landowners had similar opinions.

The structure plan has been prepared with the views of the various landowners taken into account. It is acknowledged that a formal consultation period will occur during the assessment of the plan.

02 Centre Context

2.1 Location

The Structure Plan area is located within the Municipality of the City of Melville, approximately 9 kilometres south of the Perth Central Area.

Refer Figure 1 & 2 – Regional Location & Local Location

2.2 Existing Improvements

The following existing improvements are located within the Melville City Centre Core (18.5475 hectares):

2.2.1 Garden City Shopping Centre

Garden City Shopping Centre, measuring 72,221m², was originally built in 1974. The Centre has since undergone a number of expansions in 1983, 1994 (construction of the food hall), 1998 (Hoyts Cinemas) and 2000.

The main features of the centre include two department stores (Myer and David Jones), a discount department store (Kmart), two supermarkets (Coles and Woolworths), a number of mini majors (Apple, JB HIFI, City Beach Surf), a range of specialty tenancies, Hoyts Cinema (8 Cinema Complex), a food hall, Garden City House: Offices and associated car parking.

2.2.2 Public Transport Facilities

Located on the corner of Riseley Street and Marmion Street, the Booragoon Bus Station is a major interchange that currently exhibits a public transport network that could ordinarily be associated with a higher order Activity Centre. While the bus station is frequented by a number of routes, its use has reduced with the introduction of the Perth – Mandurah Rail Line and the nearby stations at Murdoch, Bullcreek (Leach Highway) and Canning Bridge.

2.2.3 Civic

The Melville City Centre is identified as the City of Melville's City Centre and as such is the location of the Council Civic and Administration Centre, major community hall, a historical interpretation centre and library. Adjoining the library is an amphitheatre and civic square developed in the 1980s and the Discovery Centre which is formerly known as the Municipal Museum that explores the local history from Aboriginal settlement to present day.

2.2.4 Commercial

The main commercial area is located in the south-west corner of the City Centre and is occupied by a group of commercial buildings which are occupied by Alcoa World Alumina Australia, the Booragoon Dental Clinic and the Garden City Medical Centre. Other commercial uses exist along Riseley Street on the western side of the road, however a number of small office/medical suites have been established in older stock housing in the City Centre Frame.

2.2.5 Open Space

Open space and recreation areas in and around the City Centre are shown on Figure 3 Aerial Photo. Wireless Hill is a significant regional open space to the west of the centre. Ken Ingram Park is also located adjacent to the centre.

Also within the boundary is a group of artificial lakes. These lakes currently accommodate some of the drainage from the Garden City shopping centre and the adjoining commercial and offices uses, with the overflow apparently being discharged into the Council system. It is planned to upgrade the drainage within the structure plan area which might impact on the lakes. The respective landowners all agree that upgrades are required and are currently working through an agreement to facilitate these works. It should be noted however that as part of the redevelopment of this portion of the structure plan, modifications and /or closure of the lakes may result in order to address the drainage of this area and/or to maintain an open space feature in this area. The intent of the structure plan is to enhance the visibility and usability of this area, primarily by the proposed relocation of Andrea Lane.

2.2.6 Residential

The City Centre is surrounded by predominantly single residential low density dwellings (R20) with identified specific nodes of medium density dwellings that front the surrounding arterial roads. The existing CPS 5 enables the opportunity for medium density development surrounding the City Centre Frame.

A Housing Survey was undertaken to identify the condition of the existing housing located within a 400m walkable catchment of the Booragoon Bus Station and the surrounding area of the Melville City Centre. This Survey under undertaken during June 2013. Each property was observed from the street, with a visual assessment as to the condition of dwelling (good, average or poor) and its characteristics noted, including dwelling height, age, dwelling type and number of dwellings.

The Housing Survey revealed that the surrounding area was largely characterised as predominantly single dwellings. The condition of the existing housing ranged between Average and Good, with only a few dwellings in Poor condition. It should be noted that there was a high proportion of new dwellings under construction and a few properties currently vacant within the surrounding area. It was also noted that most older housing was single storey dwellings, whilst newer housing were between single and two storey dwellings. There were a small number of dwellings with a height of two and a half and three storeys. A small proportion of single storey dwellings located along Riseley Street and Almondbury Road, opposite the Garden City Shopping Centre were occupied as small office buildings, home businesses and or modified for small commercial uses, such as beauty therapists, podiatrist, veterinary clinics, dermatology and office uses.

The findings of the Housing Survey indicated that small scale commercial and offices uses are located within the Centre Frame, which will further be encouraged by the implementation of the Melville City Centre Structure Plan. The most notable are located at No. 1 Almondbury Road (a dental clinic), No. 5 Almondbury Road (a dermatologist specialist centre) and No. 87 Coomoora Road (a podiatrists centre). Therefore, with the implementation of the Structure Plan, increased redevelopment within the Centre Frame is likely to occur.

Under the current Local Planning Framework development is required to be residential is nature and has a corresponding residential density coding of R50. The Housing Survey did not identify any high density (R50) residential development existing within the Centre Frame. The Structure Plan envisages increased density housing to be developed within the Centre Frame to a density of R100. This will likely encourage developers purchasing sites within the Centre Frame as properties are placed on the market.

Currently, there is a number of new dwellings under construction within the Housing Survey area. It is unlikely that there will be increased residential redevelopment outside of the Structure Plan area as a result of the implementation of the Structure Plan.

2.2.7 Education

Applecross Senior High School and Ardross and Booragoon Primary Schools are located in close proximity to the City Centre. The Applecross Senior High School is also used as a TAFE facility and plays a significant role in the regional tertiary education provision.

2.2.8 Other Surrounding Land Uses

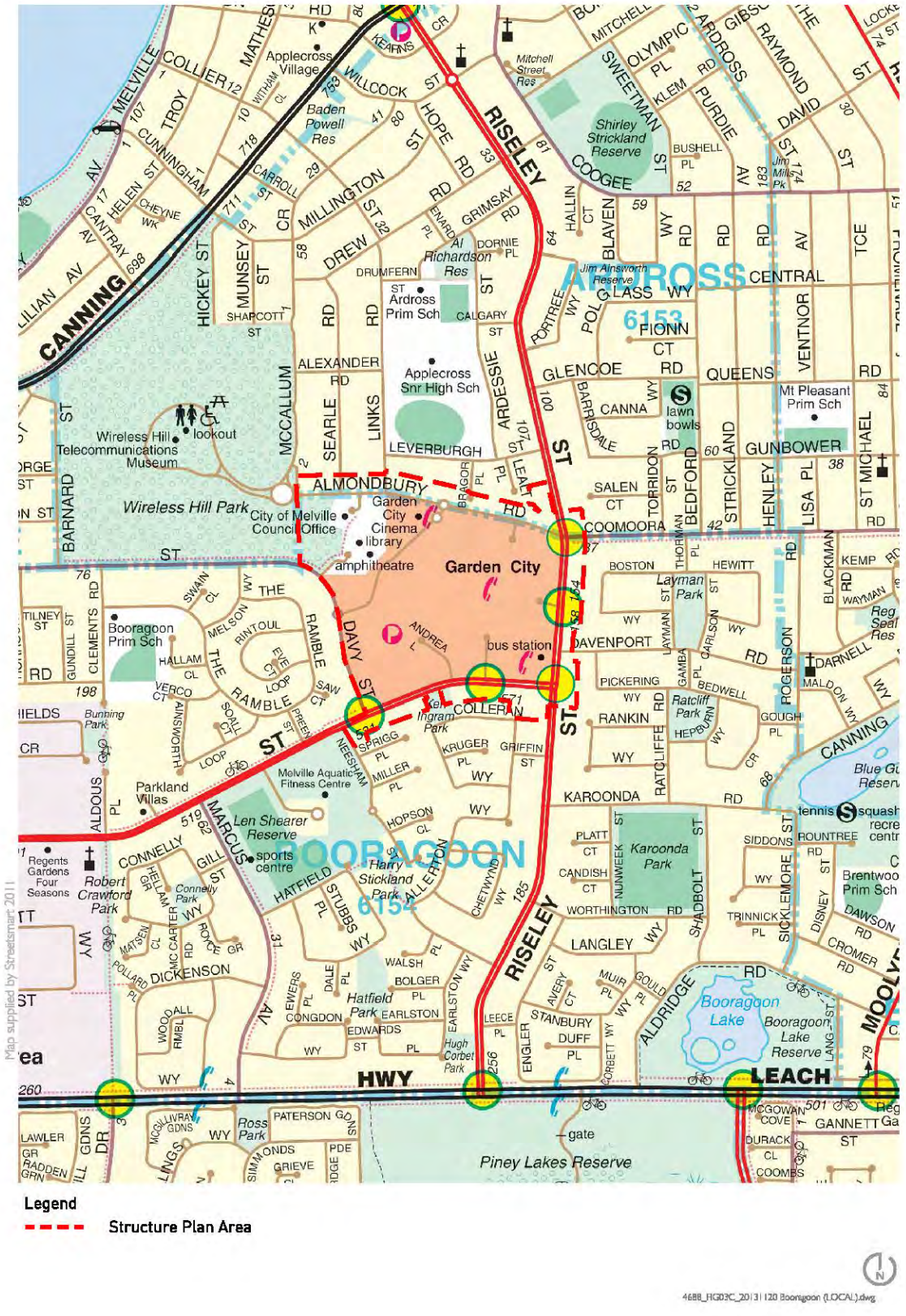
The Melville City Centre is surrounded by single residential dwellings, with an exception to the north west corner of the Centre which abuts the Wireless Hill Park, which is a Regional Park.

To the east, across Riseley Street, is predominantly single dwelling residential development, with a number of small neighbourhood parks.

The area to the south and west of the Melville City Centre is predominantly single residential in nature. To the south east of the Melville City Centre is the Len Shearer Reserve and community centre, whilst further to the south west is the Myaree light industrial area.

Existing uses surrounding the Melville City Centre Core are shown on Figure 3 Aerial Photo.

Figure 1 – Regional Location



Legend

Structure Plan Area

Figure 2 – Local Location

Legend

Structure Plan Area

Figure 3 – Aerial Photo

2.3 Site Conditions and Constraints

2.3.1 Biodiversity and Natural Area Assets

The Structure Plan boundary includes a south eastern portion of Wireless Hill Park, part of a 40 hectare A Class Reserve. Whilst it does not form part of the Wireless Hill Bush Forever Site (site number 336) or the legal reserve, it has historically been considered part of the Park and shares similar vegetation characteristics. According to the 2008 Wireless Hill Reserve Management Plan, the Park has the following vegetation characteristics:

> *"Since clearing of the park in 1913, the vegetation has regenerated naturally from the local seed bank. The vegetation consists predominantly of open Jarrah (Eucalyptus marginata) and Marri (Corymbia calophylla) woodland with a mid-storey of various shrubs including Banksia attenuata, Jacksonia furcellata, Jacksonia sternbergiana, Banksia menziesii and Allocasuarina fraseriana. The under-storey consists of a diverse community of woolly bush, (Adenanthos cygnorum), Macrozamia reidlei, Xanthorrhoea preisii and low shrubs, herbs and perennials including Anigozanthos mangliesii, Hibbertia hypericoides, Hypocalymma robustum and Dianella revoluta. The veldt grass (Ehrharta calycina) which was planted soon after the clearing to suppress erosion has become a noxious weed."*

The boundary also includes Ken Ingram Park, a portion of dense native bushland with a public access path linking Marmion Street with Colleran Way.

2.3.2 Vegetation

The current Structure Plan area contains an array of thick vegetation ranging in both species and heights, increasing the centres overall aesthetics whilst also reinforcing the Centres name, Garden City.

Landscaping of thick, tall trees and low lying shrubbery borders the Melville City Centre. Thick vegetation can be identified towards the west of the site, merging with the Wireless Hill Park remnant bushland, and the east towards the ALCOA and Medical offices. Vegetation can also be identified within the centre of the Structure Plan area, intermittently spaced throughout the shopping complex.

2.3.3 Landform and Soils

2.3.3.1 Landform

The core of the Structure Plan area has an undulating topography. The core rises from 30m above sea level from the east, and plateaus towards the centre of the shopping complex and rises to a maximum height of 38m above sea level to the west. The Core then gradually falls to a height of 27m above sea level to the south west.

2.3.3.2 Soils

A search of the Department of Agriculture Soil-Landscape Zones indicates that the subject site is located within the Swan Province. A description of the soils located within this zone is as follows:

> *"Swan Coastal Plain from Busselton to Jurien. Pale and Yellow deep sands, semi-wet and wet soil, sandy and loamy gravel, Calcareous deep sands and Grey deep sandy duplex".*

2.3.4 Groundwater and Surface Water

There is no major hydro-geological conditions or Groundwater Protection Areas in the locality. Given the structure plan area is well elevated there are no wetlands and waterways (including associated floodways, buffers and reserves) within or adjacent to the structure plan area.

Given that no new public roads are proposed there is no need for the preparation of an urban water management plan. The structure plan will require that all stormwater be disposed of on-site, unless subject to the agreement of the City. Should off-site stormwater disposal be considered, then a local stormwater management strategy should be provided to justify the proposal.

2.3.5 Heritage

There are no historic heritage features with the structure plan area.

A remnant mature eucalypt in the street verge, adjacent to Wireless Hill has been identified as having some Aboriginal cultural significance and is intended to be included in the Local Government Inventory as a place of cultural heritage significance. The Beeliar Nyoongars once cut a large piece or pieces of bark for ceremony or a coolamon. The scar tree is significant to the record of occupation in the locality of the Indigenous people prior to European settlement and subdivision. It is intended that this tree be retained.

2.3.6 Services

From a review of Water Corporation and Dial Before You Dig data, services are understood to be available to the site. It is anticipated that the proposed Structure Plan, including the proposed 1,370 new dwellings, expansion to the Garden City Shopping Centre, increased offices, commercial and retail uses will not adversely impact on the existing utilities infrastructure.

The following provides an overview of existing infrastructure and any capacity concerns:

2.3.6.1 Water

Critical pipelines are located along Marmion Street, Riseley Street, Almondbury Road, Davey Street, MaCallum Crescent, Sprigg Place, Colleran Way and Coomora Road. The proposed additional dwellings are largely proposed within the City Centre Frame, which is currently zoned for R50 development.

The Water Corporation has advised there is currently adequate capacity within the existing water infrastructure to service both the Centre's Core and Frame.

2.3.6.2 Sewer

A search of Water Corporation mapping indicated that the Centre Core and Frame are connected to sewerage.

2.3.6.3 Electricity

Dial Before You Dig data indicates that both the Core and Frame are connected to Low and High Voltage Underground Cables, particularly along Andrea Lane and Almondbury Road.

2.3.6.4 Telecommunications

Preliminary information from Optus indicate that the Centre Core and Frame are connected to multiple fibre optic cables along Marmion Street, Riseley Street and Almondbury Road. Optus Cables are connected directly to the Garden City Centre via Almondbury Road.

The records of Telstra disclose that there are also underground fibre optic telecommunication cables along then Centres periphery, whilst Nextgen Networks are located along Riseley Street, Almondbury Road and Marmion Street.

The data further identifies that AMCOM fibre optic cables run extensively through the centre of the Core.

2.3.6.5 Gas

ACTO Gas has advised that the Centre Core and Frame are connected to gas. It is expected any redevelopment at the site could be connected to gas via an extension of the existing network.

ACTO Gas will typically extend the service to provide connection points to each lot, subject to the Developer providing shared trenching along the proposed gas route.

2.4 Historical Context

The following provides a summary of the history of the centre and the previous structure plans.

- 1968: The City of Melville was established and relocated to a new civic administration centre in the new suburb of Booragoon.
- 1974: Garden City Shopping Centre of approximately 30,000m2 including retail, a hotel and an office building. Residential development had commenced construction on surrounding streets.
- 1983: The framework of the City Centre was established with the extension of the shopping centre (48,500 m2) linking a new civic square and library. A new commercial precinct and bus station was developed within this precinct through the realignment of Davy Road. The boundaries of the Centre were now clearly defined: Almondbury Road (North), Riseley Street (East), Marmion Street and Davy Road (South) and Wireless Hill Reserve (West). Residential development now surrounded these roads.
- 1996 – 2001: Garden City Shopping Centre expanded to 65,000m2 GLA to include further retail, cinema complex, food court and major bus nodal interchange. The Council offices were extended and a new mixed-use frame precinct was zoned to Almondbury Road and Riseley Street. The hotel was demolished and new commercial buildings were added. Residential densities increased with the subdivision of existing properties and the inclusion of medium density residential and retirement village developments on the frame of the city centre.
- 2001 – 2004: City of Melville in conjunction with the AMP conduct a number of number of different processes including enquiry by design workshops, finalisation of the City of Melville Local Commercial Strategy and Transport Strategy and review of the Melville City Centre Vision Plan.
- 2006: A draft Structure Plan is prepared and adopted by Council. Plan is yet to be endorsed by the Western Australian Planning Commission.

2.5 Planning framework

2.5.1 Regional Context

2.5.1.1 Metropolitan Region Scheme (MRS)

Under the provisions of the MRS, the subject site is zoned “Urban”, which is an appropriate zone for the development of an Activity Centre.

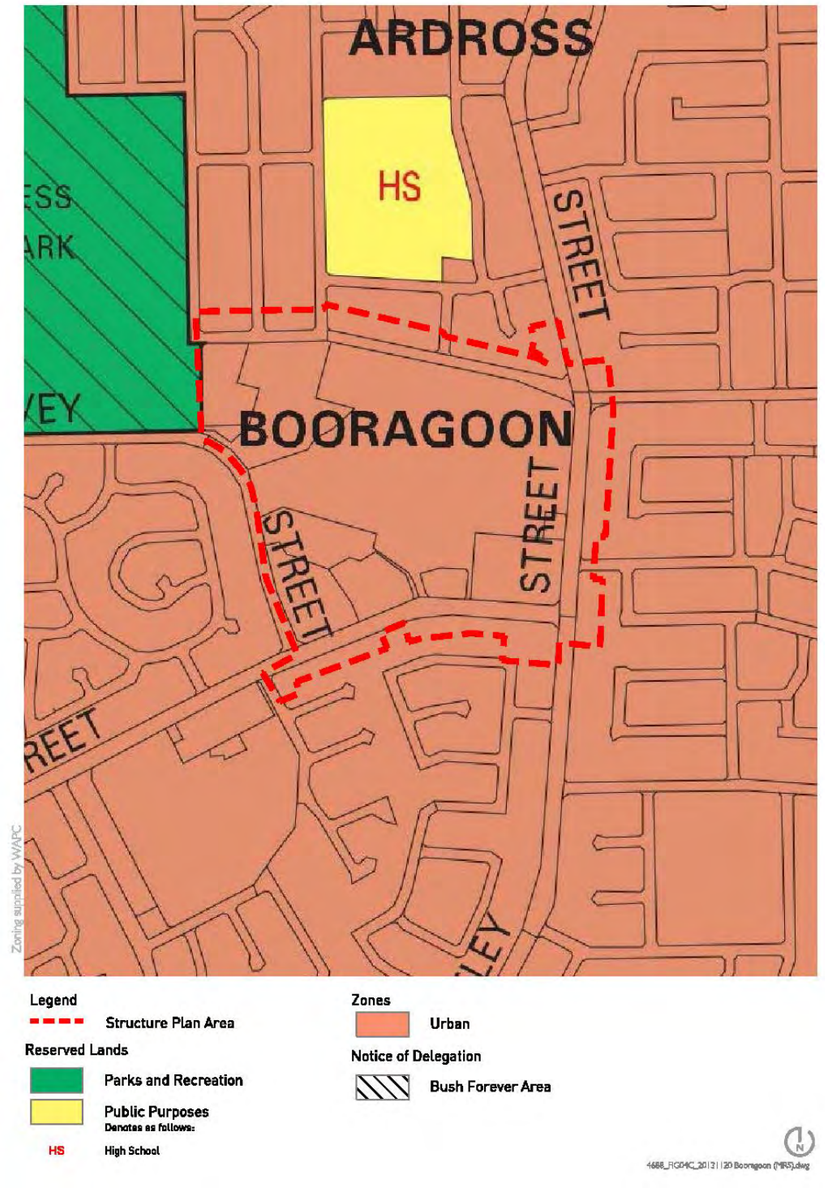


Figure 4 - MRS

2.5.1.2 Directions 2031 and Beyond

Directions 2031 and Beyond is the new strategic plan for the future of the Perth and Peel region which replaces the previous government's Network City. Directions 2031 outlines the growth policy, targets and staging for each of the city's six sub-regions.

Directions 2031 and Beyond identifies Garden City Shopping Centre as a Secondary Centre, in line with the State Planning Policy 4.2 – Activity Centres for Perth and Peel Policy. The continued development of Secondary Centres is essential to supply the network of strategic metropolitan centre services, particularly in areas where the population densities are lower and people are more likely to rely on secondary centres.

One of the primary objectives of Directions 2031 and Beyond is to achieve a more balanced distribution of population, dwellings and employment across the metropolitan area. This involves improving the employment self sufficiency of the outer sub-regions and increasing distribution of new residents and dwellings to the central sub-region. While Directions 2031 broadly aligns with high level aspirations of Network City, it adopts a more realistic and more targeted approach to the growth of the City, particularly in relation to infill development.

2.5.1.3 Central Metropolitan Perth Sub-Regional Strategy

The subject site is situated within the 'Quadrant Three' study area, as defined under the Central Metropolitan Perth Sub-Regional Strategy (the Strategy). The Strategy seeks to deliver the outcomes sought by Directions 2031, with a primary focus on urban consolidation to meet housing and employment targets.

The Strategy encourages a more compact and sustainable urban form while promoting development that provides for housing choice and diversity in response to changing community needs. In many established suburbs the introduction of increased density should complement single residential development.

Garden City (Booragoon (Garden City) secondary centre) is currently listed as a strategic growth area within the Central Metropolitan Region. The Strategy stipulates that the area will have a projected Dwelling Yield of 170 dwellings. The proposed structure plan will provide a significantly higher yield.

2.5.1.4 State Planning Policy 4.2 (SPP 4.2)

State Planning Policy 4.2 (SPP 4.2) – Activity Centres for Perth and Peel, is intended to guide the development of centres within Perth and Peel. The SPP 4.2 departs from the previous retail / commercial only framework and attempts to broaden its approach to encompass a wider range of uses.

SPP 4.2 defines an activity centre as;

> *"Activity centres are community focal points. They include activities such as commercial, retail, higher-density housing, entertainment, tourism, civic/community, higher education, and medical services. Activity centres vary in size and diversity and are designed to be well-serviced by public transport."*

Booragoon is currently listed within SPP 4.2 as a 'Secondary Centre'. Secondary Centres are expected to share similar characteristics to Strategic Metropolitan Centres but with a smaller catchment. They are multipurpose centres providing a diversity of uses and a range of economic and community services. These centres are expected to contain a department store(s), discount department stores, supermarkets, specialty shops, offices, professional and service businesses, and a range of community, entertainment and civic uses. Secondary Centres will also contain medium to high density residential development.

The Garden City Centre already contains the key components of a successful activity centre, albeit in its initial form. Not only does it provide an array of commercial and retail uses, but is also the central hub of a high frequency bus network.

The next stage of development within the centre should focus on the consolidation of uses and continued provision of a mix of uses. This development should take into consideration other notable centres within the locality, including but not limited to Murdoch Specialised Centre, the Canning Bridge District Centre and the Myaree industrial area.

The Murdoch Specialised Centre is located approximately 3.5km to the south east of the Garden City Shopping Centre and is comprised of Murdoch University, the new Fiona Stanley Hospital and a number of office uses, while the Canning Bridge District Centre is located approximately 3km to the north of the Garden City Shopping Centre and is comprised of a number of office and commercial uses, as well as retail. The Riseley Street Centre is located approximately 1.5km to the north of the Garden City Centre Shopping Centre and is generally a small neighbourhood centre. The Myaree industrial area is located approximately 1.5km from the Garden City Shopping Centre and is primarily comprised of light and service industry uses.

SPP 4.2 encourages that the structure planning of new activity centres should support and complement the established and planned activity centres within the activity centre hierarchy. This proposed Structure Plan incorporated a right diversity and mix of uses so as to provide a balanced development that is complementary to the existing centres within the surrounding locality including the Murdoch, Riseley Street and the Canning Bridge Centres and the Myaree light industrial area. The overall approach taken to design this Structure Plan will ensure that the operation of other centres within the locality are not adversely impacted and that the implementation of this structure plan will not impact the catchment areas of other centres.

Therefore, the overall approach to designing the Structure Plan has been to create an activity centre that is both accommodating and complementary to the surrounding centres within the City of Melville and the wider region.

This Structure Plan has been prepared in accordance with the format and provisions of the new SPP 4.2.

2.5.2 Local Context

2.5.2.1 City of Melville - Community Planning Scheme No. 5

The City of Melville Community Planning Scheme No. 5 ('CPS 5') governs development within the City of Melville. As stipulated within CPS 5, the Garden City Shopping Centre zoned 'City Centre' and the City Centre Frame zoned 'City Centre Frame'.

2.5.2.1.1 Previous Statement of Intent:
(Superseded by Part One of the Structure Plan)

The previous provisions of CPS 5 identified the following statement of intent for the 'City Centre' zone as outlined below:

> *"The commercial, administrative, civic, entertainment and cultural centre of the City of Melville, with any expansion of retail or office floor space Council may require an equivalent floor area of housing, entertainment and cultural uses, government services, or other public uses. The Council may prepare an overall development plan and urban design guidelines for the precinct".*

The previous provisions of CPS 5 identified the following statement of intent for the 'City Centre Frame' zone as outlined below:

> *"Medium density residential and mixed business area, including small scale offices, medical practitioners, and public purposes but excluding shops, open air display of goods and vehicles, restaurants, service stations and the like. All development shall be residential in character with a suitable landscaping provision to ensure compatibility with existing homes".*

These previous Statements of Intent have been superseded by Part One of the Structure Plan.

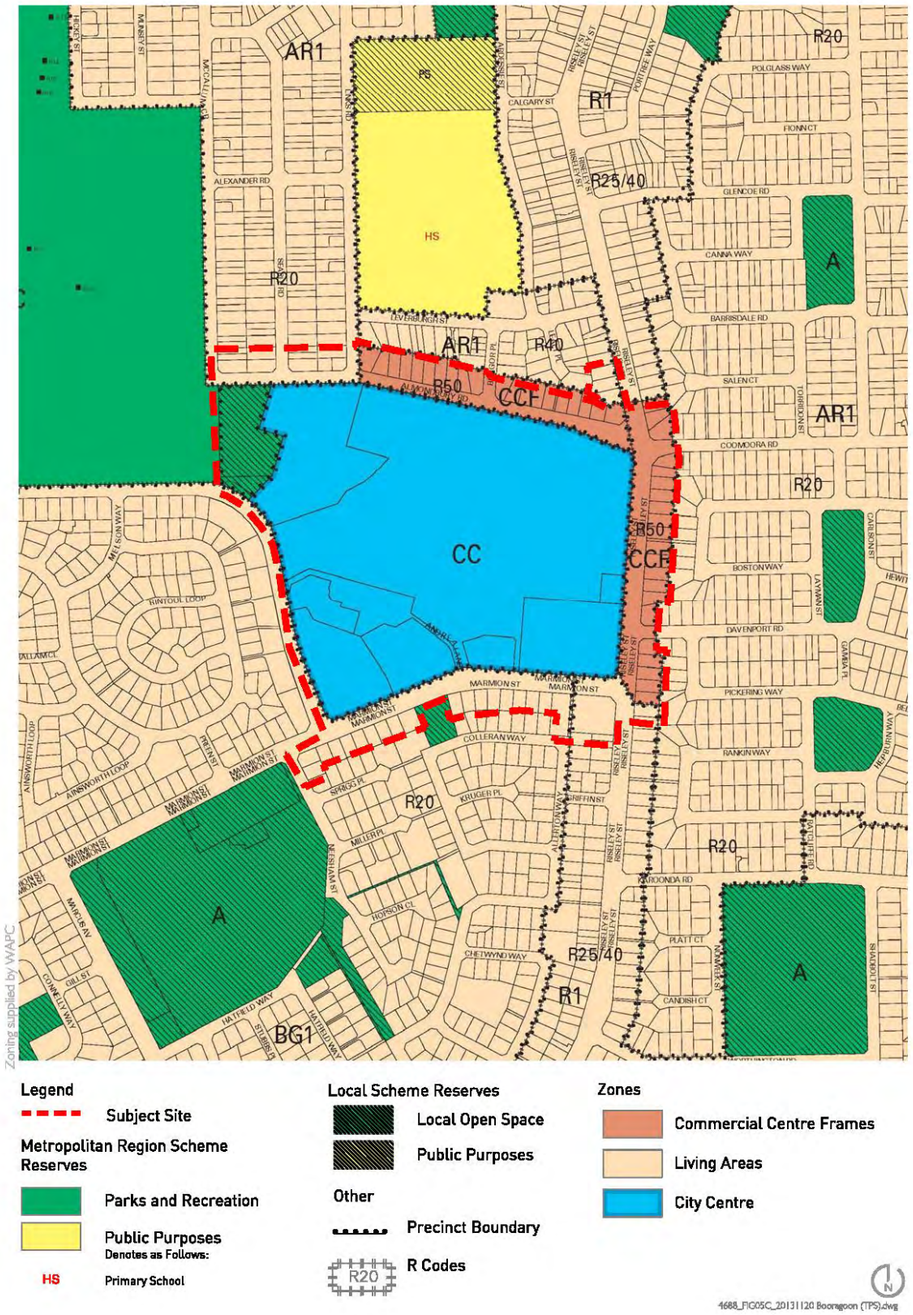


Figure 5 – CPS No.5

2.5.2.1.2 Previous Development Requirements
(Superseded by Part One of the Structure Plan)

The previous provisions of CPS 5 identified the following development requirements for the 'City Centre' zone as outlined below:

Superseded City Centre Development Requirements

R Code:	At the discretion of the Council.
Minimum Lot Area:	Nil.
Minimum Setbacks:	Nil.
Minimum Landscaping (non-residential):	25% of site area and in accordance with Clause 5.9.
Maximum Building Height:	Generally six storeys. 20 metres average with a maximum of 28 metres, having regard to Council Policy.
Minimum Car Parking:	
- Residential:	As per R Codes.
- Non-residential:	One bay per 15 square metres gross leasable area, in accordance with Clause 5.8 and having regard to Council Policy.
Advertising Control:	At the discretion of the Council, in accordance with Signs, Hoardings and Billposting by-laws, as specified in Clause 5.10.
Retail Floor Space:	Generally in accordance with the Local Commercial Strategy, as specified in Clause 5.17. Maximum 65,000 square metres (NLA).

The previous provisions of CPS 5 identified the following development requirements for the 'City Centre Frame' zone as outlined below:

Superseded City Centre Frame Development Requirements

R Code:	R50, in accordance with Clauses 5.1, 5.2.
Minimum Lot Area:	As per R Codes.
Maximum Plot Ratio (non-residential):	0.6.
Minimum Front Setback:	6 metres, as per R Codes.
Minimum Side Setbacks:	As per R Codes, subject to Clause 5.7.
Minimum Rear Setbacks:	6 metres.
Minimum Landscaping (non-residential)	25% of site area and in accordance with Clause 5.9.
Maximum Building Height	8 metres to eaves, 10.5 metres maximum, having regard to Council Policy.

Minimum Car Parking:

- Residential:	As per R Codes
- Non-residential:	One bay per 15 square metres gross leasable area, provided that a minimum of 33.3% of bays shall be covered, in accordance with Clause 5.8 and having regard to Council Policy.
Advertising Control:	Flashing, animated, tower and roof signs are prohibited. At the discretion of the Council, one non-illuminated sign per lot may be permitted to indicate business operations, goods sold on premises and/or name of the property, building, owner or occupier, not exceeding 1.0 square metre in area, in accordance with Clause 5.10. No other signs are permitted unless approved subject to advertising, in accordance with Clause 7.5.

Development within the 'City Centre Frame' zone was also to be in accordance with City of Melville's Local Planning Policy (No. CP-074) City Centre Frame Precinct Design Guidelines, detailed later in this section of the report. This policy is now superseded.

All the above requirements have been superseded by Part One of the Structure Plan.

2.5.2.2 City of Melville Community Planning Scheme No. 5 Amendment No. 67

At the City of Melville's Ordinary Meeting of Council held on 11 December 2012, it was resolved to initiate Amendment No. 67 ('Amendment No. 67') to the City of Melville's CPS5. Amendment No. 67 proposed the following modifications:

- Introduce a 'Development Zone' within Part 4 which will include a requirement for comprehensive structure plan to facilitate development, generally consistent with the Model Scheme Text and the WAPC's Planning Bulletin No. 37: Draft Model Scheme Text for Structure Plans;
- Zone the amendment area ' Development Zone' concurrent with the lifting of the 'Public Purpose – Hospital' reservation via the corresponding amendment to the Metropolitan Region Scheme;
- Introduce a new Schedule within the Scheme that identifies objectives for those sites zoned 'Development Zone', and introduce specific objectives for the development and subdivision of the amendment area; and
- Update Schedule 1 (Interpretations), Table 1 (Land Use Permissibility) and the Scheme Map legend to reflect the introduction of the 'Development Zone' and the subsequent provisions for structure planning.

Amendment No. 67 provides the required planning framework to allow for the creation and endorsement of structure plans. Amendment No. 67 also introduces provisions for a new zone, the 'Development Zone', under Part 4 of CPS5. These provisions will bring the City's CPS5, generally, up to date with the Structure Plan provisions under the Model Scheme Text. Under these provisions, 'Development Zones' are areas deemed to require comprehensive structure planning to:

1. *Co-ordinate subdivision and development in areas of urban growth; and*
2. *Facilitate redevelopment of existing urban areas.*

Amendment No. 67 has been modified to require structure plans be prepared for Activity Centres, without the requirement to rezone the area to Development Zone.

2.5.2.3 City of Melville Community Planning Scheme No. 5 Amendment No. 68

The City intend to initiate a further amendment to Community Planning Scheme No.5 to remove the provision limiting the retail floorspace. This is essentially a 'tidy-up' and has no real impact on the outcomes of the structure plan.

2.5.2.4 City of Melville Local Commercial Strategy

The City of Melville Local Commercial Strategy (the 'Strategy') (updated 2006), is considered out of date and in need to being reviewed to address current issues faced within activity centres. It should be noted that discussions with the City of Melville's Town Planners have stated that the Local Commercial Strategy is currently being reviewed; however no details or drafts have yet been made public. Therefore this Structure Plan has been designed in consideration of the current Strategy and in accordance with SPP 4.2.

The current Strategy, updated in 2006, identifies existing and prospective commercial and employment areas, with a strong emphasis towards the Garden City Shopping Centre. It should also be noted that the current Strategy was formed on the basis of the existing activity centre planning framework at the time, the Metropolitan Centre Policy Statement for the Perth Metropolitan Region.

As outlined in the current Strategy, it was originally recommended that the retail component of Garden City Shopping Centre be expanded from 50,200m² NLA existing in 1990 to 60,000m² NLA by 2006. Although retail modelling showed the potential for expansion beyond this figure, it was not recommended due to site restrictions, traffic implications, impact on other centres in Melville and the potential to undermine the 'Strategic Regional 'status of Fremantle and Carousel.

Since the previous Strategy, however, significant changes have occurred within the Melville City Centre in the Garden City Shopping Centre. In the period 1997 – 2002 Garden City has been substantially refurbished and expanded, with the diversification and expansion of non-retail uses, such as offices and entertainment recreation (such a cinema complex). Other businesses such as the Riseley Street Centre, have increasingly benefited from the passing 'shopping traffic' that frequents Garden City. The Melville City Centre has also been identified under SPP 4.2 as a 'Secondary Centre' and therefore encourages a broadening of uses, similar to, but to a lesser degree, uses offered at a Strategic Metropolitan Centre, such as Fremantle and Cannington (Carousel Shopping Centre).

As part of the City of Melville's vision for Garden City to add a major 'Main Street' component to that centre. The Strategy outlined that:

> *"the Garden City Shopping Centre will be turned from an inward looking 'box' shopping centre to be an outward facing City Centre, focused on a new internal 'main street', with shop fronts, mainly for restaurants and entertainment on both sides".*

With this in consideration, this Structure Plan does not just incorporate an expansion of the retail component of the Garden City Shopping Centre, but the expansion of the entire Melville City Centre in line with SPP 4.2 as a Secondary Centre. This Structure Plan allows the broadening of the range of uses and activities, such as retail, commercial, entertainment, higher density housing and civic/community services to effectively provide the necessary statutory planning framework to allow the Melville City Centre to be developed to meet the growth of the trade area of the centre. This will allow more effective and integrated planning between all aspects of the Melville City Centre, including the Garden City Shopping Centre, Booragoon Bus Station and the City of Melville Council and community buildings.

The proposed Structure Plan has largely been prepared in accordance with the Strategy and in accordance with SPP 4.2. A High street will connect Almondbury Road, through the City Square with Davy Street and Marmion Street. Almondbury Road, Riseley Street and Marmion Street will be secondary active streets concentrating on offices, non-retail business and mixed use residential development. The provision of the 'high street' within the centre promotes a number of key aspects believed to be critical in the formation of Activity Centres. In relation to the public transport provisions associated with the proposal, the Booragoon Bus Station is located and connected to pedestrian and bicycle linkages and the 'high street' provides a key focal point for public transport to service. That is, a key component of the 'high street' is the provision of a pedestrian and cyclist friendly environment serviced by good public transport facilities.

The surrounding areas, which comprise the City Centre Frame in the Community Planning Scheme, will transform into inner city living areas of medium and high residential density and mixed businesses.

2.5.2.5 City of Melville Draft Local Planning Strategy

The City of Melville has developed a draft Local Planning Strategy (the 'Strategy') a long term urban planning vision for the municipality that looks at the issues such as housing opportunities and densities, business / commercial growth, transport, community connectedness and environmental, cultural and heritage preservation and enhancement. The Strategy is yet to be released to the public in a final form. However the draft Strategy identifies the Melville City Centre as 'City Centre', in line with the CPS5.

In preparation of the Strategy, the community was consulted and provided, valuable advice for the City during Neighbourhood Community Forums held in August and September 2008. Concerns were raised regarding future development at the Garden City Shopping Centre. Overall, the community provided the following comments regarding development at Garden City Shopping Centre:

- The community was happy for the Centre to expand upwards, but not out;
- More commercial night time uses required at Garden City Shopping Centre to complement the existing cinema; and
- The community noted if the Centre is expanded, improved parking, public transport and safer pedestrian and cyclists access is required.

The Structure Plan has ensured that the development is contained within the current Melville City Centre area, whilst also encouraging development of a higher residential density in the surrounding City Centre Frame, in line with SPP 4.2. The Structure Plan also proposes the integration of a 'high street' connecting Almondbury Road and Davey Street which will encourage non-retail uses and restaurant/café development that will contribute to create a vibrant night time economy.

The Melville City Centre already includes legible pedestrian links and a safe and efficient road network. Connectivity to the Booragoon Bus Station will be improved through the development of a Town Square public space, which will improve pedestrian safety and encourage increased public transport use. The Structure Plan also seeks to increase the residential population and improve the 'high street' and built form.

2.5.2.6 City of Melville Local Planning Policy – City Centre Frame Precinct Design Guidelines

(Superseded by Part One of the Structure Plan)

The City of Melville's previous Local Planning Policy (No. CP-074) City Centre Frame Precinct Design Guidelines (LPP CP-074) provided for the development of a mixed use transitional precinct that extends along Almondbury Road, from its interface with Links Road, and along Riseley Street from its junction with Almondbury Road along to Marmion Street. This structure plan also proposes that the City Centre Frame area be extended along the centre's interface with Marmion Street, to the intersection of Marmion Street and Davy Street.

These road frontages are consistent with a city centre environment. It is envisaged that the existing and predominantly single residential lots will undergo redevelopment to accommodate more intensive development that compliments the activities and services within the City Centre, whilst also being compatible with the surrounding, largely low density, residential area. This redevelopment will largely be dependent of market demand for higher density housing and the capability of the landowners and the development industry to undertake the redevelopment.

The objectives of the LPP CP-074 were follows:

- To provide urban design guidelines for the development of the City Centre Frame precinct to provide an interface and functional link to the City Centre precinct;
- To ensure development is of a high standard, cohesive to the surrounding area and contributes to an attractive streetscape; and
- To mitigate the potential adverse impacts between non-residential development and residential development.

In line with the statement of intent for this zone under CPS 5, it is anticipated that the City Centre Frame will be redeveloped with medium to high density residential and with the potential for mixed business and commercial uses. The physical interface with, and functional links to the City Centre are of significant importance as the City Centre Frame which acts as a transitional zone between the City Centre and the surrounding low density residential area.

Therefore all new development within the City Centre Frame should have regard to the following design principles:

- The incorporation of undercroft parking on sloping sites to increase views and enhance building efficiency, while ensuring privacy and amenity;
- Buildings setback to provide good separation from roads and providing visual relief to adjoining developments;
- The incorporation of landscaping to provide an open and soft frontage to the street which offers visual permeability, rather than high walls and hard surfaces;
- The retention of mature trees and vegetation where possible to ensure greenery; and
- The protection of a reasonable level of visual privacy of primary outdoor living areas associated with residential developments from adjacent non-residential development.

03 Activity

Pracsys were engaged to undertake a review of the existing centre. Taking the intentions of the major landowner and the City, and the economic and employment factors they provided advice as to the most appropriate outcomes of the structure plan. Pracsys also examined the potential impacts and benefits of these proposed outcomes.

The future vision for Melville City Centre in relation to activity includes:

- To continue the focus on high-end retail as the primary function of the centre by increasing and improving the offer of retail in alignment with the expected needs of the catchment;
- To ensure Garden City is one of the premier high-end retail shopping destinations in the Perth Metropolitan Region catchment, providing an offer of goods and services, and an experience, that will attract retail transactions to the centre rather than allowing leakage out of the State or country;
- To ensure the proposed floorspace expansion of Garden City is commercially viable and palatable to the centre owners;
- To provide the best chance for an expanded Garden City to support the functions of Melville City Centre as a Secondary Centre, by facilitating the future development of non-retail commercial uses within and around the shopping centre, and of higher density residential dwellings within the activity centre walkable catchment;
- To improve the overall function and maturity of Melville City Centre as a Secondary Centre, by developing or providing capacity for:
  - A range of additional employment opportunities, meeting the employment targets of Directions 2031;
  - A comprehensive range of retail products and services, as appropriate to a centre surrounded by a residential area (i.e. no bulky goods);
  - Opportunity for significant entertainment, health and offices to develop as are appropriate, to provide for the catchment population of the centre;
  - Improved overall diversity of the activity centre as guided by SPP 4.2 and Pracsys diversity metrics;
  - Improved access to the centre by a variety of transport types; and
  - A walkable catchment with increased residential density and a wider variety of housing types than currently available.

Pracsys also found that the Melville City Centre has a regional high-quality comparison retail attraction. The centre has a unique function in the sub-regional network, and there is significant latent demand in the catchment to support additional retail. The proposed structure plan will significantly increase the offer of non-retail opportunities and will change the trip generation for the activity centre. One of the outcomes of the proposed development within the centre will be an improvement of employment.

It is important to note that the proposed structure plan does not provide excessive amounts of office floorspace as there is limited demand for it at this location and it is more appropriate and likely that strategic office will locate at Canning Bridge or Murdoch. The structure plan complies with the goals of Directions 2031 and SPP 4.2, however the diversity target in SPP 4.2 will not be fully met through this development. This chapter provides discussion on the ways the structure plan does improve diversity, and evidence to support the structure plan floorspace breakdown based on the function of Melville City Centre and of other centres in the network.

3.1 Centre Function

3.1.1 Retail Hierarchy

The City of Melville contains the following centres:

- Murdoch Specialised Centre
- Melville City (Booragoon) Secondary Centre
- Kardinya District Centre
- Bull Creek District Centre
- Riseley Street District Centre
- Canning Bridge District Centre
- Petra Street District Centre
- Melville District Centre
- a number of local and neighbourhood centres

3.1.1.1 Sub-Regional Demand

From a sub regional perspective the Murdoch specialised centre is considered to be the priority activity Centre for inner south west area of the Perth Metropolitan region. It is expected that the centre will accommodate the 35,000 new jobs, its catchment will include 25,000 new residents and there is likely to be 150,000 medical related visits each year, with the approximate total visits being in the order of 10,000 per day. This centre represents a significant asset to the Central area and one of the most significant activity nodes in the Perth Metropolitan Region. Normally this level of activity would require approximately 80,000 m² of retail floorspace. The Murdoch specialised centre is likely to only accommodate approximately 29,000m2 of shop retail floorspace, leaving a significant shortfall between demand and provision.

Given that it is appropriate to locate the required retail floorspace within the sub-region, there are really only five alternative sites that could accommodate this order of retail floorspace. These are the CBD, Fremantle, Cannington, Cockburn or Booragoon (Melville City Centre). Given the close proximity between Murdoch and the Melville City Centre, the existing transport connections between the two centres, the existing high quality retail offer, and the ability of the centre to accommodate more retail floorspace it is appropriate and logical that the additional retail floorspace be located within the Melville City Centre.

3.1.1.2 District Demand

The key finding of Pracsys is that there is latent demand for goods and services in the City of Melville and that expenditure is likely to leak outside the sub-region if not met. Pracsys also noted that there is some specialisation in key activity centres in the City of Melville network. Activity centre specialisation can be a positive attribute for functions such comparison retail, education and strategic office.

- Murdoch - The key components of the Murdoch specialised centre are, and will be, health, education, and knowledge-based business and population driven retail services. The built form outcomes to achieve this activity will include hospitals, the university, various forms of residential accommodation, office development and some retail, which is expected to be primarily convenience retailing.
- Canning Bridge - The key components of the Canning Bridge centre will be residential, office, eating and entertainment, and some retail. Again the retail component is likely to be primarily convenience related, with the smaller lot areas reducing the potential for significant retail development. The major growth potential will be for strategic office and residential.

- Riseley Street - The key components of Riseley Street are convenience retail, office, eating and entertainment and residential. Again the small retail floor plates and the fragmented ownership will restrict the amount of retail development. The main growth will be additional residential and the introduction of additional eating & entertainment.

- Melville City Centre (Booragoon) - The key components of the Melville City Centre will be retail, residential, civic, community, office, and eating and entertainment. The main growth areas will be in comparison retail, eating and entertainment, office and residential.

Kardinya, Petra Street, Melville and Bull Creek district centres are traditional retail environments that offer primarily convenience goods and a limited range of comparison goods.

Although there is some competition between the centres as is expected for a well-functioning activity centres network, particularly in relation to convenience goods and entertainment, it is clear that the specialisation that is occurring in some of these centres does complement the other centres as a group. This has resulted in some centres offering a relatively unique land use mix and function in the sub-regional activity centre network. From a planning perspective it is important that centres include a minimum level of service for their catchment, but equally important that the centres are not made to include all elements of development which might result in the adverse impacts to the current specialisation.

3.1.1.3 Melville City Centre

As previously noted, the Melville City Centre Secondary Activity Centre (Booragoon) is centrally located in the City of Melville. The site is most accessible by road, located within 2 km of two major transport arterials in Canning and Leach Highways, and within 4 km of the Kwinana Freeway. Melville City Centre is in a strategically important location in the activity centres network of the south-east portion of the Central Sub-Region, within 9 km of Fremantle Strategic Metropolitan Centre and within 10 km of Perth CBD.

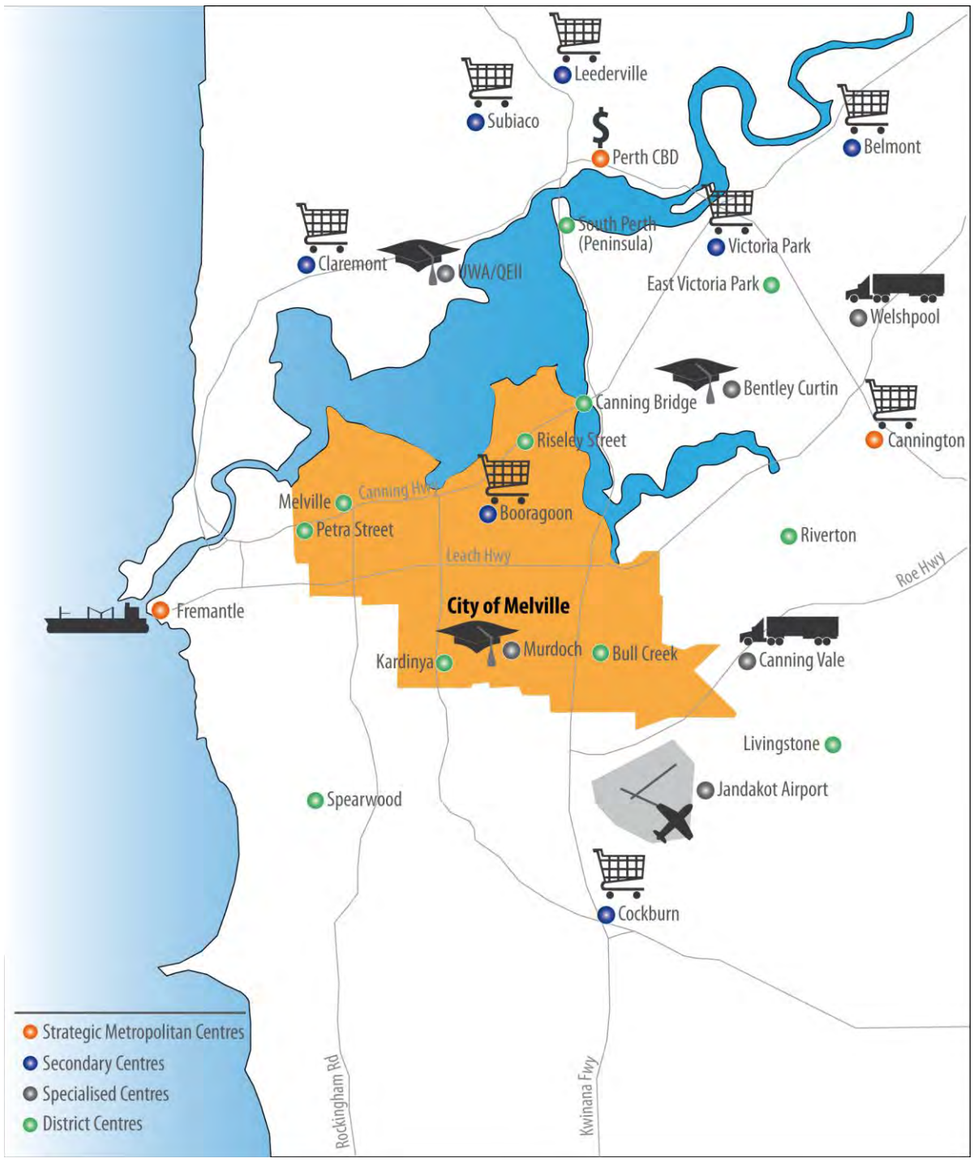


Figure 6 – Surrounding Activity Centre Network (**Source:** Pracsys 2012)

While the Garden City Shopping Centre (Garden City) comprises the majority of the activity within the Centre, land uses around the shopping centre are also considered to be part of the Centre. Garden City is tenanted by a unique tenancy mix of relatively high end boutique stores as well as the department stores of Myer and David Jones and the discount department store, Kmart, as anchor tenants. There is also a cinema on site, and a range of dining options located throughout the Centre. The majority of other activity outside the shopping centre is comprised of offices, including the Alcoa Building, medical suites and the City of Melville administration offices. The City of Melville also runs a public library at the centre.

Melville City Centre (Booragoon) is classed as a secondary activity centre under the activity centres hierarchy set out in State Planning Policy 4.2: Activity Centres for Perth and Peel (SPP 4.2). Placed third-highest in the hierarchy, this type of centre is expected to function at a high level in terms of:

- Service population catchment
- Accessibility and transport connectivity
- Range of retail and office floor-space types
- Residential density

The activity centre targets set out in SPP 4.2 for secondary centres are detailed in Table 4.

Area of Focus	Secondary Centre Targets
Service population	Up to 150,000 people
Walkable catchment	400 m
Transport connectivity and accessibility	Important focus for passenger rail and high frequency bus networks
Typical retail development	Department stores Discount Department Stores Supermarkets Full range of speciality shops
Typical office development	Major offices Professional and Service Businesses
Residential density target (gross ha)	25 (minimum) 35 (ideal)
Diversity performance target (mix of land uses floor-space as a proportion of the total centre floor-space)	Above 100,000 m2 – 50% 50,000 m2 – 100,000 m2: 40% 20,000 m2 – 50,000 m2: 30% 10,000 m2 – 20,000 m2: 20% Less than 10,000 m2: N/A

Table 4 - SPP 4.2 Secondary Centre Targets (**Source:** State Planning Policy 4.2: Activity Centres for Perth and Peel, WAPC, 2010)

3.1.2 Current and Future Economic Maturity

In order to function at a high level, an activity centre must have a high degree of economic maturity. Centre maturity is distinct from the position in the hierarchy. The hierarchy is useful for formal classification of centres, and to indicate at a very high level the intended function of centres. Centre maturity provides a more in-depth understanding of the commercial focus of a centre, and how a centre functions. The maturity of a centre is determined by the proportion of high quality employment located there (see Figure 7). Booragoon Secondary Centre is currently functioning as a specialised population- population-driven centre, with a strong focus on retail and entertainment land uses, with a developing urbanisation economy around these uses.

Figure 7 – Centre Maturity (**Source:** Pracsys 2012)

The aspiration for the centre is to move towards a multi-function population-driven centre, incorporating a greater range of land uses including offices, dwellings, business services and community uses. Expansion of the centre will allow the urbanisation economy to continue to develop and mature as is appropriate for a secondary centre. The development of additional, specialised high-end retail within the centre could form a small localisation economy, resulting in the centre having a greater catchment than previously due to increased attraction of the retail offer compared to competing centres in the surrounding area.

3.2 Policy Goals

Two State Government policies have primary influence over Activity Centres and employment planning in the Perth Metropolitan Region. These are Directions 2031 and SPP 4.2: Activity Centres for Perth and Peel (SPP 4.2).

3.2.1 Directions 2031

Directions 2031 and Beyond outlines the growth policy, targets and staging for each of the city's six sub-regions.

Directions 2031 outlines the new hierarchy of activity centres in the Perth and Peel Regions. This hierarchy nominates the role each centre should play within the network and identifies which centres should assume a strategic role, and which should perform population driven functions. The strategic roles are intended to be fulfilled primarily through the CBD, Specialised Centres and Strategic Metropolitan Centres. These centres are based around infrastructure and are, or have the potential to be, large enough to produce productivity increases from agglomeration. These centres should provide an alternative strategic employment location to the CBD, maximise leverage from transport infrastructure and begin to address the economic, social and environmental costs associated with extensive commuting.

One of the primary objectives of Directions 2031 is to achieve a more balanced distribution of population, dwellings and employment across the metropolitan area. This involves:

- Improving the employment self sufficiency of the outer sub-regions
- Increasing distribution of new residents and dwellings to the central sub-region

Large lower level centres, such as Melville City Centre, are intended to provide significant levels of employment but with a focus on population-driven employment. The role of these centres is not only to provide a full range of population driven amenity but also to play a greater role in the provision of high-order Knowledge Intensive, Export-Oriented (KIEO) jobs, services and facilities to the sub-region to reduce the growing pressure and congestion in the Perth Central Area.

3.2.2 SPP 4.2: Activity Centres for Perth and Peel

Replacing the previous Metropolitan Centres Policy, SPP 4.2 specifies the requirements for the planning and development of new centres and the redevelopment and renewal of existing centres in the Perth and Peel Regions.

One of the greatest short-comings of the Metropolitan Centres Policy was the over-reliance on the single development control of retail floorspace. While the retail floorspace levels in the policy were intended as a guide, they were interpreted as retail floorspace maxima for each level of the hierarchy of centres. Focusing on a single metric had the result of not addressing other outcomes sought.

There are four principles for sustainable activity centres that are broadly encompassed within SPP 4.2. These include:

- Activity centres with diverse offerings and users are desirable for an economically, environmentally and socially sustainable city
- Activity centres need to perform a role in providing both quantity and quality employment as appropriate for its position in the defined hierarchy
- Activity centres should be vibrant and intense places of an appropriate scale
- Activity centres need to be accessible to a wide user mix utilising different modes of transport

The Melville City Centre already contains the key components of a successful activity centre, albeit not in a mature form. Not only does it provide an array of commercial and retail uses, but is also the central hub of a high frequency bus network.

The next stage of development within the centre should focus on the consolidation of uses and continued provision of a mix of uses. This development should take into consideration other notable centres within the locality, including but not limited to Murdoch Specialised Centre, the Canning Bridge District Centre and the Myaree industrial area.

Therefore, the overall approach to designing the Structure Plan has been to create an activity centre that is both accommodating and complementary to the surrounding centres within the City of Melville and the wider region.

In relation to the mix of uses, the following table provides some guidance as to the likely amount of floorspace occupied by the various uses. The improvement in the diversity ratio is also shown in **Error! eference source not found.**. It is worth noting that while the diversity ratio shows some improvement, the amount floorspace provided for other opportunities for activity beyond retail is significant. This is especially the case for entertainment and other activities operating outside normal business hours.

Floorspace Type (WAPC PLUC)	Current Floorspace (m^2)	Structure Plan Floorspace Capacity (m^2)
Primary/Rural	0 m^2	0 m^2
Manufacturing/Processing/Fabrication	0 m^2	0 m^2
Storage/Distribution	0 m^2	0 m^2
Service Industry	237 m^2	237 m^2
Shop/Retail	62,622 m^2	120,000 m^2
Other Retail	0 m^2	0 m^2
Office/Business	21,240 m^2	35,502 m^2
Health/Welfare/Community Services	800 m^2	2,500 m^2
Entertainment/Recreation/Culture	5,274 m^2	16,895 m^2
Residential (non-private)	0 m^2	8,700 m^2
Utilities/Communications	720 m^2	1,400 m^2
Total	**90,895 m^2**	**185,234 m^2**
Diversity ratio	**69% Shop/Retail : 31% Other**	**65% Shop/Retail : 35% Other**

Table 5 - Melville City Centre Diversity (Source: Pracsys 2013; WAPC 2007-08; Rowe Group 2013; Hames Sharley 2013)

An example of how the new floorspace could be achieved is outlined by the developments outlined in Table 5a. The example developments have been selected as they are considered appropriate for the centre's function, it's role in the wider activity centres network, and the goals of SPP 4.2.

Floorspace Type (WAPC PLUC)	Potential New Developments
Shop/Retail	AMP expansion of Garden City Shopping Centre 2,500 m^2 dining and eating establishments
Office/Business	3,700 m^2 office to provide population-driven functions 9,800 m^2 to provide for strategic functions
Health/Welfare/Community Services	200 m^2 to provide population-driven functions 1,500 m^2 for childcare/child health/other community services
Entertainment/Recreation/Culture	8,500 m^2 expanded cinema 2 x 500 m^2 bistro 3 x 100 m^2 small bars 1,600 m^2 full service gym 300 m^2 budget gym 1,500 m^2 function centre 5 x 100 m^2 fitness studios 1,000 m^2 art exhibition space and studios 200 m^2 indoor play area 1000 m^2 other cultural spaces
Residential (non-private)	12 x 100 m^2 serviced apartments Retirement village 100 x 75 m^2 units
Utilities/Communications	680 m^2 incidental to Garden City expansion

Table 5a - Melville City Centre potential new development breakdown (Source: Pracsys 2013; WAPC 2007-08; Rowe Group 2013; Hames Sharley 2013)

Whilst there is a major increase in the amount of retail floorspace, there are also significant increases in the other land uses resulting in an improvement in the diversity metric. While not absolutely complying with the diversity metrics contained within SPP4.2, the structure plan will result in an overall improvement that is in accordance with the principles and objectives of SPP4.2. In this instance it is not appropriate that the centre development in strict compliance with the metrics contained within SPP4.2 as the additional non-retail floorspace has the potential to adversely impact on the other centres in the immediate locality, particularly Canning Bridge and Murdoch. The quantum of non-retail provided are in keeping with the requirements of servicing the surrounding residential catchment, and are focused on generating multi-purpose trips to the centre.

Ultimately the structure plan is expected to a residential and retail strong mix, with increased eating and entertainment, civic and office components.

3.3 Employment

Employment allocation modelling has been employed to demonstrate how an expanded Melville City Centre (Booragoon Secondary Centre) is likely to contribute to the employment self sufficiency target set out in Directions 2031 for the central sub-region. The implications of this are then discussed in terms of the wider network of activity centres across the Perth and Peel Regions.

3.3.1 Location and Context

Figure 8 illustrates the extent of the central sub-region of metropolitan Perth. The central sub-region covers an area of 45,290 hectares and encompasses a significant number of local governments.

Figure 8 - Central sub-region local government boundaries (**Source:** Pracsys 2013)

3.3.2 Population Projections

In 2011, the resident population of the sub-region was estimated by the ABS Census to be 732,828 people. There are numerous population forecasts prepared for the central sub-region, and the timing and magnitude of growth varies considerably between them. WA Tomorrow is the State demographer's spatial projections of future population growth for Western Australia. The forecasts represent the best estimate of future population size if trends in fertility, mortality and migration continue. The most recent release is consistent with Directions 2031 forecast, and as such is considered to be the most appropriate projection for this analysis. According to Band C of WA Tomorrow (2012), the population of the central sub-region is expected to reach 898,500 people by 2026.

3.3.3 Employment Targets

One of the primary concerns of Directions 2031 is to more closely align the spatial location of people's place of residence and place of work by ensuring employment opportunities are made available close to residential areas. The rationale behind this is that by increasing employment self sufficiency (ESS), employment self-containment (ESC) will also increase. Directions 2031 addresses the challenge of aligning residents and employment from the employment end, by imposing ESS targets on existing residential areas. This challenge is illustrated in Figure 9.

Directions 2031 identifies the 'Connected City' model as the preferred medium-density future growth scenario for the Perth and Peel regions. The Connected City scenario is expected to deliver improved levels of ESS across the outer sub-regional areas. Due to the concentration of existing commercial and employment centres, the central sub-region has a high level of ESS. While this trend is expected to continue due to the current levels of investment in the sub-region, to support the achievement of the outer sub-region ESS targets, the ESS of the central sub-region is expected to decline.

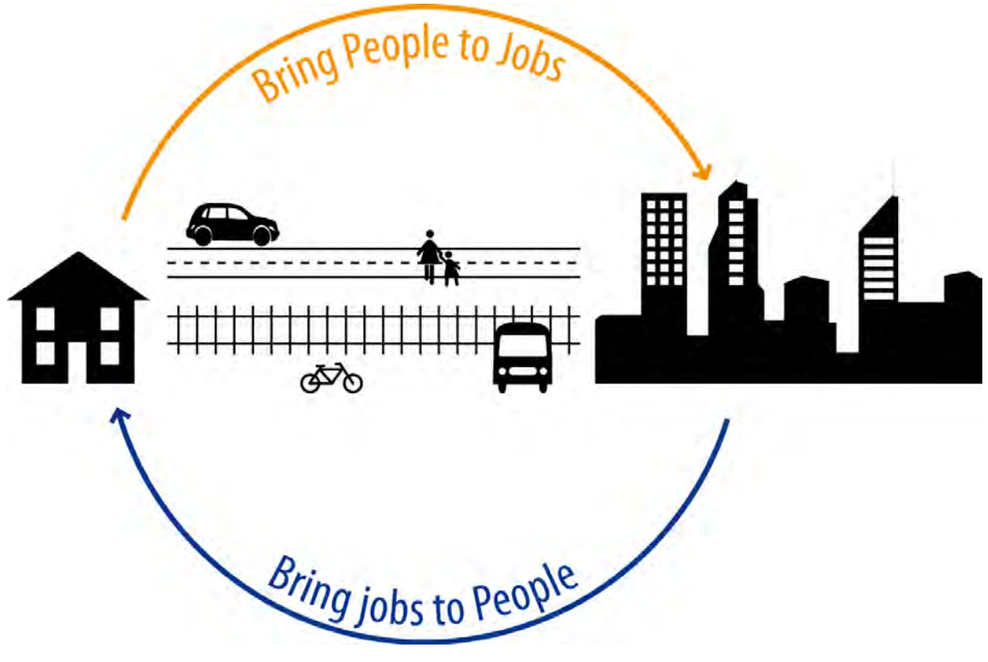


Figure 9 - Aligning residents and jobs (**Source:** Pracsys 2013)

Table 6 summarises the employment requirement for the central sub-region in 2026, based on the Band C population projections contained in WA Tomorrow (2012). Under this scenario, approximately 85,000 additional employment opportunities will be required in the central sub-region by 2026 to maintain the existing ESS of 122%. Of this additional employment, approximately 36,000 jobs will need to be population driven. This reflects an overall fall in the level of population driven employment per resident in the central sub-region, as it is assumed by both Directions 2031 and the employment allocation modelling that this activity will continued to be increasingly decentralised to the outer sub-regions to support the achievement of their ESS targets. The central sub-region will therefore need to attract or generate strategic employment to meet its own ESS target. An estimated 51,500 strategic employment opportunities will be required by 2026.

Characteristic	2011	2026	Difference
Residents	732,828	898,500	+165,672
Labour Force	391,013	463,073	+72,080
Total Jobs	475,141	562,797	+84,131
Population- Driven Jobs	368,244	404,431	+36,187
Strategic Jobs	106,897	158,365	+51,468
Employment Self Sufficiency	122%	122%	0%
Population- Driven Jobs Per Resident	0.50	0.45	-0.05

Table 6. Central sub-region employment requirements (**Source:** ABS Census of Population and Housing 2011, Directions 2031 Spatial Framework for Perth and Peel, and Pracsys Analysis 2013)

Central to both Directions 2031 and SPP 4.2 is the objective that employment in Perth and Peel is increasingly located in activity centres dispersed across the populated area. Different employment types have different locational requirements and therefore some employment types are more likely than others to develop within activity centres. Based on the employment allocation analysis conducted for this study, an estimated that 84% of total central sub-region employment, or 95% of all net new employment will be located in activity centres at 2026. Figure 4 outlines the activity centre based employment targets for the central sub-region at 2026.

Employment Type	2011 Centre Based	Future Centre Based	Gap
Consumer and Producer Services	242,665	272,276	+29,612
Knowledge intensive Consumer Services	47,608	54,290	+6,683
Strategic (KIEO) Employment	91,717	135,876	+44,159
Total	381,989	462,443	+80,454

Table 7 - Central sub-region activity centre based employment (**Source:** ABS Census of Population and Housing and Pracsys Analysis 2013)

3.3.4 Melville City Centre (Booragoon) Secondary Centre Employment

3.3.4.1 Current Employment

Melville City Centre Activity Centre currently contains approximately 3,132 jobs. Employment in the centre boomed between 2001 and 2006 as a consequence of a major development within the centre. Between 2006 and 2011, employment growth was more subdued, growing by 7% compared to 81% for the previous five years.

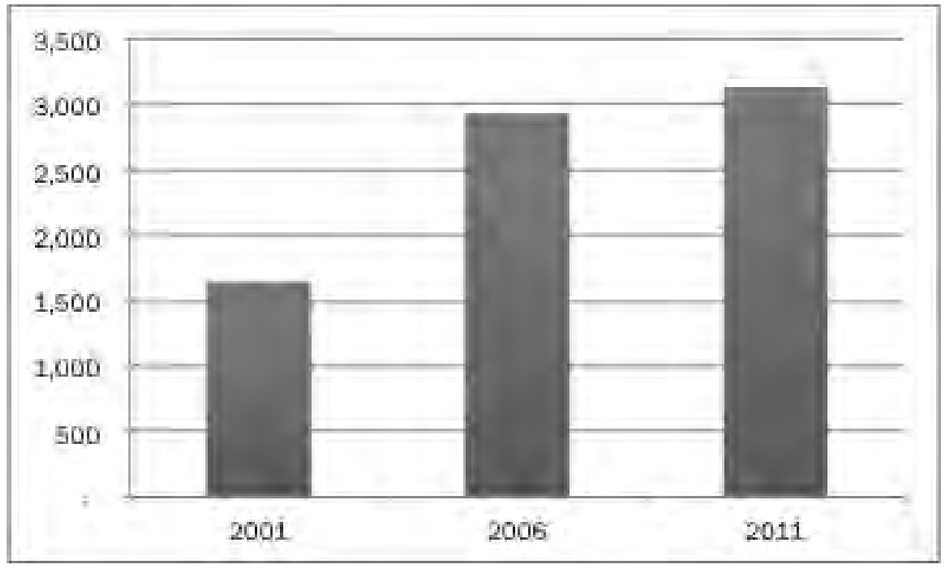


Figure 10 - Booragoon employment growth (2001-2011) (**Source:** Pracsys 2013 and ABS Census of Population and Housing, 2011)

Figure 11 shows the 2011 Melville City Centre employment profile in terms of employment type. Population driven employment is comprised of the lower knowledge consumer and producer services and higher level knowledge intensive consumer services, and strategic employment is comprised of knowledge intensive producer services and export oriented.

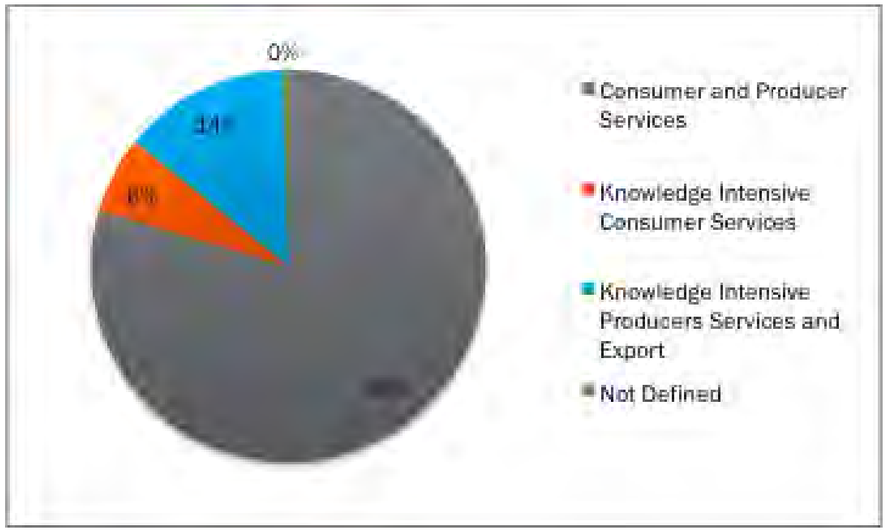


Figure 11 - Booragoon employment profile (2011) (**Source:** Pracsys 2013 and ABS Census of Population and Housing 2011)

Approximately 86% of employment at Melville City Centre is population driven in nature. Melville City Centre plays an important role in providing population driven employment opportunities for working residents of the outer southern sub-regions, effectively acting as an employment anchor to the central sub-region. Figure 12 illustrates the locations of residence for Melville City Centre employees.

Strategic employment at Melville City Centre has historically been anchored by the corporate head office of Alcoa, however in 2008 Alcoa opened the Peel Regional Office and 60 Alcoa staff relocated to Pinjarra from Booragoon. Despite this, strategic employment at the centre still grew slightly from 2006 to 2011 as other mining related professional services took up tenancy in the newly available premises.

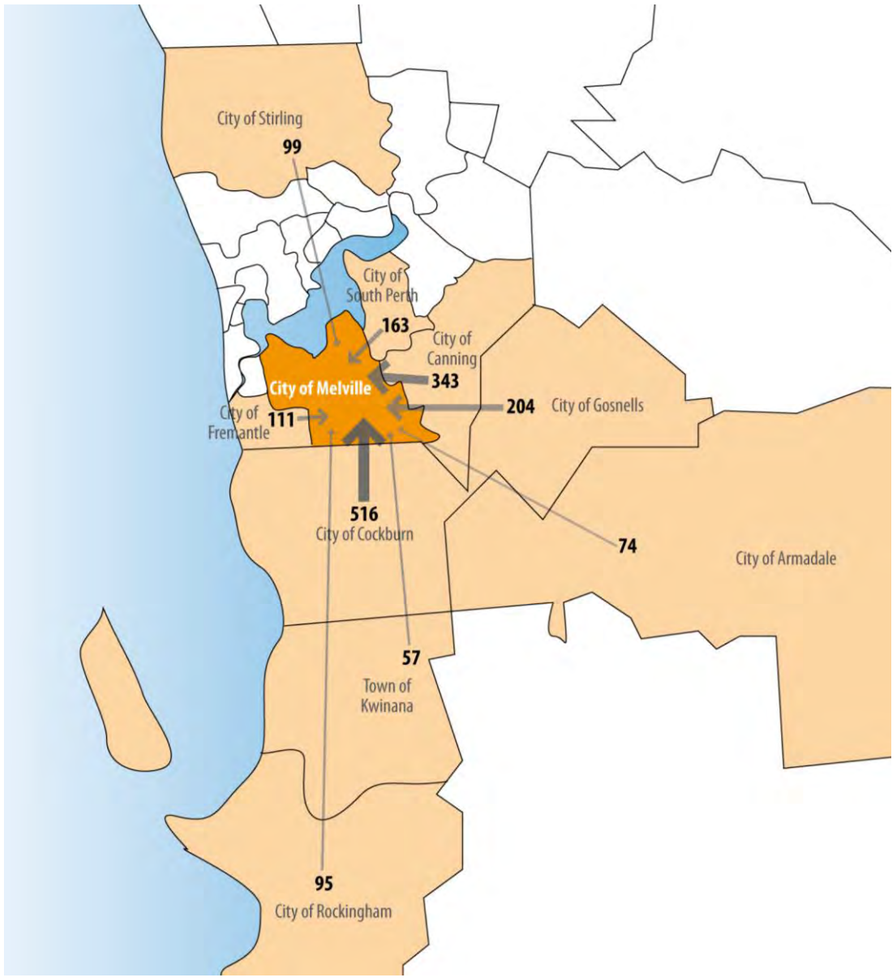


Figure 12 - Movement of people to jobs in the City of Melville (**Source:** Pracsys 2013)

3.3.4.2 Future Employment

The Melville City Centre Activity Centre is one of eight designated secondary activity centres in the central sub-region. With this designation comes the requirement to provide to provide a full range of population driven amenity to catchment residents. While secondary centres may mature to provide higher order knowledge intensive export oriented (strategic) employment, this is not the primary function of the centre. Where possible strategic employment should be accommodated in specialised and strategic metropolitan centres. In the case of the Melville City Centre, the majority of future strategic employment in the surrounding area should be accommodated within Murdoch Specialised Centre or Fremantle Strategic Metropolitan Centre.

Based on the employment allocation analysis conducted, Melville City Centre needs to generate an additional 300 jobs by 2026 to support the achievement of the Directions 2031 ESS target (see Figure 13). Approximately two thirds of the additional employment will need to strategic in nature.

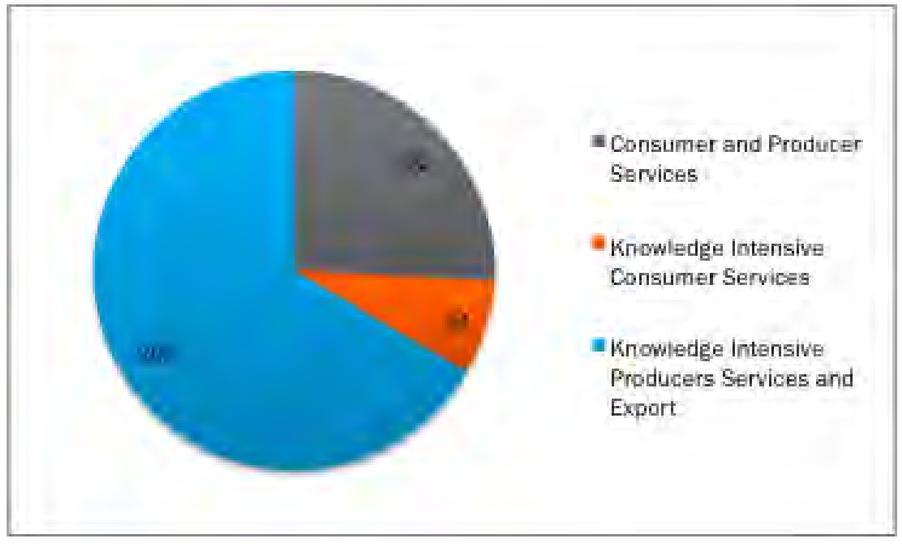


Figure 13 - Booragoon additional employment required (2026) (**Source:** Pracsys 2013)

It is important to note that this target is based on the assumption that the level of population driven employment per capita in the southern sub-regions will increase. If this does not occur, Melville City Centre will experience greater pressure for growth and development of population driven activity and the population driven employment requirement for Melville City Centre will increase accordingly.

3.3.4.3 Conclusion

The employment allocation modelling demonstrates that the planned expansion at Melville City Centre will provide levels of employment well above the minimum required by Directions 2031. Employment can be split into two types, population-driven and strategic. The type of floorspace provided at Melville City Centre will provide some indication of the amount of each type of employment likely to locate at Melville City Centre. Due to the large amount of retail and entertainment floorspace planned, population-driven employment is likely to increase significantly. Strategic employment is more likely to locate in office premises.

The current willingness to invest in the Melville City Centre and it's designation as a Secondary Centre indicates that this is a preferred location from both a developer and a government perspective for both employment and high quality consumer goods and services.

The modelling undertaken has demonstrated that a high level of latent demand already exists in the area for consumer goods and services, supporting some expansion of the centre. If this expansion is to go ahead the centre will well exceed its employment target, potentially at the cost of other centres achieving their employment targets. If this is to be the case, meeting the goal of Directions 2031 to better align the location of residential development and employment may be better addressed through increasing the population surrounding the Melville City Centre.

It should also be noted that the policy does not provide any guidance on how centres exceeding their employment targets should be dealt with. It appears that there is some endorsement of allowing development to occur where there is a willingness to invest and available land and transport networks allow development to be implemented. The planned development at Murdoch Specialised Centre, China Green, Elizabeth Quay and the Perth City Link are some examples of where this has occurred.

3.4 Retail Floorspace

Garden City currently provides some of the most competitive comparison shopping in the Perth Metropolitan Region. This is evidenced through the large catchment and that fact that it trades well above the typical range of floorspace productivity for a shopping centre in Australia. The current mix of high-end retail tenants make Garden City an attractive prospect, and the relative affluence of the catchment more than adequately supports the level of floorspace provided.

The existing retail centre is currently over-trading and exhibits similar characteristics to a centre with 100,000 m^2 of floorspace rather than the existing 60,000 m^2 (approximately).

The modelling also indicated there is currently latent demand within the catchment for additional retail floorspace. Natural population growth and planned population 'shocks' at Murdoch, Bentley/Curtin, Canning Bridge and potentially at other activity centres will increase the demand for comparison shopping in the region. Additionally, the type of high-end retail floorspace planned for Garden City has the potential to attract people from an even wider catchment.

Consideration of the types of retail, staging of development the eventual tenants, other non-retail land uses, the wider transport network and surrounding residential areas has the potential to improve the maturity of Booragoon Secondary Centre to a more diverse activity centre and better service the catchment in the future.

3.4.1 Main Trade Area

The main trade area for Melville City (Booragoon) Secondary Centre is shown in Figure 14. The primary catchment extends north the Swan River, east beyond the Kwinana Freeway to the Bull Creek inlet, west to the boundary between Myaree and Melville, and south to Leach Highway. The secondary trade area extends north-east through South Perth, Como and Manning, south-east from Shelley, Bull Creek and Leeming, south to Murdoch, Kardinya, Samson and White Gum Valley, and west along the southern boundary of the Swan River to East Fremantle. The tertiary trade area extends further north to Stirling Highway, west to the coast, and south and east to Success, Banjup, Canning Vale and Thornlie.

In terms of centres also visited by patrons of Melville City Secondary Centre, these include Fremantle, Perth CBD, Carousel, Bull Creek and Kardinya Park. In terms of floorspace and offer, only Perth CBD, Fremantle and Carousel are currently competing with Melville City.

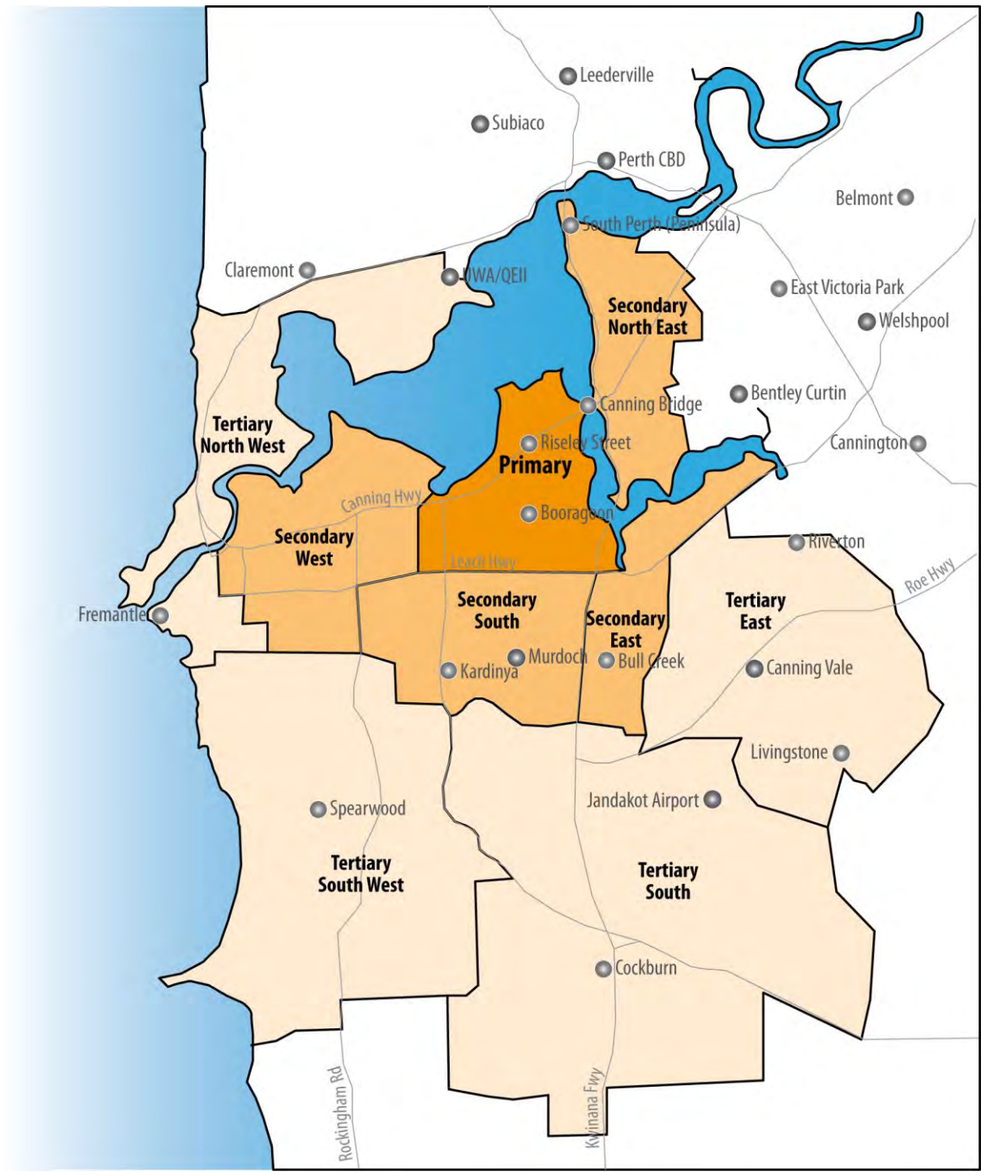


Figure 14 - Melville City (Booragoon) Secondary Centre main trade area

3.4.1.1 Current Expenditure

Examining current expenditure around Melville City Centre (Garden City) allows analysis of the current performance of the centre in terms of trading, and more importantly to demonstrate the viability of any possible expansions to the floor space of the centre. Total expenditure profiles show how much money it is possible to be spent at the centre, and as such also shows the maximum possible amount that could be captured within the centre. As Garden City will be the destination for the majority of the expenditure, the analysis has focused on expenditure within the shopping centre.

Expenditure profiles are primarily based on levels of income. Expenditure per household was assessed across the primary, secondary and tertiary catchments. The majority of households (34%) are within the fourth income quintile, which is equal to a household income of $78,000 - $155,999.

Garden City currently captures 4.3% of retail and entertainment spending within the trade area. Broken down into types of floorspace, Garden City captures 2.7% of total convenience spending, 6.5% of total comparison spending and 2.9% of total entertainment spending.

Current expenditure at Garden City is high, which is a function of both supply and demand factors. On the demand side there is high disposable income due to high gross incomes and low outgoing expenses, this is largely a result of high outright home ownership rates.

On the supply side, the Garden City superior tenancy mix means it is a premier shopping destination. This is reflected by the AMP Capital May 2011 Customer Exit Survey which indicates that Garden City is the regular centre to shop at for clothing, homewares and gifts for 65% of respondents.

3.4.1.2 Future Expenditure

Projections for future expenditure have been modelled to examine how expanded floorspace at Garden City can be supported from the catchment. In order to support the amount of floorspace proposed expenditure will need to increase. There are three ways expenditure is likely to increase in the Garden City catchment:

- Increasing the amount of money in the catchment through an increase in disposable income
- Expanding the catchment size in terms of population size
- Capturing market share from competition to reduce leakage

Of these options, only the first two are likely to be sustainable in the long term, these are able to be achieved by Garden City in the future as density in the catchment grows and through expanding and offering a unique amenity mix.

Average population of the catchment is forecasted to grow at an average of 1.4% per annum over the next five years, increasing the number of dwellings from around 365,000 to around 390,000. As population increases, total expenditure will increase alongside it at the same rate. This population increase will be facilitated through minor residential development, such as lot subdivision and new group dwellings.

Several population ‘shocks’ are forecast within the next decade for the current Garden City catchment and beyond. Canning Bridge, is expected to support up to 2,500 additional residences in the future. It is highly likely many of the future residents of this area will visit Garden City for comparison shopping needs as it is very close. The degree to which Garden City competes with Perth CBD for the custom of Canning Bridge residents will depend on the tenancy mix, amenity and ease of access to each centre. As the Mandurah railway line and Canning Bridge Station are located within the bounds of the activity centre in the short term the easy access to Perth CBD may induce people to shop there rather than at Garden City. However if Garden City offers a unique retail experience some people will also shop there.

Murdoch Strategic Metropolitan Centre, is expected to provide the biggest population shock in the future. While the additional population target for this activity centre was 3,400 in Directions 2031, the structure plan currently out for public suggests a much more substantial development supporting up to 22,000 residents. Given the retail floorspace provided at Murdoch is expected to be primarily convenience shopping, a significant proportion of additional expenditure at Garden City is likely to come from future Murdoch residents.

Cockburn Central is expected to support upwards of 1,000 additional dwellings in the next decade. While Cockburn Gateway Shopping Centre will probably account for the majority of retail and entertainment needs, a proportion of the residents will visit Garden City. The high-end comparison shopping and potentially the entertainment mix are likely to be the attractors.

Redevelopment of the Bentley/Curtin Strategic Metropolitan Centre includes a target of 6,000 additional dwellings. While this centre is located outside the current catchment, with residents most likely to visit Carousel Shopping Centre for the majority of their comparison shopping, the additional floorspace and type of retail at Booragoon has the potential to expand the catchment into this area.

It is expected that growth in future expenditure within the catchment will be strong, based on population forecasts as well as the aforementioned one-off population increase. Similarly an increase in floorspace will most likely work to expand the size of the catchment were the expansion to contain unique retail offerings not offered elsewhere in Perth.

Future expenditure is likely to be affected by the current prevalence of online retailing and its continued growth, currently estimated to continue increasing at a rate of 0.8% per annum.

Overall the catchment socio-economic profile compared to the State average can be summarised by the following:

- Somewhat older
- High income households
- Low unemployment
- High home ownership rates particularly in the outright ownership category

The age of the population is meaningful and should be planned for in terms of amenity and tenant mix, to ensure that future demand is met. The ability of Garden City to meet its catchments demand needs have given Garden City a strong competitive advantage over other centres to date. These characteristics point towards strong, steady demand for future retail and commercial activity.

The current and future expenditure profiles indicate the following:

- Garden City currently captures 4.3% of retail and entertainment spending within the trade area. This is comprised of 2.7% of total convenience spending, 6.5% of total comparison spending and 2.9% of total entertainment spending
- Retail is expected to grow at a rate of 1% per annum
- The expenditure at Garden City is expected to increase in the future as the catchment size increases. This is likely to occur through a combination of natural population growth in the catchment, increases in dwelling density within the catchment and an increase in the attraction of the centre (and therefore the spatial area covered by the catchment)

3.4.2 Trends

A number of emerging trends are changing the retail landscape. Retailers in particular are vulnerable to the rapidly changing market, and in the future will need to respond to these changes in order to remain viable in the long-term.

3.4.2.1 Online Retail

Online sales in 2010 accounted for 6% of total retail spending equating to $12.6 billion. The Productivity Commission has also projected that online sales in Australia are projected to grow by 10-15% per annum over the next three years[4]. The Australian Productivity Commission has estimated that the domestic online share of total retail sales is 4% and overseas online sales account for around 2% of total retail sales (2010). A recent report[5] shows that e-commerce adoption increases relative to income. Generally household income in the catchment is high compared to that of Western Australia. It is likely local residents are high consumers of online retail, potentially to the expense of local retailers.

Online retailing has faced increasing scrutiny from the Australian media recently, as major retailers have attempted to lobby the government to apply GST to goods purchased online. This has since been rejected on the basis that the cost of implementation would outweigh any benefits. It has also been noted that most consumers of online retail choose the method for reasons other than just price, including the convenience of receiving goods by mail and the increased variety of goods offered by online retailers. Another aspect of the increasing consumption of mobile phones and tablets has resulted in greater use of these devices to find and purchase goods and services. In addition, the vast majority of Australians are using technology to assist their purchase decisions, even though the final point of sale may be from a physical store[6].

In parallel with the increasing level of online retail activity is the emergence of hybrid retailers, that is, firms that employ both electronic and physical channels for sales and exploit the synergies between them. This model typically combines the searchability, accessibility and flexibility of e-commerce with the proximity and efficiency of a traditional activity centre based store. While this model will not suit all retailers, the shift will help maintain the percentage of retail sales captured by domestic businesses by reducing the leakage to online retail expenditure.

Planning for expansion of Booragoon Secondary Centre needs to be cognisant of the trend towards increased market share for online retailing required with appropriate feedback mechanisms to revise the supply of retail over time as the need for retail floorspace changes. Ideally new retail floorspace will be flexible enough to change over to other uses if market conditions dictate.

3.4.2.2 Deregulation of Retail Trading Hours

Prior to 2010, under the Retail Trading Hours Act 1987, general retail shops were restricted to trading 8 am to 6 pm on weeknights other than designated late-night trading nights, between 8 am and 5 pm on Saturdays, and generally restricted to between 11 am and 4 pm on Sundays in designated special trading precincts, which included Perth and Fremantle. Trading on public holidays was heavily restricted. Under the Retail Trading Hours Amendment Act 2010 and additional amendments effected from 26 August 2012, general retail shops across the Perth Metropolitan Region were allowed to trade from 8 am to 9 pm all weekdays, from 8 am to 5 pm Saturdays, and from 11 am to 5 pm on Sundays and most public holidays. Deregulation of trading hours effectively means that general retailers currently regulated by general shop retail hours may, under a deregulated trading hours regime, have the option to trade under the same conditions as small shops and /or special retail shops.

There are early indications that the introduction of Sunday trading across the Perth will most likely be successful for large shopping centres offering primarily comparison shopping, including Booragoon, and less successful for smaller shopping centres focused on convenience shopping. The increased flexibility in opening hours is likely to result in a greater need for centres to self-determine their user mix, as overall expenditure is not likely to be affected by trading hours. If longer opening hours prove more convenient for their user mix the centre has the potential to attract a proportion of people who currently spend online rather in a centre.

3.4.2.3 International Retailers & Larger Tenancy Footprints

In recent years a number of international retailers have been introduced to the Australian market. Many have brought different operating models and a number require a larger amount floorspace. The floorspace requirement has significant implications to how the retail components of activity centres will need to be developed in the future.

Traditionally, the majority of specialty retailers occupy a tenancy of about 100m2. The emerging trend is that a proportion of these specialty retailers, particularly the newer brands, are seeking to occupy 1000 – 2000m2 per tenancy, which is the equivalent to the area occupied by most ‘mini-majors’. Instead of 10 specialty shops occupying 1,000m2, 10 of these new retailers require 15,000 – 20,000m2, unfortunately without the proportional increase in rent.

As an example, previously an increase to a centre of 30,000m2 would have meant the introduction of two discount department stores, possibly a supermarket and about 50-100 specialty stores. Now this increase might only achieve one discount department store, 10 international retailers, and an additional 25-50 specialty stores, without any increase in turnover.

3.4.3 Proposed Expansion

Currently the centre contains two Department Stores (although one is under the standard size), one Discount Department Store, two supermarkets, and a number of mini-majors and other specialty stores. The total retail floorspace is approximately 60,000m2.

It is proposed as part of the introduction of this structure plan to increase the amount of retail floorspace from about 60,000m2 NLA to in the order of 120,000m2 NLA. Although the leasing outcomes have not been finalised, the proposed retail expansion is generally intended to accommodate:

- Modifications and expansions to the Department Store(s);
- Introduction of an additional Discount Department Store(s);
- Improvements to the supermarkets;
- Introduction of approximately 8 - 15 large format specialty retailers;
- Introduction of a number of additional 'mini-major' tenancies;
- Introduction of additional specialty retailers, particularly focused on higher end comparison goods; and
- Introduction of a High Street and associated retailing.

In additional to the retail floorspace, other non-retail uses (banks, optometrists, etc) and a range of eating and entertainment uses will be provided within the shopping centre and high street.

It is considered that the expansion to the Garden City Shopping Centre is critical to ensure that the centre stays relevant and is able to continue to compete with the other major retail centres within Perth.

3.5 Office Floorspace

There is currently a moderate amount of office floorspace within the Centre. While the majority of this floorspace is population driven, the area does accommodate some strategic office floorspace, historically occupied by Alcoa.

Melville City also currently provides for a number of health related services/uses:

- Outlets for a number of health insurance providers
- Various medical practices and clinics
- Chemists

The demand for office floorspace should be considered in the context of demand by two distinct types of activity, strategic and population-driven. Strategic office demand is driven by the need of enterprises involved in the creation and export of goods and services to external markets. These enterprises seek competitive advantage in co-location with collaborators, clients and suppliers (agglomeration economies) and therefore are mostly located around the central sub-region (in particular the CBD) and key pieces of strategic infrastructure.

In contrast, population-driven enterprises seek office space in close proximity to the population-base that the enterprise is seeking to serve. These firms (e.g. general practitioners, dentists, health insurance providers, real estate agents, accountants, etc). therefore are relatively evenly distributed in activity centres throughout the entire metropolitan area.

The population-driven demand for office space can be expected to increase in direct proportion with population growth. The analysis suggests that the market potential for population driven office offerings at Melville City Centre will be in the order of an additional 3,700 m^2 nla at 2022. Additional office floorspace beyond this number is therefore expected to be occupied by strategic industries.

The gap between existing jobs and established targets of Directions 2031 required within the municipality will need to be met by strategic employment creation. Distribution of strategic office floorspace demand will largely depend upon economic development of the Central Sub-region. Key decision factors in the location of office-based enterprises include:

- Proximity to skilled workforce;
- Proximity of location to key stakeholders;
- Perceived amenity of location;
- Accessibility of location for employees (including public transport and parking); and
- Quality and value of office product.

The majority of strategic employment creation should occur at the Murdoch Specialised Centre and at Canning Bridge. Having regard to the population driven market potential analysis and the need for strategic employment generation as well as the capacity of the activity centre, it is reasonable to allow for an additional 10,000 - 25,000 m^2 of office business use at the Melville City Centre. As noted previously the employment targets from Directions 2031 are likely to be exceeded.

3.6 Other Floorspace

The centre currently contains the civic offices of the City of Melville. Youth facilities are also accommodated within the Council buildings. As stated previously the main library is located between the Council buildings and the Garden City shopping centre. This building does not provide for satisfactory amenity, access or the range of uses associated with modern libraries or for the additional population expected to live around the centre in the future. Ideally the library should be redeveloped.

The Melville City Centre currently accommodates a number of health, entertainment, recreation and cultural uses including cinemas, a library, a small museum, and some eating uses associated with the food court within the Garden City shopping centre.

The centre currently contains the Hoyts Cinema complex. It is proposed to expand the cinema offer and relocate this use to the high street.

It is also expected that the additional population likely to reside near the centre will create demand for other health and community uses, such as child care, child health clinics, and community facilities to cater for the needs of the growing and aging population.

While not located within the defined centre boundary, located adjacent to the Structure Plan area, towards the west / south-west, is a light industrial / commercial area, being the Myaree Light Industrial and Showroom Centre.

Also located adjacent to the centre is the Len Shearer Reserve, which contains a number of playing fields and a recreation centre. Also located nearby is the Mt. Pleasant Bowling Club.

Wireless Hill, a significant reserve, is planned to be better incorporated with the centre with the better pedestrian access. The structure plan includes plans and provisions to provide more appropriate pedestrian links so that this reserve is better incorporated with the centre. It is expected that increasing the population within the centre will also result in more use and activity within the reserve.

Also located adjacent to the centre is the Applecross Senior High School. Also nearby are the Booragoon, Ardross, Mount Pleasant and Brentwood Primary Schools. The centre is frequented by students of these schools, particularly the Applecross Senior High School. The development of the high street and the possible additional entry on Almondbury is expected to improve the connection between the School.

Comparative to other centres at this level; the provision of entertainment, recreation and cultural activity at Melville City Centre is very low and offers very few opportunities for activity outside normal business hours, which is symptomatic of the centre's current immaturity in relation to the landuse mix.

The integration of entertainment, recreation and cultural activity is not only essential for creating a more vibrant and diverse activity centre but is also very important for individual and community development. The nature and contrasting trading hours of these types of uses also assists in creating an activity centre with a vibrant evening economy. As population of the main trade area grows and evolves, demand for entertainment will increase significantly. It is expected that entertainment uses will continue to locate within Canning Bridge and Riseley Street, with new facilities also opening within the Melville City Centre. Although, it should be noted that Fremantle is expected to continue to offer regional eating and entertainment opportunities.

There are a number of gaps in the entertainment and community facilities offer which Melville City Centre could develop. The centre does lack other entertainment uses desirable for the local catchment, such as restaurants, small bar(s), gymnasiums, amusement arcades, and a full service library. This will include the expected refurbishment and relocation of the cinema complex and the addition of eating and entertainment uses. The addition of these facilities, which are consistent with those provided at secondary level activity centres would add significant diversity to the entertainment offer for catchment area residents.

3.7 Housing

Traditionally, housing densities in the Perth metropolitan area have been low comparative to national averages due to a range of reasons including availability of land, market demand, planning policies and relative efficiency of transport networks. As urban sprawl has continued and congestion increased (due to increasing distances between the population and quality employment) there has been a slow recognition of the need to increase densities, in particular around the network of activity centres. Directions 2031 and State Planning Policy 4.2 – Activity Centres for Perth and Peel formalised this, with the introduction of minimum housing density targets around activity centres. Table 8 outlines the residential density targets for a Secondary Centre. The walkable catchment is determined by applying the "ped shed" techniques to the street network within the structure plan area. The centroid used for this calculation is the centre's major public transport infrastructure interchange.

Typical Characteristics	**Secondary Centres**	
Residential Density Target per gross hectare	Minimum	Desirable
	25	35

Table 8 – SPP4.2 Residential Density Targets

The ability to deliver these target densities will be dependent upon a number of uncertainties including:

- Local support/opposition to densities
- Market readiness for more dense housing products
- Ability of landowners and the development industry to provide products within appropriate price points
- Ability of activity centres to deliver external amenities that will make higher density living attractive
- Competition from surrounding development

Under the Connected City Scenario outlined in the Central Metropolitan Perth Sub-regional Strategy, it is estimated that by 2031 the total dwelling supply is expected to increased by 121,000 dwellings, with an additional 11,000 dwellings within the City of Melville.

The Booragoon Shopping Centre (Melville City Centre) has one of the lowest residential densities surrounding the activity centre. The average housing density around activity centres is 11 dwellings per hectare within the Central Sub-region. The residential area surrounding the Melville City Centre is predominantly old single dwellings. Currently, larger and older dwellings are being demolished and lots subsequently subdivided and redeveloped with two storey houses being constructed within the surrounding area. The frame of the Centre is largely older single residential dwellings with a notable portion of them being used as office/commercial and medical/beauty parlour uses.

Directions 2031 outlines that significantly higher density housing will need to be developed in and around the Central Sub-region's activity centres in order for each centre to meet the policy targets established by SPP 4.2 Activity Centres for Perth and Peel. It should be noted that the Central Metropolitan Perth Sub-regional Strategy outlines that the Garden City Shopping Centre has a projected dwelling yield of 170 dwellings.

SPP 4.2 Activity Centres for Perth and Peel outlines that increased residential density developments should surround activity centres to establish a greater sense of community and stimulate increased activity outside normal business hours. As such, these supply estimates under Central Metropolitan Perth Sub-regional Strategy underestimates the Melville City Centre from achieving the housing targets set out in SPP 4.2 Activity Centres for Perth and Peel.

This Structure Plan proposes that an additional 1,370 dwellings (approximately) will be incorporated into the Melville City Centre, with most of the new dwellings being located within the frame of the centre and will contribute to meeting the demand for additional dwellings outlined in Directions 2031. While it is not expected that all these dwellings will be constructed by 2031, even if only half are completed, this is well in excess of the expected outcomes of Directions 2031.

3.7.1 Proposed Residential Outcomes

The relatively high levels of existing and future employment at Booragoon indicate that the location will be desirable for increased residential density. Additional dwellings within easy access of employment and amenities at Booragoon will assist in meeting the policy objectives of improving the relationship between residences and employment and providing a more sustainable urban form through activity centre development. Increasing the residential base in the central sub-region will assist in evening out the ESS to levels deemed appropriate and follow the current trend of investment in this area.

This structure plan proposes an outcome that would achieve over time, residential densities within the boundary in the order of almost 37 dwellings per hectare of developable land. It is likely that the minimum target for Secondary Centres will be achieved by 2031.

The majority of this growth will occur in the Centre Frame, but considerable residential capacity has been included within the Centre Core. This is likely to be in the form of stand-alone and mixed use multi-storey buildings, mainly located around the periphery of the Core. It is expected that the structure plan can conservatively accommodate between 1,300 – 1,400 dwellings.

3.7.2 Special Residential

The inclusion of Serviced Apartments and Aged or Dependant Persons Dwellings or Accommodation is an appropriate outcome with activity centres. Whilst no specific and definite proposals have been identified at this time, the structure plan does provide for these uses. Capacity exists for appropriate levels of floorspace and building footprints to allow for the construction of either (or both) of these types of residential types.

3.7.3 Trigger / First Stage

Whilst not critical or absolutely required in this location, it is proposed to include a 'trigger' requirement for the initial provision of higher density residential development within the first stage of development within the structure plan. An agreement has been reached between a number of landowners within the Centre Core to facilitate the construction of 120 residential apartments.

In this instance the provision of residential apartments will be linked to the provision of retail floorspace. Whilst not strictly required by SPP4.2, or necessarily linked economically, in this instance this approach is considered to achieve the goals of the landowners, City and WAPC. The number of apartments proposed as part of this 'trigger', equates to approximately 2 residential apartments per 1,000m2 of extra retail floorspace. This is almost 3 times the rate provided with the recently approved Clarkson Activity Centre Structure Plan, where 10 dwellings and 13,642m2 of retail floorspace were provided.

3.7.4 Outside the Centre Boundary

In addition to the higher density residential development within the Melville City Activity Centre, there is scope for increased density just beyond the nominated centre boundary. While not within the Structure Plan boundary the area within the 800m 'ped-shed' catchment contains the potential for increased residential densities. The City of Melville is currently reviewing its Community Planning Scheme, and should review the densities in this area with a view to accommodate a significant improvement in residential densities.

The area to the immediate north of the Structure Plan also has potential for increased densities. It is important to note however that there has been an amount of recent redevelopment of some sites it is area which normally suggest that the wholesale redevelopment to higher densities would not be as popular and/or would take significantly longer to achieve given the new housing stock.

Potential also exists for an increase in density along Riseley Street to facilitate the connection between Riseley centre and the Melville City Centre.

3.8 Summary

The Melville City Centre has the opportunity to improve, and become a more active and vibrant activity centre. This can be based around the current retail attractor, being the Garden City Shopping Centre. This centre is a regional high-quality comparison retail attraction. The centre has a unique function in the sub-regional network, and there is significant latent demand in the catchment to support additional retail. This structure plan will allow this centre to cement its current trading position into the future.

However, activity centres are not solely about retail activity. While having a very unique and strong retail offer, the proposed structure plan will also significantly increase the amount and range of non-retail opportunities and will change the trip generation for the activity centre. It is expected that the increase availability of civic, eating and entertainment and residential floorspace will increase the period that people stay in the centre, whereby the viability of all the landuses has a greater potential to improve.

The proposed structure plan does not provide excessive amounts of office floorspace as there is limited demand for it at this location, and it is more appropriate and likely that strategic office will locate at Canning Bridge or Murdoch due to the specialised nature of these centres and the presence of high-frequency rail transport. Despite this, the structure plan is in line with the goals of Directions 2031 and SPP 4.2, despite the fact that the diversity target in SPP 4.2 will not be met through this development.

One of the outcomes of the proposed development within the centre will be an improvement of employment. The levels of employment will exceed the targets of Directions 2031 and provide valuable opportunities for local residents to access a variety of different types of employment at the centre.

The major benefit of the structure plan will be introduction of significant levels of residential development. The structure plan will eventually meet and exceed the targets within SPP4.2. The possible further increases outside of the structure plan boundaries will further improve the overall intensity of the centre.

04 Movement

One of the key considerations in the preparation of this Structure Plan is the analysis and review of the various access modes and infrastructure. The project team, including the City's Technical Services Directorate, consulted with the Minister for Transport, Transperth and Main Roads. To ensure that access to and from the centre and access throughout the surrounding area could be maintained, detailed modelling, normally associated with a development application was undertaken. The recommendations of the modelling, in relation to intersection improvements form part of Structure Plan provisions contained with Part 1 of this Structure Plan.

The transport trends that exist within the study area relates mainly to that of the Garden City Shopping Centre. Currently Garden City is the biggest supplier of luxury goods in WA, and is the second largest shopping centre in the region

A Customer Exit Survey was conducted by Directional Insights in May 2011 and indicated travel modes to the Garden City Shopping Centre were 90% by car and 10% by other modes, as shown in Figure 15. This high rate of car use is 8% above the average of similar centres, indicating a significant reliance on car use. Accordingly the mode share of bus travel and walking is only half that of similar centres. This may be due to poor walking access and limited public transport services, especially during peak shopping times.

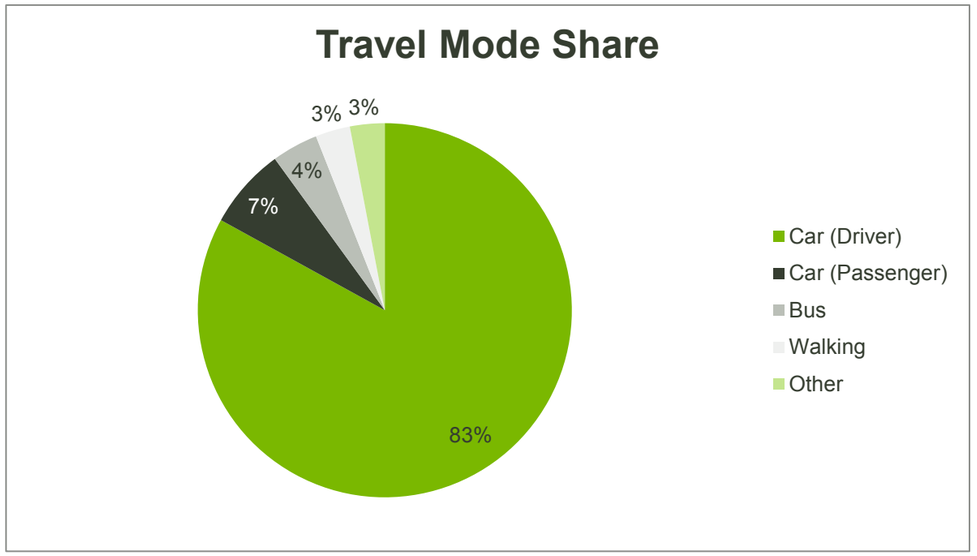


Figure 15 - Travel Mode Share

The main aim of movement strategy is to ensure sustainable transport practices that can also sustain the planned land uses within the Melville City Centre. The first step in achieving a more sustainable transport system is to achieve a balance between the available transport modes. Currently the car enjoys the vast majority of priority on the transport network. This will have to change if a modal balance is to be achieved.

Facing population growth, increasing congestion and limited ability to develop new infrastructure, Perth has adopted the SmartRoads Plan (developed by VicRoads) as a basis for decision-making for managing and improving the arterial road network. The plan allocates a mode-based road use hierarchy that assists with making trade-offs between modes and acknowledges the activity spaces that abut the road network.

SmartRoads recognises that road space cannot be everything for all road users and sets out an approach for managing the many competing demands for limited road space. Some roads will be given priority to public transport, while other roads will favour through traffic, cyclists, pedestrians or a combination of these modes where appropriate.

The City of Melville has a draft preferred use network developed by the Department of Transport, as part of the Moving People Network Planning. The full plan is provided in Appendix B, the section of the plan that includes the Melville City Centre is shown in Figure 16.

Figure 16 - Preferred Network Use (DOT, 2011)

The preferred traffic routes around the Melville City Centre include Canning Highway, Leach Highway, Marmion Street, Riseley Street, Coomoora Road, North Lake Road and Ardross Street. Public Transport is earmarked for Canning Highway, Riseley Street and Leach Highway, with potential future preference along Marmion Street and North Lake Road. This is all in line with how the system currently functions.

In the vicinity of the City Centre, cycling is preferred along Marmion Street, the southern section of Riseley Street and Leach Highway. This does not include or show the current Perth Bicycle Network, nor does it show the routes that are considered bicycle friendly routes in the TravelSmart Plan. Pedestrian preferred network segments are located in high activity areas, which include the sections of Riseley Street, Marmion Street and Almondbury Street that fronts the Garden City Shopping Centre. A noticeable but understandable omission is the planned high street within the City Centre.

The target of this strategy is to increase the potential mode share of public transport, cycling and walking while simultaneously ensuring that traffic congestion does not threaten the economic viability of the area. This should be achieved by creating an attractive and comfortable environment for pedestrians and cyclists, while upgrading preferred routes for these modes and strengthening links to the City Centre. Public transport access should be improved through increased service coverage that operate at better frequencies, more bus priority on the network, and by integrating the bus station and its functions with the Shopping Centre.

The mode share goal for the Melville City Centre is illustrated in Figure 17. The travel mode share was based on a conservative estimate that by 2031 5% of people will shift from private motor vehicle to public transport. This goal is seen as realistic to ensure action be taken while the viability of the Melville City Centre is not threatened. In its entirety, trips associated with all modes will increase as a result of the Garden City development.

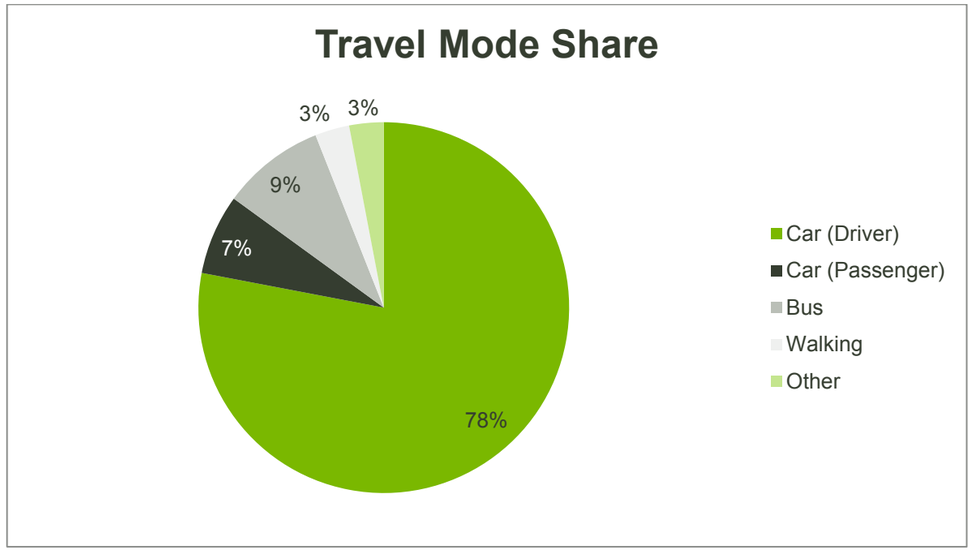


Figure 17 - Travel Mode Share based on results from the traffic analysis

4.1 Regional Perspective

Road access to the Melville City Centre is facilitated by a well-connected road network of various classes. The road hierarchy as assigned by Main Roads WA is provided in Figure 18.

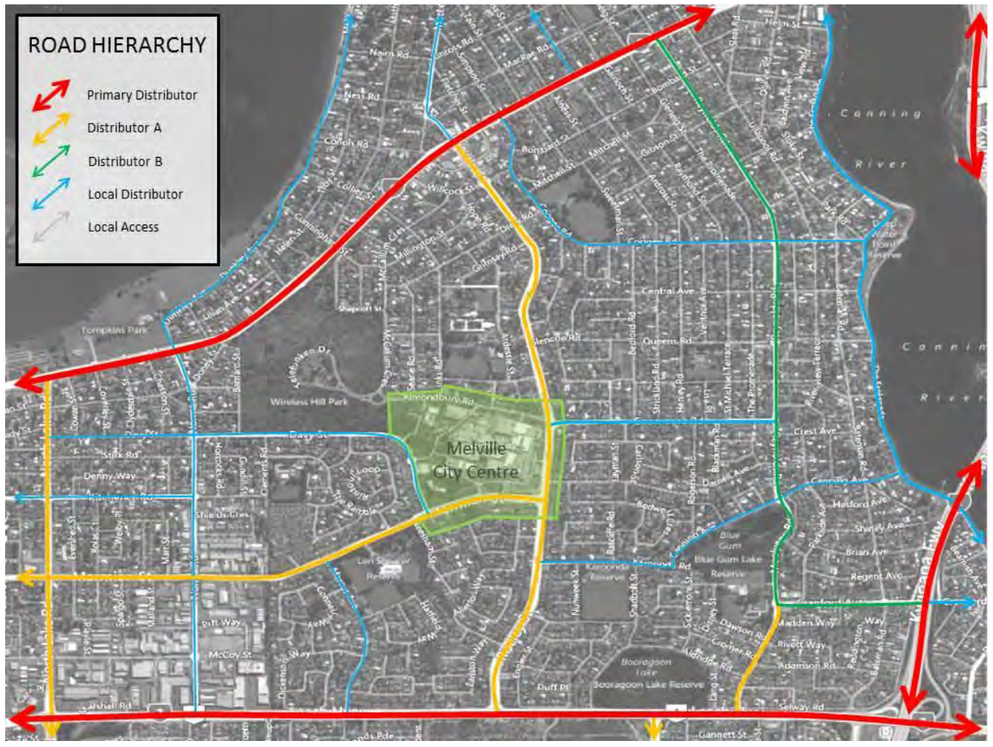


Figure 18 - Road Hierarchy

4.2 Public Transport

Direct public transport access to the Melville City Centre is limited to bus services accessing the Booragoon bus station on the corner of Marmion Street and Riseley Street. This station currently accommodates approximately 467 passenger boardings and 369 passenger alightings per weekday PM period, facilitated by eight bus services. The general catchment of the bus services are shown in Figure 19. Direct bus access is available to Perth CBD, Fremantle, Cannington, as well as the Bull Creek, Canning Bridge and Murdoch train stations. Peak headways for these services range from five to 20 minutes, however the peak services align with the commuter peak in the early morning and late afternoon which in general does not coincide with peak shopping hours for the Garden City Shopping Centre.

Midday during the week most services run hourly or twice per hour, while the most frequent services during those times operate at 15 minute headways (four times an hour). Additionally the busiest times for the Garden City Shopping Centre are during weekends, and in general weekend bus service frequencies are quite poor, typically hourly and sometimes twice per hour.

In general public transport services less than every eight to 10 minutes require users to plan their journeys to limit inconvenience caused by waiting for bus services. The poor service frequencies coinciding with the peak operating times for the Shopping Centre is not conducive to the promotion of public transport as a mode of travel to the Melville City Centre, nor is it providing a level of access comparable to that of cars.

There is significant evidence showing a clear correlation between bus service frequencies and span of hours, and bus patronage, in that people are much more likely to use a bus if they know the service is reliably and frequently operated.

Additionally, many residential areas in the vicinity of the Melville City Centre do not have access to public transport services that travel to the Booragoon bus station (Bicton, Attadale, Applecross and Alfred Cove are examples), since the majority of services run directly to the Canning Bridge, Bull Creek and Murdoch train stations. Overall public transport is aimed at commuters travelling to and from the Perth CBD, with access to the Melville City Centre not being a key focus of the services.

In order to allow appropriate public transport access at the times these services are required, the current bus services operating from the Booragoon bus station would require increased operating frequencies during peak times for the Shopping Centre. The span of hours in which bus services are operated should be increased especially at night and during weekends to accommodate workers, shoppers and patrons of the entertainment establishments within the Activity Centre.

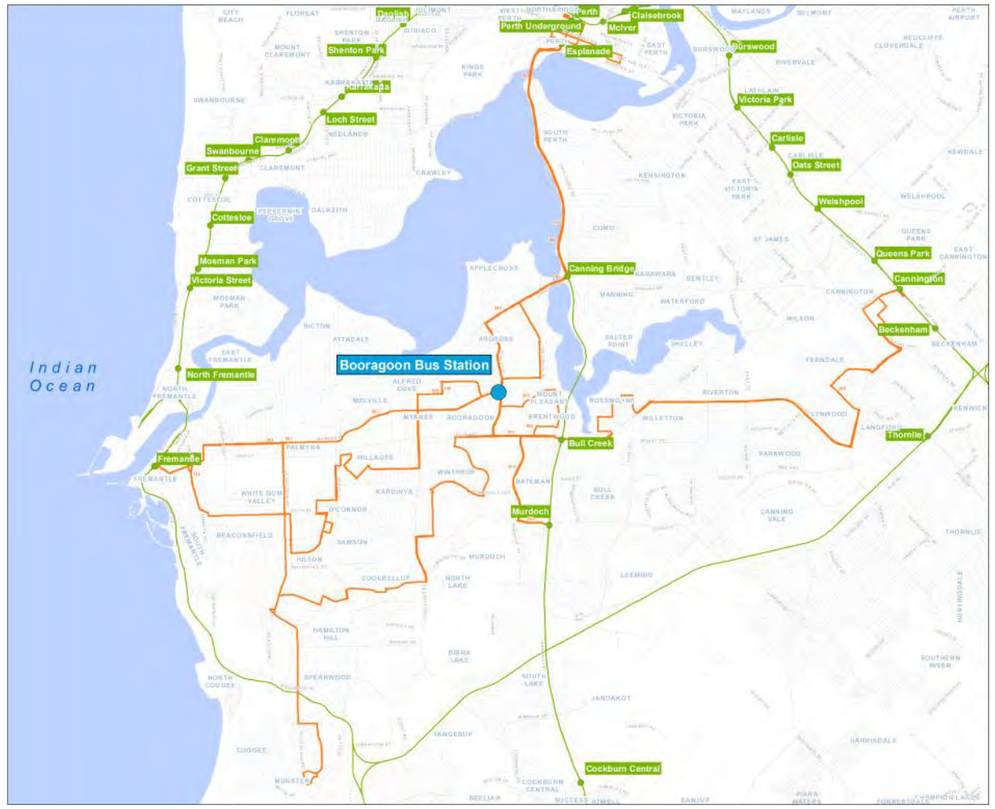


Figure 19 – Bus Routes

Transperth Bus Routes currently operating in the area and/or servicing the Station, are as follows:

- 140 – to Fremantle Station, via Willagee;
- 150 – to Booragoon Bus Station, via Canning Bridge Station and Esplanade Busport;
- 160 – to Fremantle Station, via Willagee and East Perth;
- 500 – to Bull Creek Station, via Brentwood;
- 501 – to Bull Creek Station, via Marmion Street and Leach Nighway;
- 510 – to Murdoch Station, via Muroch Drive and Riseley Street;
- 881 – to Munster, via Marmion Street, Carrington Street and Canning Bridge Station;
- 940 – to Wellington Street Bus Station, via Booragoon Bus Station and Hamilton Hill Hall;
- 140 – to Booragoon Bus Station, via Willagee;
- 150 – to Terrace Road, East Perth, via Canning Bride Station and Esplanade Busport;
- 160 – to Terrace Road, East Perth, via Willagee, Canning Bride Station and Esplanade Busport;
- 500 – to Booragoon Bus Station, via Brentwood;
- 501 – to Fremantle Station, via Marmion Street and Leach Highway;
- 510 – to Booragoon Bus Station, via Muroch Drive and Riseley Street;

- 881 – to Wellington Street Bus Station, via Marmion Street, Carrington Street and Canning Bridge Station; and
- 940 – to Welling Street Bus Station, via Coolbellup, Booragoon Bus Station and Canning Bridge Station.

There are two major concerns regarding the current public transport access to the Melville City Centre that needs to be addressed as part of this strategy.

First, there are large portions of the immediate and surrounding catchment that do not have direct public transport access. The larger areas, like Attadale, typically have access to the Melville City Centre through transfer services somewhere along the route or at the Canning Bridge, Bull Creek or Murdoch Stations. A public transport service where transfer is required is generally not considered as an appropriate access alternative. In order to address this access concern it is recommended that additional bus services be provided to the larger unserved catchments in the vicinity. It is further recommended that such new services operate less frequently in the commuter peak (once per hour) and more frequently in the shopping peak (once every 15 minutes). Given the main trip demand to the Melville City Centre coincides with the shopping peak, the new services should be able to make of use of spare vehicles without existing off-peak route commitments. Transperth have already identified this deficiency and had planned to improve services to the Bicton / Attadale area.

Additionally the smaller unserved pockets in the immediate vicinity of the Melville City Centre could be serviced by an on demand transport shuttle. Sections of Ardross, Brentwood, Booragoon Willagee and Melville could be gain public transport access to the Centre through such a generally inexpensive on demand service. This vehicle (or fleet of vehicles if the service gains popularity) should be small and versatile, and especially cater for the elderly and users with disabilities (such as wheelchair bound patrons). As this type of service would be separate from Transperth services it could present branding or advertisement opportunities to supplement its funding. The major owner will investigate the viability and benefits of this initiative.

The second big concern with public transport access to the Melville City Centre is the span of operating hours and service frequencies. Currently those services that operate to and from the Booragoon bus station do so at higher frequencies in the commuter peak and at low frequencies at all other times. In order to make public transport a viable option for accessing the Melville City Centre the operating frequencies must be improved to 15 minute headways during the shopping peak hours (daily between 11:00 and 16:00, as well as Thursdays between 18:00 and 20:00). In addition at least hourly services will be required for all the operating hours of the City Centre.

Finally, Canning Highway and Riseley Street will include bus lanes by 2031 according to the Public Transport for Perth in 2031 plan. This will ensure public transport services to and from the Melville City Centre will remain a viable option, and also become more attractive as traffic congestion increases. Public Transport Authority has raised bus lanes as a possible addition to both of these roads.

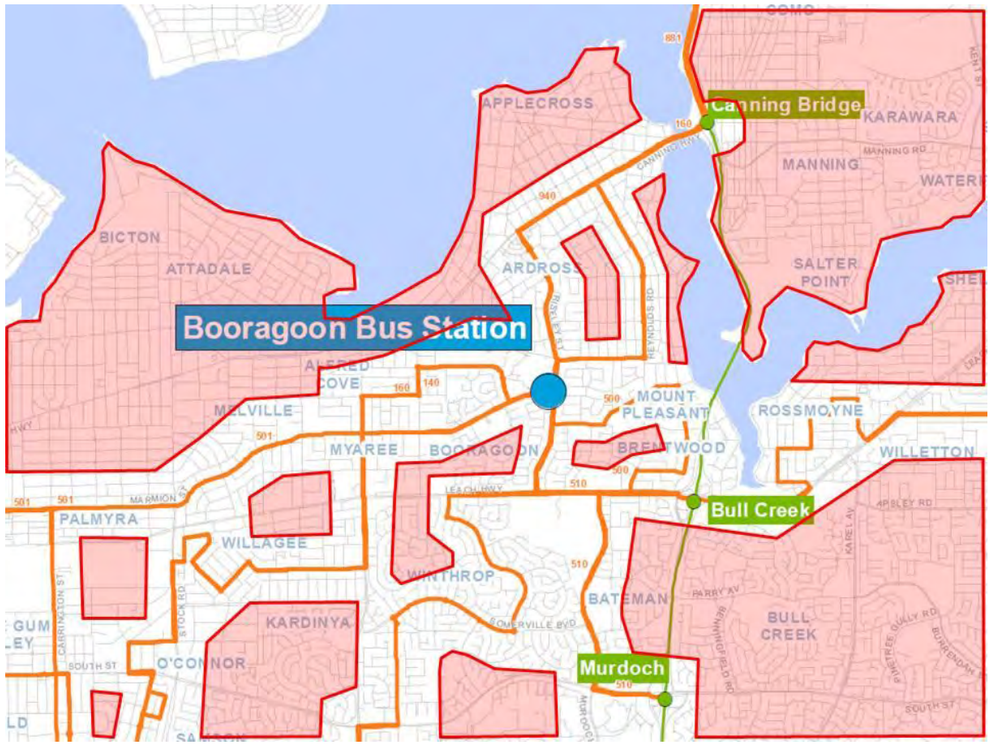


Figure 20: Areas with no direct public transport access to the Melville City Centre

The City and the major landowner intend to continue discussions with Transperth with a view to improving the bus routes in the area and the frequency of services. Particular attention will be focused on the connections between Canning Bridge (or even Curtin) and Murdoch. A dedicated service would potentially improve the access between these centres. Transperth had agreed to investigate route improvements.

Discussions have already commenced in relation to the relocation of one or more services so that they travel along the high street prior to connection to the bus station. This minor deviation will allow for improved access to the proposed ‘front door’ of the main retail function along with the improved community facilities, as well as allowing easier access from this area to the bus station, particularly after normal business hours. Transperth staff have agreed to review the route options upon completion of the high street.

The major landowner also intends to better integrate the existing bus station and the retail component. It is intended that a new entry be provided adjacent to the bus station, which will improve access from the users of the bus station as well as pedestrians generally. The inclusion of signage displaying timetable information within the retail component is also expected to improve awareness of the viability and convenience of public transport.

4.3 Pedestrian & Cycling Movement

4.3.1 Pedestrian

Walking access to the Melville City Centre is predominantly accommodated on footpaths and shared paths along the adjacent and surrounding road network, with no dedicated pedestrian links identified in the immediate vicinity of the Activity Centre.

In terms of walking access the surrounding road network has footpaths alongside the majority of directly accessible routes. Noticeable exceptions include:

- Pickering Way
- Rankin Way
- Colleran Way
- Griffin Street
- Allerton Way
- Kruger Place
- Spriggle Place
- Miller Place
- Saw Court
- The Ramble
- Rintoul Loop
- Melson Way
- The access road from Davy Street to Almondbury Road

Many of these roads have less that 500 vpd which does not warrant the need for a pedestrian path. A number of pedestrian access ways provide some pedestrian connectivity between many of the streets in this area.

The roads without footpaths tend to be lower order residential access routes. While these roads do not generally present a safety concern for pedestrians due to low traffic volumes and generally low operating speeds, it remains important to provide consistent and continued footpath access throughout the catchment. Transport modes that are currently considered to be alternatives to the car, such as walking, only become feasible alternatives if they are convenient.

The Melville City Centre is situated within a large residential area, and thus from the perspective of walkable distance provides access to many residences. The walkable catchment (800m) is shown in Figure 21. However, as can be seen by the properties highlighted versus the 800m radius, the permeability of the neighbourhood structure is not optimal for walking, although permeability is better than many similar activity centres.

Figure 21: Walkable Catchment

The biggest concerns for access on foot are the crossing of major roads (safety as well as time delays), specifically Riseley Street and Marmion Street, and the walking access points to the Shopping Centre. While there are multiple wide and easily used car accesses, walking accesses are quite poor and customers are mostly expected to walk through car parks whether they are walking from their cars or from the street. This causes pedestrians to typically access the Shopping Centre via parking lots, increasing the number of conflict points between cars and pedestrians. This could be a contributing factor to the 4% crashes that are pedestrian knock down. The pictures contained in Figure 22 show some of the poor walking access points to the Shopping Centre.

Figure 22: Poor access for people on foot

In terms of walking, an additional point to note is that the average age of Garden City customers is 49 years. This age has consistently increased from 2005 survey data to 2011 survey data and shows that the demographic of the customers is an aging one. Seniors are the biggest proportion of walkers worldwide and if the customer base remains the same the demand for walking access to the Melville City Centre will increase in the future. It is important to ensure ease of walking access through appropriate road crossings, foot paths and access points to take into account the needs of an aging customer base and to provide good walking opportunities for all.

There are several options that could be taken to improve the situation for pedestrians; primary actions that are recommended are detailed below.

Firstly, there is sufficient opportunity to expand the preferred walking network for pedestrians. In doing so, more residents will have access to the pedestrian network therefore it is more likely they will choose walking over driving to the city centre. The network needs to be consistent along all streets with dedicated pedestrian links identified.

Another important step is to upgrade the network infrastructure to a standard appropriate for the elderly and disabled (i.e. wheelchairs) to feel safe and comfortable using. This involves dedicating space for high quality footpaths or shared paths where bicycle and pedestrian networks overlap.

Installing appropriate pedestrian crossings at intersections surrounding the city centre will help minimise the concern for pedestrian safety. These intersections should link into the wider walking network to maintain easy pedestrian flow. In addition, a number of pedestrian crossings should be installed throughout the car parks in areas where most historical accidents occurred.

As a final measure to improve walking access, dedicated walking access paths to the shopping centre should be created. These accesses should be aligned with the pedestrian network on the street. The paths should be clearly visible and well signed.

4.3.2 Cycling

In terms of bicycle access, the facilities and opportunities are quite good compared to other centres in general. The surrounding road network has dedicated bicycle infrastructure in the following locations:

- Sealed shoulder along Riseley Street between Canning Highway and Leach Highway
- Sealed shoulder along the length of Marmion Street
- Sealed shoulder along Marcus Avenue between Leach Highway and Marmion Street
- Sealed shoulder along Norma Road between Leach Highway and Marmion Street
- Sealed shoulder along North Lake Road between Canning Highway and Leach Highway
- Shared path along Davy Street along the south boundary of Wireless Hill Park
- Shared path along Coomoora Road between Riseley Street and Reynolds Road
- Local bicycle friendly route along the west side of Garden City Shopping Centre along Davy Street and through the Garden City access road between Davy Street and Almondbury Road, extended along Davy Street to Marmion Street
- Various local bicycle friendly routes in the surrounding areas including Almondbury Road, Wireless Hill Park, Glencoe Road, Neesham Street, Griffin Street and Karoonda Road among others

Bicycle facility types surrounding the Melville City Centre is shown in Figure 23, Facility types include:

- on-street (no specific infrastructure)
- sealed shoulder (bicycle lane)
- separated path (off-road path with separation between cyclists and pedestrians)
- shared path (off-road path shared by pedestrians and cyclists)
- PBN Route (Perth Bicycle Network – strategic route)

Figure 23: Bicycle facilities surrounding the Melville City Centre

In terms of the strategic cycling network, the east-west direction connects well to the activity centre. The existing Perth Bicycle Network (PBN) Route SW6 is located on Marmion Street and can be accessed directly from the Kwinana Freeway Principle Shared Path (PSP) to the east, and continues west along Marmion Street to Fremantle. There are several opportunities to link to the PBN Route SW6 within the adjacent catchments.

From the north of the activity centre, access is primarily via Riseley Street and local bicycle friendly routes. It can be noted that the PBN Route SW5 is located north of Canning Highway, but there is no clear link to connect to Riseley Street without crossing Canning Highway. Nonetheless, a number of cyclists were observed using the sealed shoulder on Riseley Street at the intersection with Canning Highway, indicating that an improvement to infrastructure in that area would be beneficial to cyclists.

From the south of the activity centre there are several opportunities to access the activity centre via Norma Road, Marcus Avenue, Riseley Street, the Leach Highway shared path and the PBN route SW31. Potential improvements to these short links, for example path widening and signage, would improve usability and safety for cyclists.

Bicycle parking is available at multiple entrances to the Garden City Shopping Centre, but accessing these facilities are somewhat problematic as dedicated routes from the Garden City accesses do not exist and bike users are expected to cycle through parking areas. Numerous roundabouts are also situated within the car park area which can be detrimental to cyclist's safety. In saying this, it was observed that the bicycle parking at the numerous entrances to the shopping centre were well utilised, indicating that improvements to the infrastructure within the centre could increase the travel mode share for bicycles. A significant opportunity exists to integrate the planned high street with walking and cycling infrastructure to create a good environment that will promote the use of these modes.

There are several opportunities to improve the infrastructure further and create vital links in the existing network to encourage more cyclists to cycle over drive.

- It would be beneficial to expand the current cycle network.
- Priority modes identified on certain links need to be supported by the infrastructure catering for the modes on those links.
- Another important improvement for cycle friendly networks would be to upgrade intersections to ensure cyclists are accommodated appropriately.
- There is opportunity to improve the bicycle access and parking around the city centre entrances.

Bicycle parking is available at multiple entrances to the Garden City Shopping Centre, but accessing these facilities are somewhat problematic as dedicated routes from the Garden City access locations do not exist and bike users are expected to cycle through parking areas. Numerous roundabouts are also situated within the car park area which can be detrimental to cyclists' safety. An improvement can be achieved by ensuring that there are proper bicycle routes into the centre that access the bicycle parking provided at all/most entrances A significant opportunity exists to integrate the planned high street with walking and cycling infrastructure to create a good environment that will promote the use of these modes.

The research and guidance on the provision of bicycle parking is fairly poor. While the residential development codes (State Planning Policy 3.1) recommend a rate of 0.43 spaces per unit for residential developments, no such guidance is available for retail, office or industrial type developments in WA. The only guidance in Australia comes from the ACT, which recommends the following:

ACT Bicycle Parking Guidelines	
Retail	0.3 per 100sqm
Large Format Retail	0.16 per 100sqm
Residential	1.08 per unit

Table 9 - ACT Bicycle Parking Rates

These rates are much lower than generally prescribed for car parking. Minus the residential bays as these will likely be self-contained, the following bicycle parking facilities will be required:

Land Use	**Net Floor Area (sqm)**	**Parking / 100sqm**	**Bike Spaces**
Retail	120,000	0.3	360 (288*)
Office	42,000	0.5	210
Total			570 (498*)

Table 10 - Summary of Bicycle Parking Required per Land Use

*The 360 bike spaces allowed for retail trips is based on a linear bicycle parking rate and is geared for smaller developments. As represented in vehicle trip rates, a logarithmic relationship is more representative for a large scale net floor area, i.e: the rate would gradually decrease from the initial 0.3 spaces per 100sqm as the net floor area increases. Therefore an assumed rate of 0.24 per 100sqm is proposed and results in 288 bike spaces for the retail component.

The bicycle parking facilities should be provided throughout the centre at easily accessible locations, and within most buildings. Much of the spaces allocated to retail should be provided at the various entrances to the Garden City Shopping Centre. Bicycle parking allocated to residential land uses should be provided at each residential building according to the number units proposed for each.

End of trip facilities is another important aspect of encouraging the cycling mode of transport. At least one medium to large facility should be provided in a central location within the main retail development. The facility should include parking for around 200 bicycles, showers, lockers and changing rooms.

4.4 Vehicle Movement

4.4.1 Traffic Analysis and Volumes

The main routes used to access the Melville City Centre, either directly or indirectly, include Canning Highway, Leach Highway, Riseley Street and Marmion Street. The table below shows the Saturday peak hour volumes of the main access roads.

Road	No of Lanes	Peak Hour Volume
Canning Highway (east of Riseley Street)	4	3287
Leach Highway (east of Riseley Street)	6	5267
Riseley Street (north of Marmion Street)	4	2276
Marmion Street (west of Riseley Street)	4	1847

Table 11 - Main route Saturday peak hour volumes

This initial high level review shows that additional trips accessing the Melville City Centre would do so with more ease from the south and west than from the north. Initial analysis was also done for Thursday AM, Thursday PM and Saturday Mid-Day peaks, using traffic volumes from the SCATS signal controllers and outputs from the MRWA Regional Operations Model (ROM). However it was found that the Saturday Mid-Day peak was the worst peak for all intersections, and this worst peak is described for all intersections in this report.

An Aimsun Hybrid model with integrated adaptive SCATS signals was developed as part of the Melville City Centre transport strategy for traffic analysis. A detailed operational base model of the current road network was first built with the 2013 traffic volumes and then calibrated to replicate the current on-street operation. This was used as the base case from which the option models were developed. Traffic volumes were collected from SCATS signal data and Austraffic surveys with further data obtained from Main Roads WA.

The 2013 calibrated base model found that the four major intersections maintained a moderate level of service with exception to Canning Highway/ Riseley Street intersection, where significant queues and congestion is present, particularly on the Riseley Street South approach. At the time of issue of this report, a separate planning study was underway looking at the Canning Highway/ Riseley Street intersection and the surrounding area.

4.4.2 Hierarchy and Function

The road hierarchy in the vicinity of the Melville City Centre is appropriate and does not require specific adjustments. The preferred road functions as illustrated in the DOT's draft preferred use network plan (Appendix B), is overall quite appropriate with some shortcomings that could be addressed in the revision of the draft.

The recommended preferred use network and road functions are illustrated in Figure 24. The solid lines indicate the uses as preferred in the DOT's draft preferred use network plan. The dashed lines are recommended additions to the preferred networks for the various modes. The recommended additions are discussed in more detail in the mode specific sections that follows.

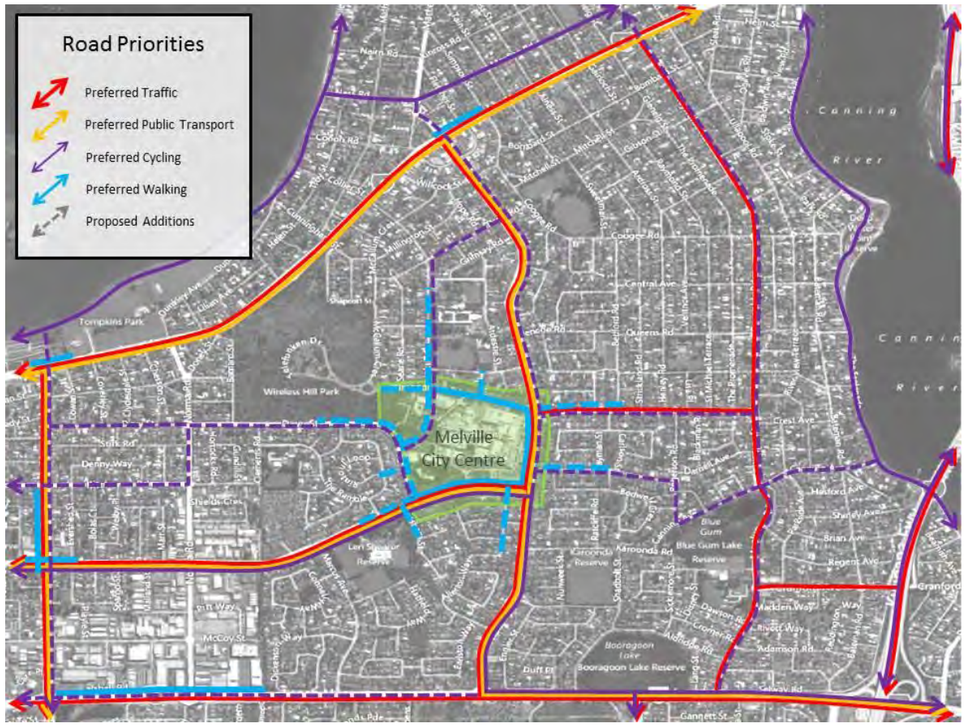


Figure 24: Recommended Road Priorities

An essential part of designing for combined priority, where different roads in the Garden City network have different priority, is to keep the road priority consistent throughout the network and minimise change over short distances. Maintaining connectivity throughout the network so that roads connect to other roads with the same priority or higher is a key part of the strategy to encourage pedestrians and cyclists to keep using the dedicated cycle ways and walk ways.

There are five roads providing access to the Garden City Centre. Riseley Street and Marmion Street are both designed to accommodate all transport modes however primarily accommodates road traffic. Davy Street and Almondbury Road are also both designed to accommodate all transport modes however with lower traffic volumes. The high street is planned as a low speed environment with a pedestrian focus.

4.4.3 Freight

It is expected that medium and heavy commercial vehicles, such as single unit trucks and semi-trailers will service the Garden City Shopping Centre. The main access roads, Marmion Street and Riseley Street are both appropriate to accommodate such vehicles.

In terms of the City Centre layout, from a safety and efficiency perspective freight vehicles should be separated from other modes as far as possible. It would be best to have a dedicated freight access leading to the loading areas, and limiting on site conflict between freight vehicles and other modes (especially pedestrians and cyclists).

4.4.4 Road Safety

The crash data received from MRWA for reported crashes between January 2007 and December 2011 was analysed, with regards to the following characteristics:

- Total number of crashes in the area
- Crash severity
- Nature of crashes
- Location of crashes

A number of trends were apparent from the analysis of the crash data. The major findings included:

- No fatal crashes occurred within the Melville City Centre between 2007 and 2011
- The local distributor roads of Karoonda Road, Coomoora Road, Davy Street and Kitchener Road had up to 21 crashes each between 2007 and 2011 with a low percentage requiring hospital or medical treatment
- A significant number of crashes occurred along Riseley Street and Marmion Street in the vicinity of the Activity Centre (1149 and 331 crashes respectively)

Major intersections were analysed in more detail to determine whether any trends were apparent. The following intersections were noted to be of significance in terms of crashes:

- The intersection of Riseley Street and Marmion Street had 206 crashes, of these crashes, 70% were rear end crashes and 20% resulted in medical or hospital treatment
- In terms of direct accesses to Garden City Shopping Centre, the crash data indicated that the majority of crashes caused major property damage only (PDO) and many were caused by right angle crashes (vehicle exiting the centre colliding with through travelling vehicle on the main road). The direct accesses to Garden City Shopping Centre include Almondbury Road, Riseley Street, Marmion Street and Davy Street
- 4% of crashes at the Garden City Shopping Centre accesses involved pedestrians. All of these pedestrian crashes were at the Garden City / Riseley Street intersection.

Figure 2 10: Severity of Crashes in the area

Whilst the recorded crashes within the Melville City Centre did not result in fatalities, and hospitalisations were rare, the number of crashes occurring is of concern and should be addressed. While specific treatments to limit crashes at key locations should be considered as part of the layout planning, in general limiting conflict points by consolidating accesses and reducing the speed limits at the access locations will start to alleviate concerns.

4.5 Parking

A parking survey was conducted on a Tuesday, Thursday and Saturday in late November 2012, and entailed an hourly audit of the usage of the 4,250 parking bays at the Garden City Shopping Centre. The parking bays are distributed around the shopping centre structure, as shown in Figure 25, with the majority being visible and accessible from Riseley Street and Marmion Street.

Parking utilisation is illustrated in Figure 2-9. In general it was found that the maximum parking utilisation on a Tuesday was 89% of all parking bays between 14:00 and 15:00. Utilisation of 80% or more was achieved between 13:00 and 17:00, and the average utilisation for the day was 63% of all parking bays.

On a Thursday it was found that the maximum parking utilisation was 91% between 12:00 and 14:00, and that an 80% or above utilisation was achieved between 11:00 and 15:00, and between 19:00 and 20:00. The average utilisation for all parking bays was at 73% for the day.

The maximum parking utilisation on the Saturday was 99% of all bays between 15:00 and 16:00, an 80% or above utilisation was achieved between 12:00 and 18:00, with the average utilisation for the day at 78% of all parking bays.

Figure 25 - Distribution of Parking

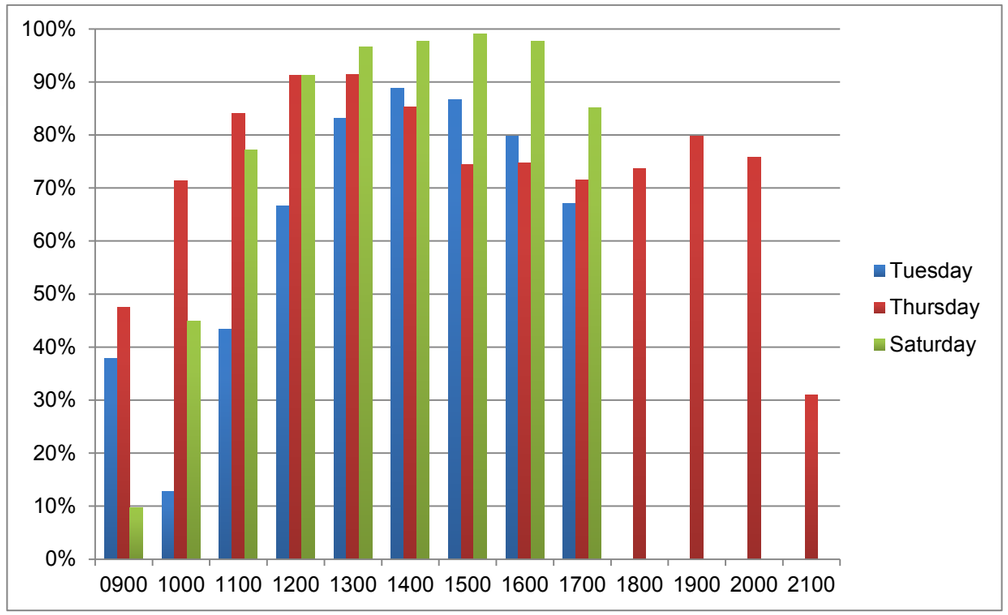


Figure 26 - Parking Utilisation per day and time

The busiest day (of those surveyed) in terms of parking utilisation occurs on a Saturday both in terms of the average number of bays utilised and the most number of bays utilised. The high percentage utilisation that is achieved is indicative that all parking bays are easily accessible, though in the absence of Variable Messaging Signs (VMS) indicating where bays are available the process of finding available bays under near capacity conditions can be time consuming and frustrating for drivers.

The 4,250 parking bays for approximately 70,000sqm of retail use equates to a provision of more than 6 parking bays per 100sqm of retail use. This is 16 – 33% higher than the 4-5 bays per 100sqm guidance provided in the State Planning Policy 4.2 for Activity Centres. This could likely be a contributing factor to the higher than average travel mode share by car as compared to similar centres.

While maximum parking utilisation is high and near capacity, the average parking utilisation is much lower than capacity. Given that almost half of Garden City customers are not in paid employment and the customer base is reaching retirement age (Customer Exit Survey), significant opportunities exist to promote peak use spreading to increase the efficiency of parking utilisation and ease the congestion burden on the transport network and the stores within the Shopping Centre.

High activity areas like Garden City Centre require car parking but it should be noted that constrained parking usually results in other benefits, such as increased public transport usage, and it is not associated with reduced activity if alternatives are available. A balance between parking provision and proper access by other modes of transport including public transport, cycling and walking should be found.

It should be kept in mind that if an excessive amount of car parking bays are provided, and other facilities like bicycle parking, walkways and public transport are neglected, people desiring to access an activity area are forced to make use of a car to do so.

There are several parking possibilities that should be considered, “Use Allocation”, “Design” and “Short Stay”. The State Planning Policy 4.2 states: “allocation involves actions like minimising the amount of off street-parking to encourage other modes of transport such as public transport, cycling or walking. Design comes at a later stage where parking is integrated into the long term development plan. Short stay planning is based on the idea of giving priority to the provision of short-stay parking that serves the centre as a whole, rather than be dedicated to serving individual developments.”

Results from the parking survey and subsequent analysis indicated that although maximum parking utilisation is high and near capacity, the average parking utilisation is much lower than capacity. There is signification opportunity to promote peak use spreading to increase the efficiency of parking utilisation and ease the congestion burden on the transport network and the stores within the shopping centre.

To achieve this, a sustainable parking strategy based around the results from the parking analysis should be developed. The strategy would cover the following issues:

- Maximum rate
- Paid parking
- Shared parking
- Timed parking

The approximate land use split for the Garden City Centre is summarised in the table below and compared to the City of Melville Car Parking (non-residential) policy. 4-5 bays per retail 100sqm guidance is also provided in the State Planning Policy 4.2 for Activity Centres.

Land Use	Split	City of Melville Parking Policy
Retail	120,000m2	5.5 bays per 100m2 NLA
Eating/ Entertainment (including cinemas)	13,000m2	1 bay per 4 patrons at capacity, plus 1 bay per staff member
Civic	9,500m2	At the discretion of the Council
Office & Other Commercial	42,000m2	1 bay per 40 square metres NLA; plus service vehicle bays as appropriate
Residential	1400 dwellings	In accordance with the relevant Residential Design Codes

Table 12 - Summary of approximate land use split and car parking guidelines

The current parking allocation at Garden City Centre is 5.9 car parks per 100m2. This parking strategy proposes a maximum rate of 5 car parks per 100m2. Based on an available retail NLA of 120,000m2, retail being the primary land use driver, the total number of car parks will equate to 6000. The 6000 car park bays intended to be shared for all uses, catering for office space and Garden City shoppers, ultimately reducing the parking rate if a total of 6000 car park bays are provided. The exception to this is the residential dwellings that will have their own self-contained parking spaces. The car parks will not initially include time limits or paid parking.

It is proposed that a fully managed parking system will be put in place at Garden City. This fully managed parking system will give forward information to vehicles upon entry to the car park on the number of car park bays available and where available car park bays are. This strategy will be developed further during the relevant design stages and implementation, however appropriate signage, located along the roads leading to the Centre will assist.

There are no formal guidelines as to how many motorcycle parking bays should be provided for developments and activity centres. It should be noted that the City of Sydney has traditionally provided 1% of off street parking to motorcycles, but is now aiming at increasing this to 5% to encourage a larger mode share. In WA, the State Planning Policy 4.2 recommends that 5% - 10% of parking be allocated to bicycles and motorcycles.

The 2006 census data for WA however shows that around 4,411 out of 485,947 (0.9%) work trips are undertaken by motorcycle. Additionally the 2011 motor vehicle census data indicates that 99,392 out of 1,394,241 (7%) vehicles registered in WA are motorcycles.

Given that the Melville City Centre is characteristically not comparable to the City of Sydney, that the mode share for motorcycle trips to work in WA is less than 1% and that a high bicycle parking rate is being recommended, it would be appropriate to allocate 1% of the retail and office parking to motorcycles, in the short term. The number of motorcycle bays can easily be increased over time, by converting some of the car bays.

The variability of parking needs for residential developments does not make it conducive to providing motorcycle parking as a percentage of car parking spaces, and thus the % motorcycle parking should not be applied to residential buildings.

4.6 Road Improvements

To ensure the Melville City Centre road network will operate at an acceptable level in the future, it is recommended that the following intersections be upgraded as demonstrated by the transport modelling. These will bring connectivity and useability to the area. The intersection upgrades should also consider pedestrian and cyclist needs such as cycle advance start areas in the subsequent design stages.

- Riseley Street / Garden City Access
- Riseley Street / Marmion Street
- Marmion Street / Bus Station Access
- Marmion Street / Andrea Lane
- Davy Street / Garden City
- Almondbury Road
- Almondbury Road / Coomoora Road / Riseley Street
- Canning Highway / Riseley Street
- Canning Highway / Dunkley Avenue/ Norma Road
- North Lake Road / Marmion Street
- Leach Highway / Riseley Street

The proposed works include the rationalisation of the entry / exit points to the Centre Core, particularly on Riseley Street.

It is important to note that regardless of whether there is an upgrade to the retail floorspace within the Melville City Centre, many of the intersections listed above would require improvements to accommodate the expected future traffic.

Also worth noting, is that all the proposed works are either accommodated within the existing road reserves, or if not, only affect the land controlled by the owner of the Garden City Shopping Centre.

4.6.1 Riseley Street / Garden City Access

Upgrade of Riseley Street/ Garden City Access intersection generally comprising:

- an extension of the existing signals to within the Garden City site;
- an extension the north approach right turn bay by 60m.

These works and location of the lights will require an agreement with Main Roads WA. The figure below shows the existing layout of the intersection on the left and the proposed upgrade on the right.

Figure 27 - Proposed upgrade of Riseley Street / Garden City access intersection

The width and extent of the median will be reduced to accommodate these proposed works.

4.6.2 Riseley Street / Marmion Street

Upgrade of Riseley Street/ Marmion Street intersection to generally include:

- the addition of a third northbound lane of approximately 230m in length.

Figure 28 - Proposed upgrade of Riseley Street/ Marmion Street intersection

This lane will tie into the access to the Garden City roof car parks but will not impact on through movement vehicles. This will require the rationalisation of a portion of the median.

4.6.3 Marmion Street / Bus Station Access

Modification of Marmion Street/ Bus Station access generally consisting of:

- closing the general vehicle entry
- providing a bus only turning pocket and entry / exit

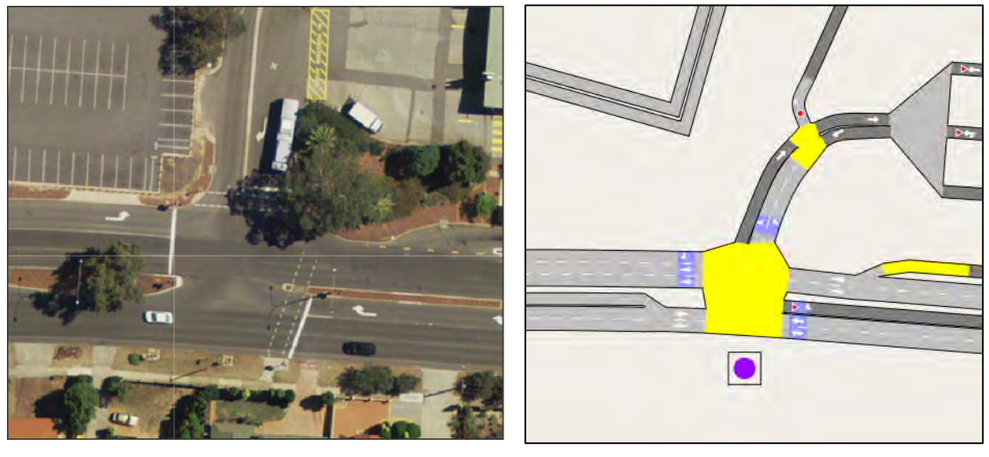


Figure 29 - Proposed upgrade of Marmion Street/ Bus Station intersection

It is important to note that buses will have priority of movement once into the site. Vehicles exiting the site will be required to give way to all bus movements.

Also included, as part of these works will also be the closure of the right turn bus only entrance from Riseley (from the north), which will now be replaced with a left out only exit.

4.6.4 Marmion Street / Andrea Lane

The upgrade of Marmion Street / Andrea Lane generally including:

- relocation of the intersection towards the west
- new signals
- a possible extension of the left turn bay by 130m.

It is important to note that the left turn bay is not necessarily required from the traffic movement perspective.

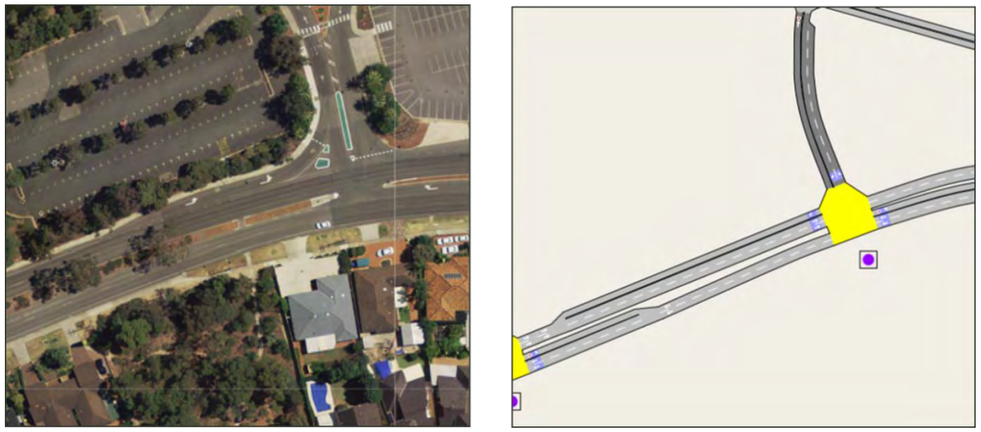


Figure 30 - Proposed upgrade of Marmion Street/ Andrea Lane intersection

The relocation of the intersection will result in the intersection being located opposite the park and on a straighter portion of the road. While decreasing the separation from Davy Street, the location increases the separation from the traffic lights associated with the Bus Station.

4.6.5 Davy Street / Garden City

Upgrade of the Davy Street / Garden City intersection generally including:

- relocation of the existing roundabout to the northwest
- some general civil works to improve the intersection

Figure 31 - Proposed upgrade of Davy Street/ Garden City intersection

4.6.6 Almondbury Road

Upgrade of Almondbury Road generally comprising:

- improvements at four intersections by introducing three roundabouts

The western roundabout is a large oval roundabout to accommodate the intersection with the newly created high-street (subject to its final location) and the central roundabout is a relocation of the existing.

Figure 32 - Proposed upgrade of Almondbury Road intersections

Also associated with these works is some linemarking alterations at the intersection of Almondbury, Riseley and Coomoora, whereby a dedicated right-turn lane is provided on westward bound portion of Coomoora with the left lane being for through traffic. This would then expand into a choice of two lanes once onto Almondbury.

4.6.7 Almondbury Road / Coomoora Road / Riseley Street

Upgrade of the Riseley Street/ Almondbury Road/ Coomoora Road intersection generally comprising:

- line marking changes to the Coomoora Road approach to provide one through lane and one right turn lane
- On the Almondbury Road exit from the intersection, one lane develops into two after a short 5m section

The western roundabout is a large oval roundabout to accommodate the intersection with the newly created high-street (subject to its final location) and the central roundabout is a relocation of the existing.

Figure 33 - Proposed upgrade of Almondbury Road intersections

Also associated with these works is some linemarking alterations at the intersection of Almondbury, Riseley and Coomoora, whereby a dedicated right-turn lane is provided on westward bound portion of Coomoora with the left lane being for through traffic. This would then expand into a choice of two lanes once onto Almondbury.

4.6.8 Canning Highway / Riseley Street

There are a number of possible upgrade options for the Canning Highway / Riseley Street intersection. It is likely that any upgrade works will be undertaken by either Council or Main Roads WA, subject to a financial contribution from the Structure Plan. The extent of works will be subject to the completion of structure plan preparations for the Riseley Centre.

This report notes that one option for the upgrade of Canning Highway / Riseley Street intersection might generally comprise:

- restricting the north approach for through and right turn movements from the north
- providing a slip bay for left turn movements from the north onto Canning Highway.

Figure 34 - Proposed upgrade of Canning Highway/ Riseley Street intersection

This arrangement would allow more signal green time for the heavily congested south approach. Right turning vehicles will be able to access the new signals at Canning Highway/ Dunkley Avenue and through vehicles have multiple other opportunities to access Riseley Street.

Further detailed planning work, including the investigation of local traffic north of Canning Highway, is required for this intersection. Potential options and their impacts will be investigated as well as consideration of any recommendations made in the Riseley Activity Centre Structure Plan or the Public Transport Authority Canning Highway bus priority study.

4.6.9 Canning Highway / Dunkley Avenue/ Norma Road

Upgrade of Canning Highway / Dunkley Avenue / Norma Road intersection generally involving:

- installation of new signals

Figure 35 - Proposed upgrade of Canning Highway/ Dunkley Avenue/ Norma Road intersection

This will result in a significant safety improvement. It is likely to offer some of those residents north of Canning Highway the opportunity to turn towards Fremantle, reducing the demand for the Riseley Street North access.

4.6.10 North Lake Road / Marmion Street

Upgrade of North Lake Road/ Marmion Street intersection generally including:

- signal upgrades for left turning vehicles
- adjustment of the existing line marking

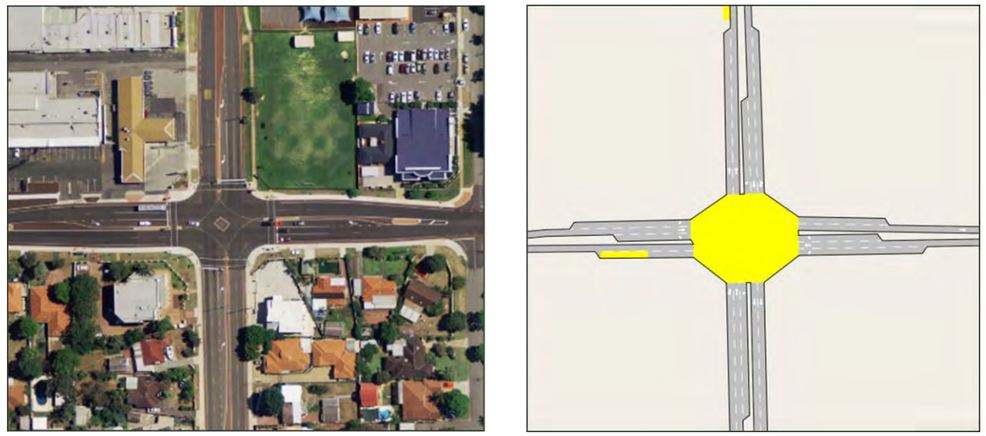


Figure 36 - Proposed upgrade of North Lake Road / Marmion Street intersection

4.6.11 Leach Highway / Riseley Street

Upgrade of Leach Highway / Riseley Street intersection generally comprising:

- adjustment of existing signals
- an additional southbound approach right turn lane
- extension of the east approach right turn to 70m
- extension of the north approach left turn to 20m one lane.

Figure 37 - Proposed upgrade of Leach Highway/ Riseley Street intersection

For the purposes of the implementation of the improvements, these intersections have been separated into two categories being Critical and Peripheral. The Critical intersections require immediate attention and inclusion as part of any proposed retail increase that results in the total retail component of approximately 120,000m2. These works should be funded and completed prior to the commencement of operations. The Peripheral intersection works can occur over time and be completed by the City, subject to suitable contributions from the Structure Plan major landowner.

05 Urban Form

5.1 Urban Structure and Built Form

5.1.1 Principles and Opportunities

5.1.1.1 Character

The urban structure surrounding Melville City Centre is typified by two distinct structures separated by Riseley Street, refer to below figure. To the east, a largely north-south grid hierarchy exists which relies upon key local access roads (i.e. Davenport and Karoonda Roads) to access smaller internalised grids. To the west, towards Leach Hwy is a largely 1960s-70s suburban development with a circuitous impermeable street network largely devoid of footpaths. Scattered throughout both these areas are a series of larger land holdings dedicated to commercial, recreational and education purposes. Connecting throughout the network is a series of pedestrian access ways which provide key pedestrian links to the Centre and to main roads.

Figure 38 – Urban Structure

The predominant character areas within and surrounding Melville City Centre are:

- Large format internal retail mall infrastructure surrounded by car parking, generally inactive edges and hard vehicle surfaces.
- 1970-90's single storey detached dwellings with tree lined streets
- A largely civic precinct surrounding the western side of the Centre built between 1960-70 with a library, Council office and civic square
- Office and medical precinct to the south western corner which is centred around an artificial lake, however, many of the buildings do not appropriately address this space.

The transition in character between detached predominantly single storey housing and large horizontal format retail and commercial buildings is abrupt giving the centre a lack of cohesive structure and character. To improve the urban structure of Melville City Centre, a new defining urban character must be forged, one that aims to improve the relationship between built form and spaces as well as between land uses. The main change in the precinct structure (see figure 40) is the greater focus on the civic and cultural uses of the Centre. The new High Street Precinct will stimulate a greater diversity of land uses through a new library, town square and surrounding entertainment, dining and retail land uses. The desired future character of each precinct is discussed below.

5.1.1.2 Opportunities

Garden City is currently a large suburban shopping centre with major anchor tenants in an internalised mall and a focus on private car access. The challenge is to integrate this large centre into a vibrant urban centre with a pedestrian friendly street environment, a broader range of activities and a unique sense of place.

On the western side of the centre, there is opportunity to create an urban high street environment focused on pedestrian activity and integrating the retail function of the Centre with its civic and cultural elements. This will connect a wide range of activities including the shopping centre malls and allow for more intensity and diversity. The core of the high street will be the town square, the centre of cultural activity with the site.

The location of the High Street is based on the best possible option which provides the greatest certainty in terms of delivering a coordinated High Street and square as well as linking the civic with the retail function of the centre. The three options investigated are illustrated below.

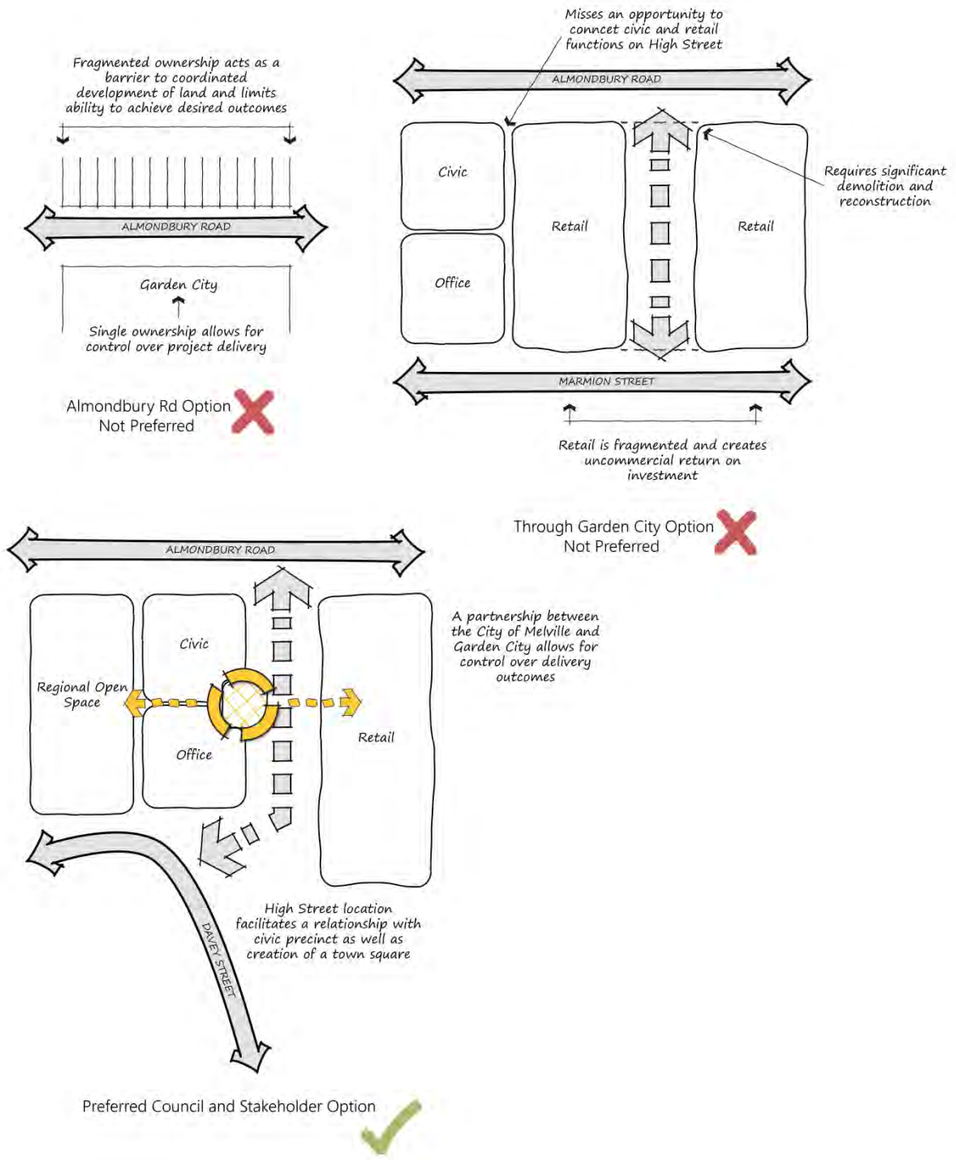


Figure 39 - High Street Location Options

A fragmented retail component is undesirable and would potentially result in a centre with 2 halves not working in unison. This may have significant financial and operational impacts on the retail landowner. There are numerous examples of centres that do not work as a result of splitting the major tenants into separate buildings. A main street located towards the periphery of the centre, that includes the interaction of the civic components of the centre was determined to be the most appropriate outcome.

On the northern side of the Centre, there is significant opportunity to locate and configure residential apartment buildings to take advantage of City and Darling Scarp views from upper levels. These buildings will be typically 4 storey and potentially up to 8 storeys in some locations where adjoining residential amenity is not affected. There is also opportunity for the High Street precinct to take advantage of natural amenity from its proximity to Wireless Hill. These features will add to the appeal of Melville City Centre as a place to live in the future.

A range of housing types will be developed in the centre including terraces and townhouses as well as apartment buildings. This will provide housing choice and diversity. All new buildings especially housing will be designed with good climate response and with adaptability for changing uses and lifestyles.

5.1.2 Precincts

The four precincts proposed are indicated in Figure 40.

Figure 40 - Existing Plan of Precincts

The Frame will also be divided into three (3) sub-precincts. Precinct A will apply to those lots that are side-on to those areas outside the Structure Plan area. While Precinct B will relate to the remainder of the Frame.

Figure 41 – Proposed Precinct Plan

5.1.2.1 Core – Garden City

- Amenity. Development will facilitate efficient parking, loading and access for vehicles. It will minimise the impact to streetscape appearance, commercial viability and vitality and pedestrian safety and amenity.
- Economics. Garden City is the major anchor for the Melville City Centre and must remain commercially viable in the long term in order to ensure the success of the Centre as a whole.
- Primacy. The primary land use within the precinct will be retail. Other land uses should be located on the periphery adjacent to complimentary precincts and land uses.
- Interface. Development will improve the quality of the built and pedestrian environment, particularly the interface between the precinct and adjoining precincts.

5.1.2.2 Core – Lakeside

- Vitality. The precinct will develop as an area of high quality mixed use commercial and office buildings which enclose the landscaped space in the core of the precinct. Ground floor activities around the landscaped space will contribute to its vitality.
- Vibrancy. The atmosphere of the precinct will be busy during the day and provide surrounding office workers with passive leisure activities who utilise the unique public environment.
- Activation. Encourage land uses and developments that employ and attract high numbers of people, and have the potential to activate the area and leverage off the High Street precinct.

5.1.2.3 Core – High Street

- Evolution. The High Street Precinct is of historical significance as the traditional centre of governance and civic uses in the City of Melville. It will now evolve to incorporate entertainment and street-based retail elements and reinforce the civic status of this precinct.
- Public domain. The precinct will be defined by its prominent town square which is enclosed by appropriately scaled buildings and high quality pedestrian spaces. The new library will leverage off the activity of the town square through its proximity and will be the location of many civic and cultural activities.
- Vibrancy. Development along the High Street will provide active commercial fronts facing onto the street to create a vibrant and safe streetscape. The High Street and town square will be the core of the Centre and overlap with the surrounding retail, office and residential focused precincts.
- Pedestrian environment. The street itself will be designed as a shared space and traffic-calmed environment.
- Gateway. The High Street will be the major gateway into the Centre's core as well as the primary pedestrian entrance to Garden City. This will be achieved through high quality, engaging urban design which creates a sense of place and identity.

5.1.2.4 Frame

- Framing. Medium density residential and mixed use buildings will frame the edge of the retail core.
- Mixed-use. There will be provision for mixed-use development in these transitional areas, with opportunities for future residential development and home-based employment.
- Amenity. Higher density development will enable sustainable building design and provide suitable amenity for residents. Designs will also protect the residential amenity of adjoining and surrounding properties by providing a transitional scale from the frame to the surrounding neighbourhood.
- Open Streetscape. Front boundaries will be open fenced to allow views through or over the fence into the front garden. Garden areas will be landscaped with vegetation suited to small or limited landscaping areas. New development along Riseley Street should investigate measures for mitigating privacy and noise impacts, such as vegetation screening and double glazing.
- Articulation. New buildings will be articulated with architectural features such as balconies and variations in wall surfaces and pedestrian entries to buildings being highly visible from the street.
- Open Space. Retention of open space areas and ensuring that new buildings will relate to these areas.
- A number of different development styles will be appropriate within certain areas of the Frame.

5.1.3 Land Use

It is proposed to create an area with a strong mix of residential and retail uses, along with improvements to the amount of eating and entertainment, office and civic and cultural uses.

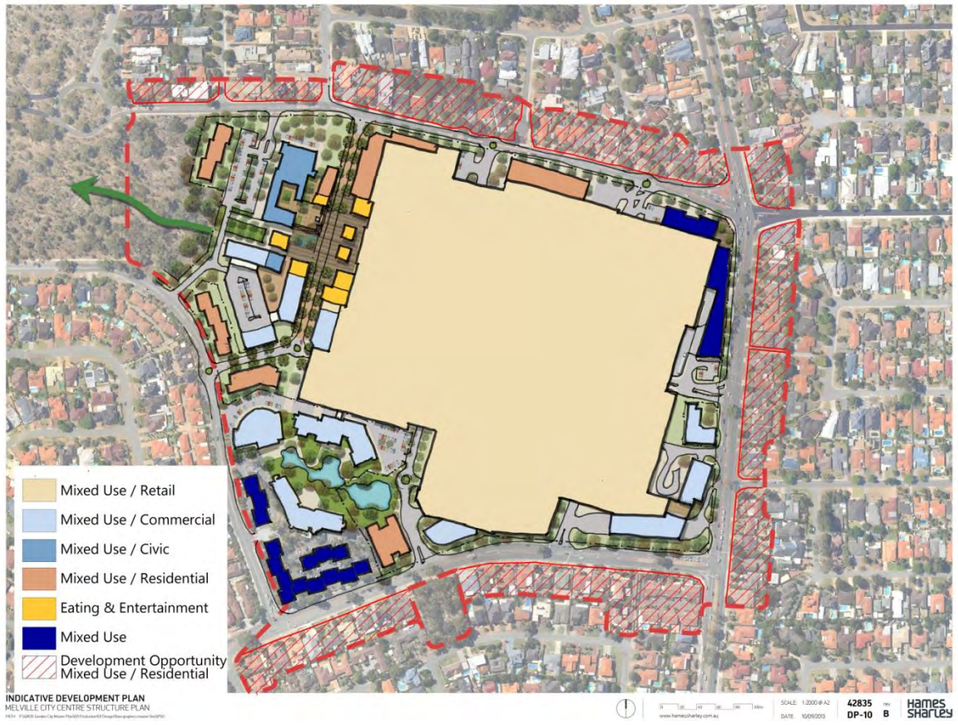


Figure 42 – Indicative Land Use Plan

The majority of the retail development is planned to be centrally located, with mixed-use commercial and/or residential development sleaving the retail from the street.

Eating and entertainment, along with retail, civic and community uses, offices and residential are expected to be located along the high street.

Commercial development will continue through the Lakeside precinct, adjacent to the high street, and on the eastern edge of the core over and adjacent to the bus station.

Mixed used development, with a focus on residential will predominately be constructed throughout the Frame along with around the edges of the Core. The existing public open space areas will be retained.

5.1.4 Legibility

Legibility refers to the ability to understand a place, clearly identify where facilities are located, and how to get to them.

The sheer size and bulk of the built form features of the Centre's core differentiates itself from the surrounding suburban frame. The four bounding streets (Davy, Marmion, Almondbury and Riseley) clearly delineate the boundary between core and frame. In addition the existing precincts are visually perceived as self-contained and distinctive places of individual character. Nodes are strategic locations into an area typically defined primarily by junctions, or simply 'thematic concentrations' of a particular use or physical character.

Currently, the Centre is lacking legibility. The strategy proposed to rectify this issue is the provision of Centre arrival entry statements and activity specific entry statements. The Centre arrival entry statements are proposed to act as gateway elements and will provide locals and visitors with visual markers that in turn will increase streetscape legibility. It is anticipated that the entry statements could include a combination of arrival\directional signage element, feature landscape planting treatments, feature lighting or art installation. In addition, increasing the density within the frame will create an improved sense of arrival and reinforce the urban character through the urban form. An existing example of an arrival entry statement is the signage on the western side of the Melville City Council offices, see Figure 43 and 44.

Figure 43 - Melville City Council logo

Figure 44 - Current arrival point to the Centre at Riseley and Marmion Streets

The ability for pedestrians to access buildings within the core is significantly harder. Within the Centre boundary, there is a mixture of formal and informal paths; formally demarcated paths exist around the main roads and between precincts, however, public realm legibility is weakened by significant at-grade car parking areas where paths are informal and pedestrians typically manoeuvre between parked cars.

Within the broader pattern of urban form there are differing patterns of access for the different modes, the vehicular network is much coarser than the pedestrian and cycle network. This is through the presence of a series of pedestrian access ways (PAW) which connects the largely curvilinear road hierarchy. However, the use of these paths is restricted by poor surveillance from adjoining houses and the sense of security. Typically these paths are narrow and have 2m high fences either side. This is likely a response to the demand for privacy and response to fear of crime (see below figures).

Figure 45 - Pedestrian access ways

Sense of place

The sense of place at Melville City Centre is highly influenced by the presence of vegetation (hence the shopping centre being called Garden City), this feature has been present since the suburb's origin and also reflects the local region surrounding the Centre.

The internalised character of the buildings which exist within the core mean there is no clear arrival point at the 'centre of town'. However, there are some existing landmark features that provide a sense of arrival for the centre. These are:

- Garden City
- Booragoon Bus Station
- Melville City Council
- The signage at the intersection of Riseley Street and Marmion Street

The introduction of a high street into the core will create a clear centre for the Core as well as a pedestrian orientated entry to Garden City.

Views and vistas

Due to the topography and established vegetation, views and vistas into the Core are only available once inside the Centre boundary except for north of the site where the Garden City structure and 'Myer' are present from some 500m away on Riseley Street (southbound), refer to figure 46.

Figure 46 - Approach view of Garden City building and ‘Myer’ sign

At certain locations within the Centre and from elevated areas within Garden City, views of the Darling Scarp and Perth CDB are present. The Centre’s sense of place is articulated in the approach to Wireless Hill on Almondbury Road from Links Road westwards. This vista should be protected and where possible enhanced and drawn eastwards towards Riseley Street.

Figure 47 - View from car park level of Myers

Figure 48 - View on Almondbury Road looking west

Spatial Framework

The existing spatial framework of Melville City Centre is formed in part by the predominance of the shopping centre and in part by the suburban residential surrounding it. The bulk of the shopping centre and other large format buildings command the spaces surrounding them but do not frame or contain them. The surrounding suburban residential areas consist of detached smaller scale buildings with uncontained space and significant gaps between buildings.

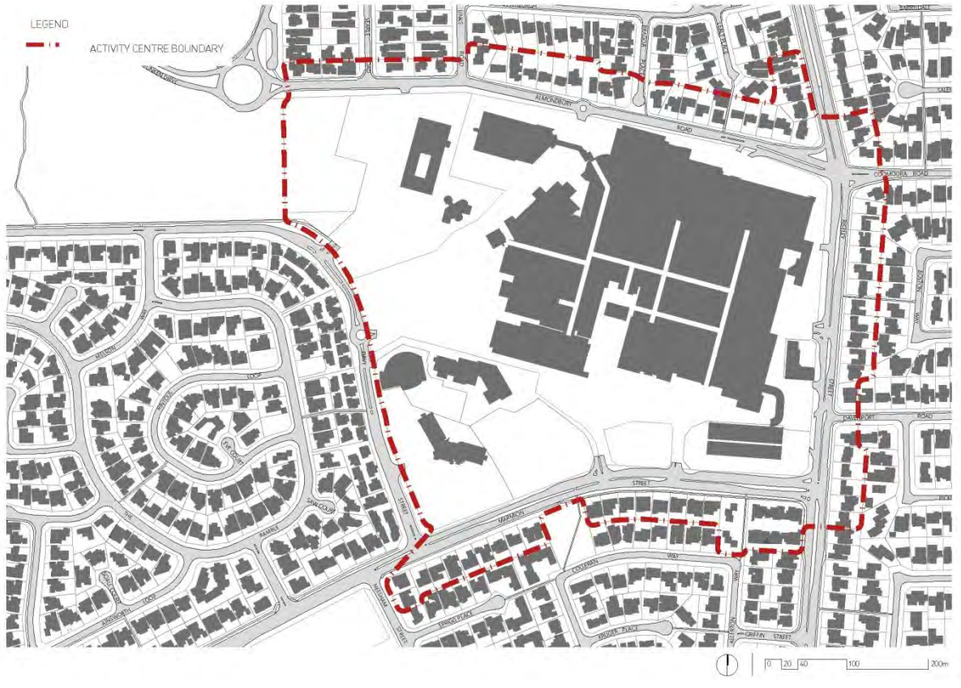


Figure 49 - Existing Spatial Framework

The Centre core has the potential to be a compact mixed use centre offering residential, retail, commercial and civic opportunities. The High Street will be a pedestrian focused street environment and the eastern side forms the entry to the retail hub. Buildings that frame and contain public spaces and streets will be introduced to create an integrated urban setting. The proposed spatial framework will bring the built form to the street to create a strong urban interface as well as make a more intense Core. Along primary pedestrian routes active ground floor frontages are promoted and the mix of uses should create a varied and lively place. The entrance into the High Street will create a strong gateway to the town centre from the west and north.

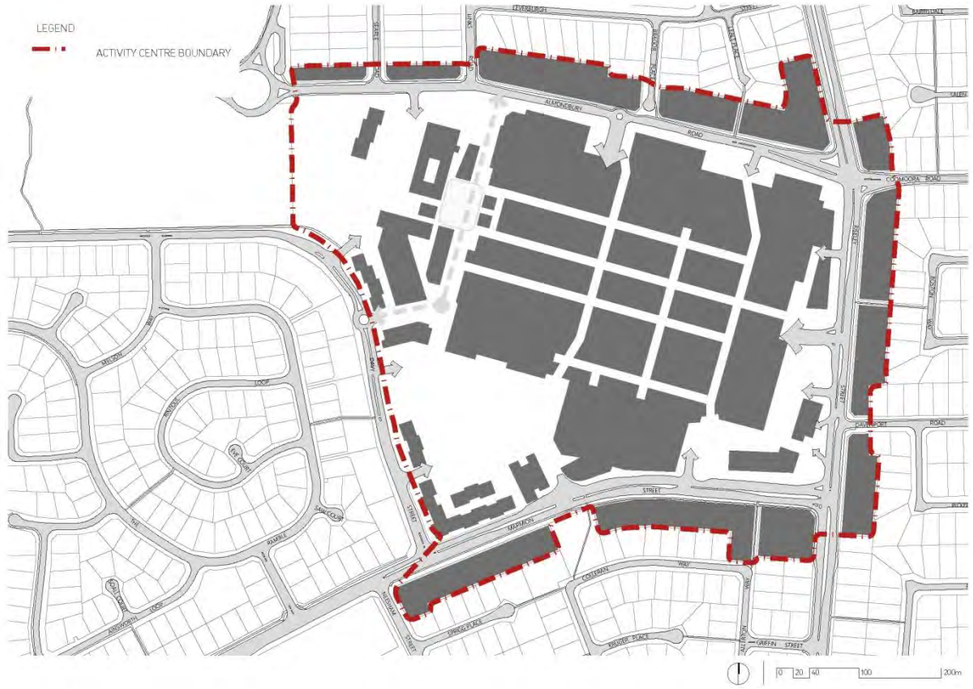


Figure 50 - Proposed Possible Spatial Framework

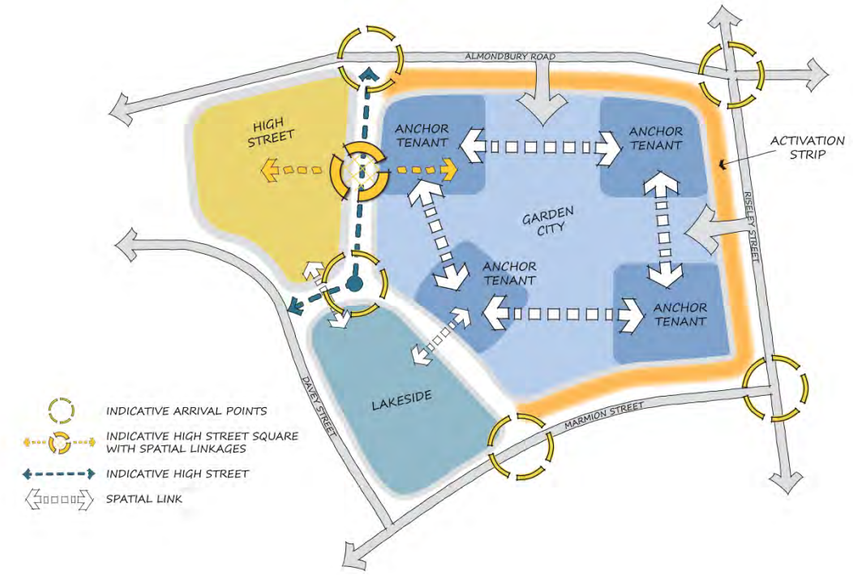


Figure 51 - Proposed spatial relationships

5.1.5 Building Envelope

5.1.5.1 Occupant Amenity

Established housing surrounding the Centre is adequately separated so that impacts on residential amenity (such as noise, odour, overlooking and overshadowing) are minimised. In a more intense urban environment, these amenity issues will require more careful consideration. New buildings at Melville City Centre, both residential and commercial will be designed to limit detrimental impacts from other uses. Issues of privacy and overlooking will be resolved through setbacks and screening consistent with the Residential Design Codes.

5.1.5.2 Adaptability

The existing buildings at the Centre are generally separated and designed for a single purpose. The Activity Centres Policy establishes metrics for increased diversity and intensity of activity. There is no definition of appropriate ratios of uses that will make the Centre vibrant and successful at different stages of development. New buildings that have the capacity for changed use will offer maximum flexibility to respond to market and community drivers. A 4.5m floor to floor height at ground level is required and structure to enable future additional floors to be added in the future is encouraged.

5.1.5.3 Roofs

Roofscapes that can be viewed from public spaces and surrounding high density residential buildings in the Core will impact on the character and amenity of the Centre. The appearance of roofs and their relationship with adjoining roofs is increasingly important as intensity and the range of building heights and their uses increases. The use of roofs for landscape, energy generation and active uses will add a new dimension to buildings. The roofs of lower buildings including parking decks will be treated to provide outlook for taller buildings and limit heat island effects.

5.1.5.4 Private Open Space

As Melville City Centre intensifies increasing numbers of people will come to live in the Centre. Dwellings and household sizes may be smaller than surrounding housing and there will be greater demand for access to the surrounding green spaces and streets. Private open space will be predominantly provided in the form of deep balconies, terraces and roof gardens.

5.1.6 Heights

The building heights proposed across the Centre aim to provide for a hierarchy of heights that minimises visual and environmental impacts to the edges of the Centre and provides for tallest development towards the centre of the site. The High Street has reduced heights so as to create a human scale yet with a sense of urban enclosure. However, the relocated cinemas will require a larger height thus provisions have been made for up to 10 storeys to facilitate this. The Riseley Street corners have increased heights to signal a sense of arrival to the Centre.

The intent of the Frame will be to maximise the development potential whilst minimising any adverse impacts to those landowners outside the Frame. Where appropriate within the Frame Precinct, heights should provide a coherent gradation profile from the Core to the adjoining properties, See Figure 53 (Almondbury Road Cross Section]. The areas within Frame Precinct A will be limited to 3 storeys, while the areas within Frame Precinct B will be limited to 16m in height, at the front of the property, which is expected to allow 4 storeys, and then stepping down to 2 storeys where the property abuts another site outside the structure plan area..

Figure 52 - Building Heights

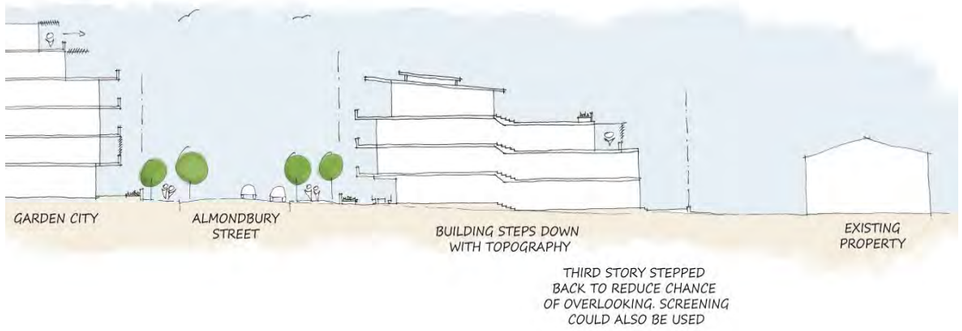


Figure 53 - Almondbury Road Cross Section

5.1.7 Landmarks

Landmark sites and community focal points are proposed to enhance the legibility and community focus at the Centre. Landmarks are reference points that are unique or memorable in the context they are in. Landmarks are not always buildings, they can be sculpture, signs or uniquely landscaped sites which compliment the Centre's existing sense of place.

It is proposed to include key landmark buildings at the major intersections and at the periphery of the centre to create grand entry statements. Architectural emphasis is encouraged for these buildings. This might be in the form of different building materials, glazing, other architectural elements or may also be in the form of additional building height above the standard height limits.

The proposed community focal point is the High Street Square, this will signify the heart of the Centre and incorporate elements of design that are robust, active and vibrant. This space will provide opportunities for social interaction for both local and surrounding communities.

Figure 54 - Precedent images for the Square

The Square is strategically placed to offer all users the best access to a diversity of places and activities and to enhance the setting and integration of the existing and proposed land uses, see Figure 55 [Conceptual diagram of the Square]. The space will perform both a wider public and local community role bridging the space between the civic precinct, commercial and retail high streets, as a hub of daily activity in the precinct. It will provide a strong reference and point of civic identity for the Centre, promoting civic pride and a source of community information. This will be achieved through considered design and a strong promotion of a pedestrian scale throughout the area.

It will be alive at all times of the day and into the evening and weekend. The Square will be surrounded by buildings with a diverse range of activities including street based retail, library, community facilities, restaurants, small bars and cafes and workplaces. It will be framed by two to four storey buildings with continuous active frontage and colonnades or awnings at ground level. The Square will have direct pedestrian connections into Garden City, the new library and Melville City Council. There will be al fresco dining and community gathering areas with access to morning sun in winter and shade by trees and pergolas in summer.

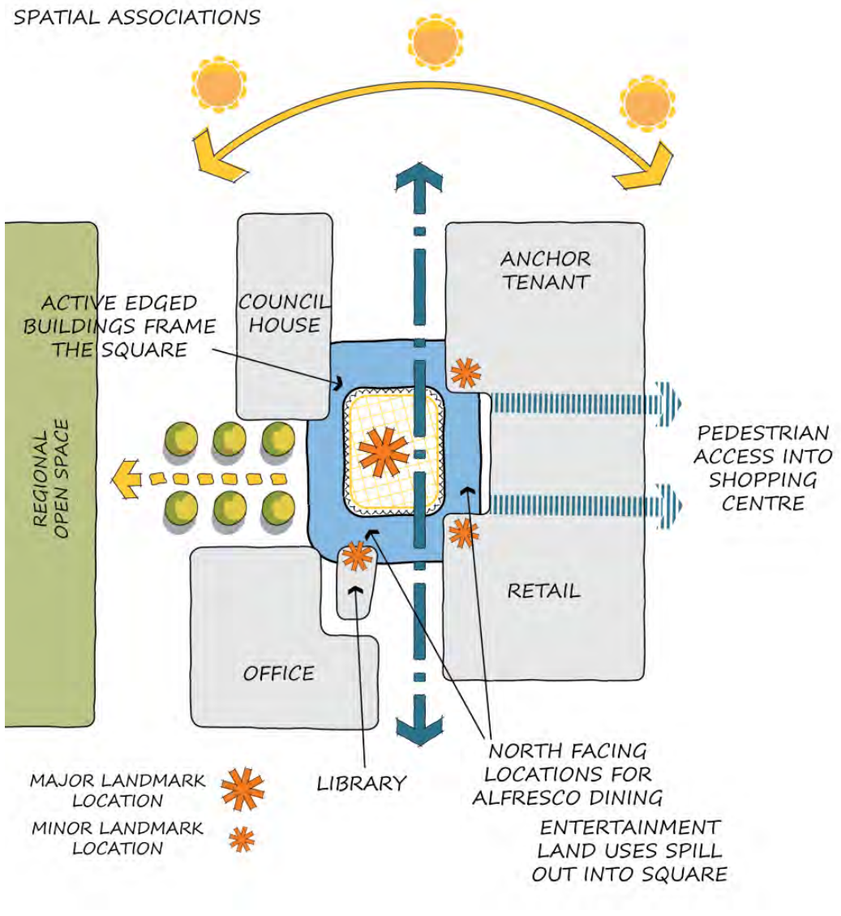


Figure 55 - Conceptual diagram of the Square

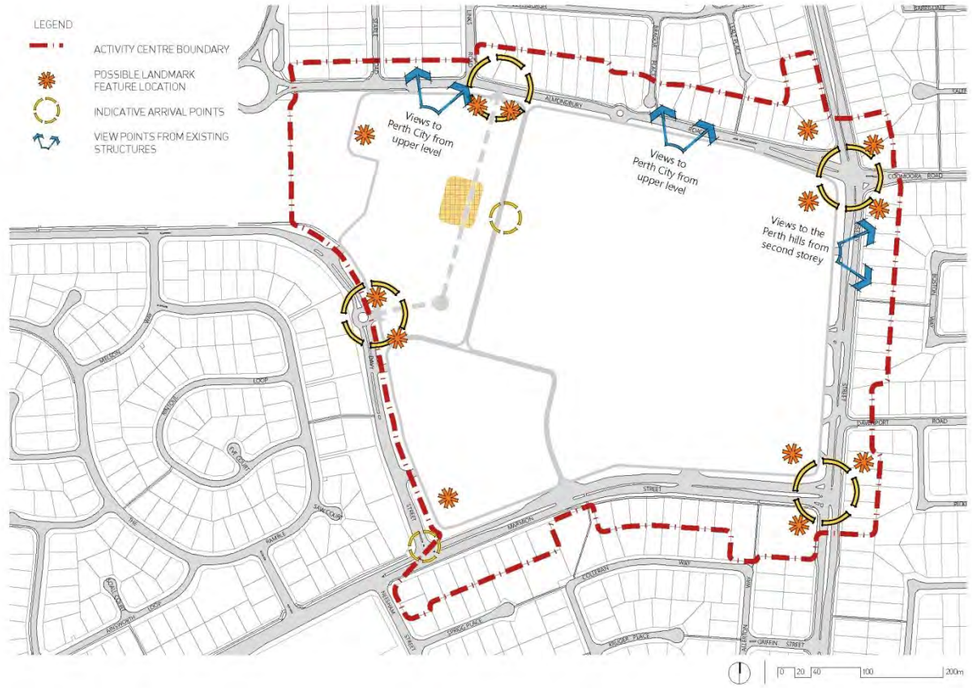


Figure 56 - Proposed Legibility

5.2 Public Spaces

5.2.1 Provision and Character

Melville City Centre has an abundance of public open space both immediately surrounding it and in the nearby suburbs (see figure 57). These open spaces provide for a range of passive and active recreation opportunities for local residents as well as formal sporting venues for the wider community. According to the City of Melville (2009, 1), “The name [Garden City] personified Melville district at the time... with suburbs containing large quarter acre blocks with gardens and jacaranda lined trees.”

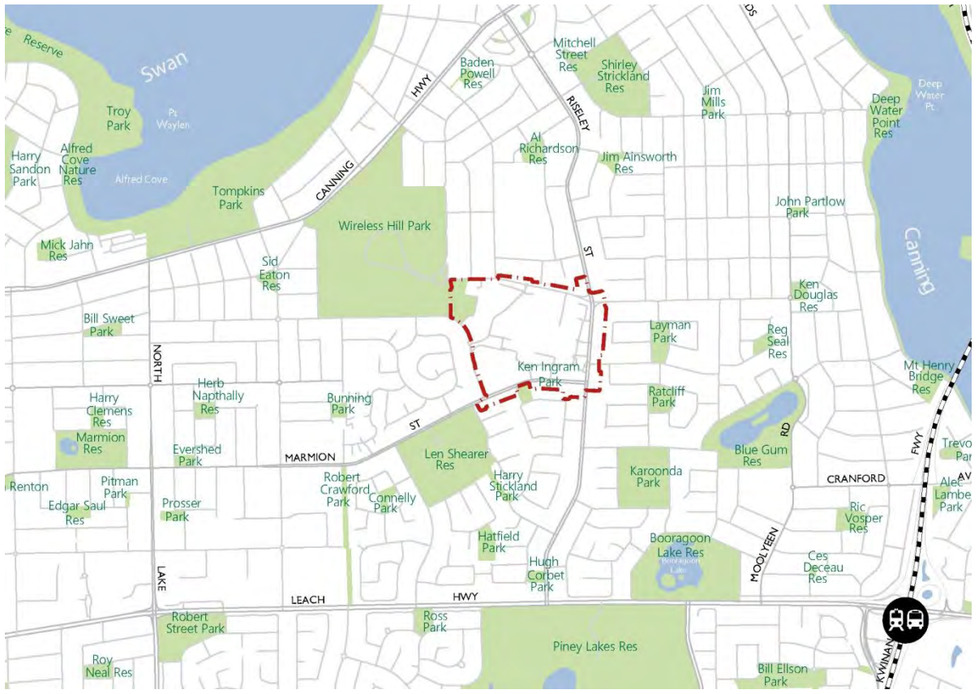


Figure 57 - Regional Open Space Plan

Within the Centre, there are several existing nodes of formal outdoor open space.

- The existing civic precinct contains a square which includes the RSL War Memorial, sitting areas, small amphitheatre, giant chess board, Civic Square Library, Melville Civic Centre and Council Chambers.
- The southern office area centres around an artificial lake and surrounding gardens, the space largely hidden from the public and the majority of buildings on the north and western side turn their backs to the area.
- Ken Ingram Park
- Eastern portion of Wireless Hill
- Food court outdoor area, a tiered grassed area and permanent seating
- Bus station through to south east entry to Garden City

The Centre core currently has no clearly defined and legible link between open spaces. As such, all opportunities to physically and visually connect existing open spaces should be realised. These open spaces should provide users with variety, and integrate with the pedestrian and cycle network to ensure they are truly accessible.

The reserve located to the east of Wireless Hill will be retained and is planned to include a pedestrian connection(s) between the centre core and Wireless Hill.

Ken Ingram Park is also planned to be retained as an open space area. The adjoining properties within the Frame will need to relate to this area.

5.2.2 Microclimate in public spaces

Existing public spaces in the centre provide some degree of microclimate improvement. Street tree planting within the Centre is adequately provided and uniformly spread throughout the car parking areas. The Civic precinct is poorly shaded and exposed to weather conditions. In addition, the surface treatment used creates increased glare.

Figure 58 - Poorly shaded and exposed Civic precinct

5.2.3 Natural Area Assets

The Structure Plan boundary includes a south eastern portion of Wireless Hill Park, part of a 40 hectare A Class Reserve. Whilst it does not form part of the Wireless Hill Bush Forever Site (site number 336) or the legal reserve, it has historically been considered part of the Park and shares similar vegetation characteristics.

The boundary now excludes Ken Ingram Park, a portion of dense native bushland with a public access path linking Marmion Street with Colleran Way. This has been excluded from the Structure Plan area to avoid any confusion regarding the City’s intent for this reserve. That is, the City intends for this area to remain as a Local Open Space reserve and does not intend for this area to be developed.

5.2.4 Landscape

Landscape in the Centre will be designed for functional and cultural requirements of outdoor spaces in an urban context and consideration will be given to activity and circulation; shade and wind protection and safety and security (CPTED principles).

Best practice for installation and maintenance will be applied to all landscapes to be attractive and safe, fit for purpose and adaptable. Materials, furniture and fixtures will be selected for life cycle efficiency. They will have a consistent palette and reusable/recyclable content.

Planting in public spaces will use consistent themes, be selected for local soil and microclimate conditions (including limestone and wind) and be South West Australian species where suitable. Tree rooting zones designed concurrently with paving, roads and infrastructure will be used for trees in street and plaza areas.

Figure 59 - Landscape Concept Plan

5.3 Street Interface / Edge Treatments

The existing street interface at Melville City Centre reflects the separated suburban nature and the topography of the Centre and includes:

- Large format retail and office buildings with predominantly inactive edges or vehicle dominated frontages.
- Detached dwellings which interfaces poorly with high walls on Riseley, Marmion and Davy Streets
- Detached dwellings front gardens providing a good passive surveillance.

The scale and operational requirements of the shopping centre limit the potential extent of street activation. This is due to factors such as:

- Large service docks and turning areas for delivery vehicles
- Provision of large car parking areas in convenient locations
- Retail anchor tenants with strict dimensioning and layout requirements
- Limited uses appropriate to sleeve buildings in low footfall areas

The air-conditioned shopping malls allow retailers to have open shop fronts and are seen by shoppers as refuge from both hot and wet weather. Outside, however, there is little weather protection and to encourage visitors out into the street it will be important to provide them with improved weather protection as well as amenity and safety. The Street Interface Plan (figure 60) indicates the graded level of building activation proposed based on projected pedestrian footfall in the centre. Five levels of activation are proposed being; active, semi-active; aesthetic, POS interface and PAW interface.

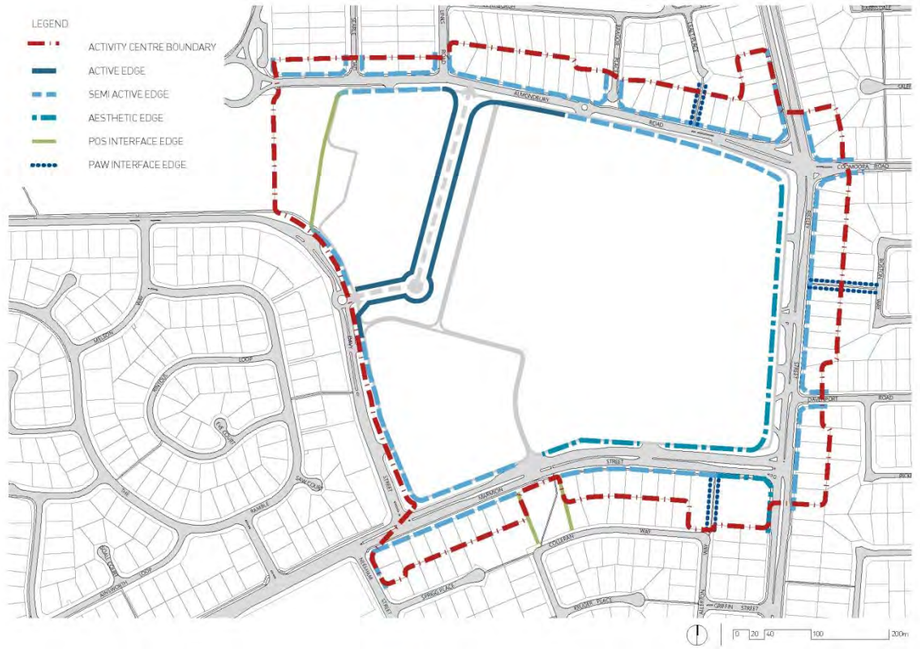


Figure 60 - Street Interface Plan

5.3.1 Active Edge

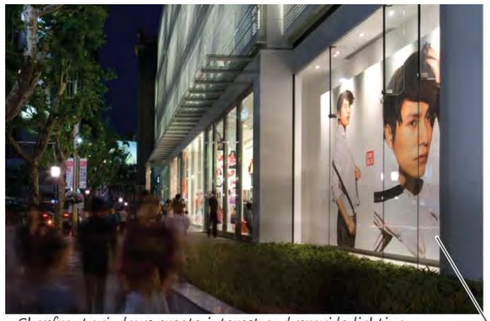
Street interface considerations in an active urban environment include land uses that open directly to the footpath and provide an active visual engagement between the street and the building. This is activated through fenestration; weather protection; signage and lighting at a pedestrian scale; limited plant and equipment on frontage and alfresco dining provision. Considerations at entries include: major entrances expressed in building form; vertical circulation (stairs and lifts) visible from the street; consistency between inside and outside levels; cycle parking, letter boxes and sheltered waiting areas.

Dining and Entertainment Street

Figure 61 - Active facade articulation

5.3.2 Semi-Active Edge

In a more passive semi-active street environment, landscaped front setbacks and windows overlooking the street are encouraged. Semi-active façades do not support active functions such as retail and entertainment.



Shopfront windows create interest and provide lighting

Inviting gardens and permeable front fences

Figure 62 - Semi-active facade articulation

5.3.3 Aesthetic Edge

Aesthetic façades allow for the façade limitations which occur with multideck carparks and some retail development where there is little scope to achieving a vibrant edge. These interfaces are proposed where minimal pedestrian footfall is anticipated and could include landscape and building facades and screens that have an artistic or sculptured character.

Figure 63 - Aesthetic facade articulation

5.3.4 Open Space Edge

Interfaces with public areas such as open space and pedestrian access ways (PAW) should provide permeable fence treatments or upper windows which overlook the space to encourage natural surveillance from the surrounding dwellings. PAWs should be well-lit using lighting methods which minimise light spilling into adjacent properties. Currently, the high walls and narrowness along the PAWs create a tunnel effect and were possible this should be avoided in the future. In response to a growing concern about crime and safety, the WA Planning Commission has facilitated the closure of many PAWs, however, in the case of MCC they provide unimpeded movement of pedestrians and cyclists in and around the Centre from the Frame to the surrounding neighbourhoods.

Figure 64 - POS interface

Figure 65 - PAW interface

5.3.5 Structure Plan Edge

The appearance of buildings that face the residential properties immediately outside the edge of the Structure Plan is also important. The design of new developments should consider not only the street appearance but also how the property relates to its neighbours outside the Structure Plan area. These buildings should to include articulation, varying setbacks, glazing and balconies. Every effort should be made to avoid the use of blank and featureless walls.

5.3.6 Key Streets

5.3.6.1 Boundary Streets (Almondbury, Davy, Riseley, Marmion)

The Boundary Street streetscape areas form part of the interface between the Core and the Frame which is intended to be a medium density residential area framing the denser core forming a transition between the two. As a framing precinct, it must be permeable and provide safe, comfortable cycle and pedestrian links to the Centre core as well as other community uses and amenities.

These particular streetscapes are intended to soften the street and enhance the streetscape amenity whilst also working to calm vehicular traffic within the Centre. The Boundary Street streetscape will be fundamental to ensuring that safe and comfortable links are established between the surrounds and the Core. Built form will vary along the Marmion Street frontage which includes parking and service areas and less active parts of the shopping centre.

5.3.6.2 High Street

It is intended that the High Street streetscape will take the form of a Town Centre street located in the heart of the Centre. Buildings should address the street and the proposed square to enhance the public realm. The road frontages will include a variety of the retail, office and civic related uses and activate what will be a high quality public realm. The built form will reflect a more human scale and support increases in pedestrian activity. The streetscape treatments and road configuration proposed will include the following:

- Two way roadway
- Wide pedestrian footpath areas on both sides of the street to encourage increased activity and allow for al fresco dining
- Large awnings to all buildings fronting the street to provide users with shade and rain cover
- On-road parallel parking
- Shade trees to both sides of the street in line with parallel parking spaces to create a sense of enclosure and provide a soft frame to the streetscape
- Attractive streetscape that contributes positively to local identity and economic vitality

Introduction of water as a landscape element

Use topography to create informal sitting areas

Figure 66 Precedent images for the High Street

5.3.7 Building Setbacks

The relationship between buildings and the street is underpinned by the building street setback. Setbacks contribute to the character of the place and reflect the desired activities. Setback principles over the Centre include:

- Ensuring nil setbacks and “active frontages” (i.e. public access and glazing) at the ground floors of retail and commercial buildings along main pedestrian routes and then stepped back on the upper levels (i.e. consistent with a “traditional high street”).
- Ensuring minimal or no front setback for first floors along the main pedestrian routes to reinforce the built form of the street edge and provide passive surveillance.
- Ensuring consistency of setbacks to residential ground floor uses within a given section of a street. Where possible, front setbacks should be minimised, whilst still providing appropriate levels of privacy and amenity to residents.
- Encouraging the retention and embellishment of front setbacks to community facilities to provide additional pedestrian ‘spill out’ space and differentiate these ‘community attractors” from their surrounding environment.

06 Resource Conservation

Development within the Activity Centre will strive to become a sustainable development and should focus on providing outcomes that will promote energy efficiency, effective water usage and disposal and water conservation measures.

The United Nation's World Commission on Environment and Development identified sustainable development as:

> *"development which meets the needs of the present without compromising the ability of future generations to meet their own needs."*

Council should encourage all new development to incorporate measures to improve resource conservation to assist in creating financially viable, sustainable developments. All new developments should include commitments to incorporate conservation principles and initiatives as part of construction drawings within Building Permit applications as appropriate. The following takes into account a number of objectives and principles contained within Directions 2031 and State Planning Policy 4.2 and provides an overview of the conservation principles and initiatives that should be incorporated into all new development within the Activity Centre.

6.1 Directions 2031

To encourage the Perth metropolitan area to move towards becoming a compact and sustainable city:

> *"Directions 2031 seeks a 50 per cent improvement on current infill residential development trends of 30 and 35 per cent; and, has set a target of 47 per cent or 154,000 of the required 328,000 dwellings as infill development".*

The Central Sub-Region is identified as having significant infill development potential due to its predominant grid like urban nature, therefore assisting Directions 2031 reaching a vital milestone to transform Perth into a compact and sustainable city.

To achieve a sustainable city,

> *"we should grow within the constraints placed on us by the environment we live in."*

The Melville City Centre provides ample opportunities for increased residential and mixed use development within the Core, and including the area surrounding the activity centre, primarily within the City Centre Frame. This Structure plan makes provision for increased residential densities, which will assist Directions 2031 target for increased infill development.

The Melville City Centre Structure Plan will implement and encourage best practice sustainable development through the efficient use of urban land, more effective use of resources and transport and intensifying and consolidating of land uses including housing which is both close to and well serviced by public transport.

This will be achieved through a range of measures including:

- Promotion of public transport and walking through integration of movement networks and building design;
- Encourage environmentally sustainable principles in building design, including energy and water efficiency, appropriate material selection, adaptability to land use changes, durability and ease of maintenance and a healthy indoor environment;
- Enhance upon the existing building and public space design; and
- Support the development of a local identity and sense of place.

The existing buildings in the Melville City Centre are of a variety of ages and generally do not include current best Ecological Sustainable Development (ESD) practice or represent sustainable development.

Redevelopment of the City Centre will provide an opportunity for innovative and best practice building design, construction and management. This is of particular importance in a large retail environment where energy demand and consumption can be high. AMP Capital propose to increase the star green star rating as part of the redevelopment of the centre. Both building exteriors and tenancy fit-outs will be subject to green star specifications.

Buildings will be designed to meet objectives such as to:

- Use energy, water and other resources more efficiently; and
- Reduce overall environmental impact.

In addition, Section J of the National Construction Code of Australia now requires energy efficiency in buildings and the National House Energy Rating Scheme (NHERS) (minimum 5 Star) will be applicable to residential development. Where it is appropriate, the reuse of existing buildings will be considered to contribute to resource conservation.

6.2 Transport

Travel within Perth is currently dominated by the private car. While it is unlikely that a significant mode-share shift is likely. Encouraging other more sustainable forms of transport, such as walking, cycling and public transport, is important. It is intended that the Structure Plan will be promote improved public transport facilities and integration, better pedestrian connectivity, bicycle access and end of trip facilities.

The design of new buildings will incorporate incentives to shift behaviour and preferences of private cars to public and sustainable forms of transport. Parking will be capped at a rate of 5 bays per 100m2 of NLA floorspace. Motorcycle parking bays will be provided, along with bicycle parking areas and end of trip facilities will also being provided.

The Booragoon Bus Station is proposed to be upgraded to be more efficient. AMP Capital intend to incorporate dynamic signage within the retail component.

Pedestrian and cyclists movement networks will be promoted through improvements to the connections to the centre and the creation of active edges around the Melville City Centre core.

6.3 Energy

All new buildings within the activity centre will comply with Section J of the National Construction Code of Australia to incorporate energy efficient initiatives. This will ensure that all buildings across the activity centre incorporate energy efficient measures, such as:

- Building fabric;
- External glazing (excluding shopfronts);
- Building sealing;
- Air movement;
- Air conditioning and ventilation systems;
- Artificial lighting and power; and
- Street awnings.

Buildings will be climate responsive with orientation for optimum solar access, natural ventilation and daylight; and thermally efficient building shells to reduce energy consumption. This will be achieved through designing buildings to minimise mechanical heating and cooling and including heavyweight materials which maintain a moderate internal temperature better than lightweight, framed structures.

Building awnings will be strongly encouraged along pedestrian linkages and active areas, including the active and semi-active edges that surround the Melville City Centre core. In addition, building awnings will

be strongly encouraged along northern and western facing walls to provide shade for pedestrians and reduced the wall exposure to the summer sun, while also reducing energy use.

Within this context there are both opportunities and significant challenges to achieving a cleaner and leaner energy profile for urban centres of the future. The Structure Plan establishes some important benchmarks as state and local policies take shape, but it will also go further and put in place strategies and targets that, if adhered to by public and private consumers alike, can foster real change in consumption and inter-generational behaviour.

6.4 Materials and Waste

The Melville City Centre Structure Plan will adopt the most practical sustainable strategies for material use and waste, both during development and post development stages.

In order to ensure that all materials are not wasted, by-products from demolished buildings are strongly encouraged to be recycled or reused wherever possible and new buildings are strongly encouraged to incorporate recycled materials. Where it is not possible for materials to be recycled or reused, the materials should be transferred to inert landfill sites rather than general garbage disposal sites.

Additionally, recycling of materials is strongly encouraged and will become and on-going process to be undertaken during post development and operational stages of new developments. This will promote a sustainable development and a sustainable operation of new development.

The preparation of waste management plans will also be required for major developments.

6.5 Ecological Sustainable Development and Green Building Principles

The Melville City Centre Structure Plan strongly encourages the use of green building principles in the design and development of all new buildings in order to promote sustainable development. New building development will be encouraged to employ the following practical green building principles as part of standard practice:

- Efficient and effective use and provision of lighting;
- Water saving measures in both landscaping and water use management;
- Provision of green spaces;
- Utilising air conditioning with a central plant system; and
- Electrical Management Systems.

As an example, the enhanced retail component of the centre will re-evaluate a variety of ESD design principles, in accordance with the centre owners' and designers' own progressive and environmentally aware mandates for this aspect. Already the centre has modified ablution amenities to reduce water consumption and building services management systems to reduce energy use. In this next expansion, the design team will appraise water harvesting, minimizing reliance on artificial light, mall ventilation, and also the use of materials that have low embodied energy.

6.6 Landscaping

Landscaping is considered a key component which contributes highly to the streetscape that surrounds the Melville City Centre and which complement the overall built form. Given the continued intensification of the built form within an inner city area, the extent of landscaping will reduce as the Melville City Centre is no longer a 'parkland setting' area. Landscaping will primarily be in the form of street trees, green walls and formal plantings to create a pedestrian friendly environment and an attractive central inner-city landscape.

Street trees will be planted around the edges of the Melville City Centre core. Street trees will also be used a means of defining the high street that navigates through the Centre to connect Almondbury Road and Davey Street. Landscaping along the high street area will also enhance the streetscape and will produce an appropriate human scale.

Where possible the development of green walls will be encouraged and the inclusion of street trees will, above all, invigorate the streetscape and produce pedestrian friendly environments along the 'main street' and active edges of the Melville City Centre. Formal landscaping through the Town Square between the City of Melville Council building and the Garden City Shopping Centre, in combination with the proposed eating and entertainment uses will create a key pedestrian focal point with the City Centre.

6.7 Embellishing Local Identity and Sense of Place

Place making, or the creation of a local identity or sense of place is an essential part of cultivating a feeling of belonging for a community and pride in its environment, which in turn, are key generators of social capital.

Key place making principles include taking cues from the natural environment, referencing landscape and topography, capture and highlight key elements of interest, provide a robust and stimulating public realm. The following place making principles should be incorporated into the design of public places:

- Use planting that is sympathetic and compatible with the natural landscape;
- Recognise the importance of Wireless Hill and the potential for the City Centre to be a gateway to this natural feature;
- Develop distinctive built form characters using forms, materials and details complementary to the local environment; and
- Concentrate entrance features in the primary streets and public spaces, where they have the greatest impact.

The design of the Melville City Centre will complement the surrounding environmental elements and the unique personality of its location in regards to Wireless Hill Park and the aspiration to create a more vibrant and flexible urban form that incorporates well-designed streetscapes and an attractive and engaging public realm and the produces outstanding public places for a wide variety of people and uses.

6.8 Water Management

Currently, the stormwater disposal methods for stormwater from the buildings and car parking areas within the Core is not accurately known. The City understands that much of the stormwater ends up in two (2) compensating basins. However, future stormwater should be contained on-site.

The Structure Plan makes provision for and encourages on-site stormwater disposal, with a further requirement that should it be proposed to dispose of stormwater off the subject site, then a Local Water Management Strategy is to be prepared. It is expected that this measure will significantly reduce the load on the City's existing compensating basins.

07 IMPLEMENTATION

Development within the Activity Centre will be undertaken by a number of landowners including AMP (owners of the Garden City Shopping Centre), and potentially even the City of Melville.

The structure plan will ultimately develop into a mixed use centre, with strong retail and residential components, and complimentary office, eating and entertainment, civic and community facilities. It is expected that retail and residential redevelopment will lead this transition.

7.1 Collaboration

While not the only landowner within the Structure Plan, AMP has commenced discussions with a number of landowners regarding their intentions and the ultimate development form of the Activity Centre.

The City of Melville is supportive of mixed-use development and will assist to facilitate the ongoing success of the centre, including the potential development of land owned by the City.

Both the City and the major landowner intend to continue discussions with Transperth in relation to improving the bus network in the area.

7.2 Staging and Monitoring

At the time of preparing this report, the Melville City activity centre has been substantively developed, however the overall maturity of the centre, particularly in relation to residential densities and eating and entertainment uses is still not well advanced.

Given this commencement of development, the provisions of this Structure Plan are intended to provide refinements to the planning framework that ensure:

- An appropriate and sustainable retail floor area that will meet the needs of residents in and around the Centre;
- A strong residential component characterised by housing diversity and density;
- A vibrant high street with activated edges at a human scale; and
- A mix of uses in an appropriate built form.
- Coordination of uses between the other centres within the City of Melville.

It is expected that future stages of the Centre will have a greater residential component, and measures are included in the Structure Plan to encourage redevelopment of the existing housing stock within the Frame, along with new development within the Core. This should encourage redevelopment of existing low intensity uses. It should be noted however, that some of the single dwellings within the centre are reasonably new and are not expected to be redeveloped within the short/medium term. The future redevelopment of these dwellings will allow for a residential intensity, well in excess of the targets contained within SPP 4.2 and Directions 2031. While increases in residential density will occur gradually over time as the market preference for higher density living prompts redevelopment, it is proposed to trigger residential development by fast-tracking the construction of a significant number of dwellings as part of the initial stages of construction. This is expected to demonstrate that a market exists and encourage the involvement of additional players.

The likely floorspace configuration and staging timeframes are estimated in the following table:	Current	2021	2026	2031	Beyond 2031
Shop retail floorspace (sqm NLA)	63,000	117,500	120,000	120,000	120,000
Other floorspace (sqm NLA)	12,000	20,000	26,000	32,000	41,500
Eating / Entertainment / Culture (sqm NLA)	7,000	11,500	13,500	14,000	15,500
Civic (sqm NLA)	7,000	8,000	9,000	9,400	9,500
Total Floorspace (sqm NLA)	89,000	155,000	167,500	174,000	184,500
Dwellings	80	250	550	900	1,370
Du/ Gross Hectare (approx 35.5ha developable)	2.3	7.0	15.5	25.4	38.6

Table 13 – Indicative Land Use Staging

The owner of the Garden City Shopping Centre will lodge an application(s) that will add retail, entertainment, eating, office and residential floorspace to the Activity Centre in the short term. This will be in the form of an expansion to the Garden City Shopping Centre, including the redevelopment of some of the major tenants, the addition of a Discount Department Store, specialty shops, a reconfigured western entry (including a food precinct), and the construction of a new high street.

It is expected that the increased retail offer, the addition of more eating and entertainment uses and the built form outcomes will increase the attractiveness of the centre as a residential destination. This should attract further compatible mixed use development to the Centre, particularly along Marmion Street, Davy Street and Almondbury Road, whereby providing future residents with more housing choice. There is also more likelihood that more investors will enter the property market in this area.

As previously noted the Centre maturation process will be driven by the quality of economic activity rather than simply its quantity. Different elements of activity (and therefore performance measures) are interrelated, with some occurring earlier and acting as a precursor for later activity.

In the case of Melville City, the maturity modelling shows how activity centre performance across intensity, diversity, employment and accessibility measures evolves to 2031. The key observations to understand are:

- Initially diversity of activity will decrease to accommodate immediate demand for retail;
- Employment performance will initially depend on population-driven, consumer services activity before some agglomerations of activity drive the presence of knowledge intensive consumer services and producer services; and
- Intensity will ultimately be above the targets from SPP4.2.

7.3 Use of Conditions

It is expected that Council will apply conditions to ensure that new development within the Centre is developed in accordance with the objectives and intent of the Structure Plan.

7.4 Planning Obligations and Incentives

Further to Section 9 of Part One of the Structure Plan, to assist the Melville City Activity Centre to continue to mature the following is likely to occur:

Stage 1 (2014 – 2021)

- Council to support relocation of Andrea Lane as required;
- Ongoing discussions between landowners and City regarding form of proposal for Development Application(s) and Acceptable Development standards;
- Critical Intersection Upgrades;
- Further and ongoing discussions with Transperth in relation to bus connections and improvements to services and increased frequencies;
- Expansion at the Garden City Shopping Centre is to include:
  - Floorspace to accommodate retail, eating and/or entertainment, and office uses;
  - Creation of High Street and surrounding built form;
  - Reconfiguration of a number of entries;
  - Inclusion of effective pedestrian access and facilities for cyclists; and
  - Inclusion of the majority of car parking as part of the built form.
- Construction of new library (subject to location of High Street);
- Construction of first stages of residential (120 minimum);
- Further subdivision for single residential development within the Frame should generally be avoided;
- Peripheral Intersection Upgrades;
- Council likely to review feasibilities for the land owned by the City;
- Council to commence review residential densities within the 400m walkable catchment of the Booragoon Bus Station; and
- Council to commence review densities surrounding the Melville City Activity Centre, generally.

Stage 2 (2021 – 2026)

- Continued residential construction of Core residential uses;
- Completion of Garden City Shopping Centre expansion (if not already achieved);
- Ongoing construction around High Street;
- Construction of Commercial development above bus station;
- Completion of Peripheral Intersection Upgrades (if not already done); and
- Council will generally support the commencement of the intensification of Mixed Use uses to include other employment and residential opportunities.

Stage 3 (2026 – 2031)

- Continued redevelopment of Frame with residential strong mixed uses;
- Commencement of construction of additional sleaving buildings fronting Almondbury, Marmion & Riseley;
- Construction of mixed-use buildings adjacent to Davy Street;
- Council will support the continuation of the redevelopment of existing single dwelling residential areas;
- Council to continue to monitor the area beyond the Centre Boundaries with a view to include the increased residential densities outside the existing centre boundary; and
- Possible redevelopment of older commercial buildings within the Core.

Stage 4 (2031 +)

- Continuation of construction of additional sleaving buildings fronting Almondbury, Marmion & Riseley;
- Council to undertake review of the effectiveness of Structure Plan in meeting its objectives;
- Continued redevelopment of existing lower density housing; and
- Possible redevelopment of older commercial buildings within the Core.

It is important to note that some works may occur in earlier periods.

PART THREE
TECHNICAL APPENDICIES

APPENDIX 1

ACTIVITY CENTRE STRUCTURE PLANNING CHECKLIST

Model Centre Framework Contents		Activity Centre Structure Plan Requirements		Centre Plans			
				Relevant Section	Comments	Compliance (y/n)	More Information
2. Centre Context	Regional Context	2.3 (1)		2.5, 3.1			
		2.3 (2)		2.1, 2.3, 5.1.1			
	Local Context	2.3 (3)		1.1			
		2.3 (4)		3.3.2			
		2.3 (5)		2.2, 4.3			
		2.3 (6)		4.2, 4.3, 4.4**Error! Reference source not found.**			
		2.3 (7)		2.5, 3.2, Appendix 2			
3. Movement	Regional Perspective	3.7 (1)		4.1, 4.2, 4.4			
		3.7 (2)		4.2, 4.6, **Error! Reference source not found.**	Previously undertaken as part of original Structure Plan preparation, further discussions confirm maintenance of existing services and structure.		
		3.7 (3)		4.3, 5.1			
	Public Transport	3.7 (4)		5.1			
		3.7 (5)		4.2**Error! Reference source not found.**	PTA have advised that no upgrades to network is planned or required.		
	Pedestrian Movement and Cycling	3.7 (6)		4.3			
	Vehicle Movement and Access	3.7 (7)		4.4, 4.6, **Error! Reference source not found.**	No reconfiguration of the existing road network or patterns are proposed.		
		3.7 (8)		4.4	The structure plan does not include warehousing or major freight producing land uses.		
	Parking	3.7 (9)		4.5**Error! Reference source not found.**			
		3.7 (10)		4.5			
4. Activity	Land Uses and Diversity	4.5 (1)		2.2, 5.1			
		4.5 (2)		3.1, 3.4, 3.5, 3.6, 3.7, Appendix 2			
		4.5 (3)		2.2, 3.6			
	Retailing	4.5 (4)		Appendix 2			
		4.5 (5)		5.1			
	Employment	4.5 (6)		3.3, Appendix 2			
	Dwellings	4.5 (7)		3.7			
5. Urban Form	Urban Structure and Built Form	5.4 (1)		5.1			
		5.4 (2)		2.3, 5.1			
		5.4 (3)		5.1, 5.2, 5.3	Optimised building envelopes are not considered as being required due to the existing urban form and		
		5.4 (4)		5.1, Part One			
		5.4 (5)		Part One			

Model Centre Framework Contents		Activity Centre Structure Plan Requirements		Centre Plans			
				Relevant Section	Comments	Compliance (y/n)	More Information
		5.4 (6)		Part One			
	Street Interface	5.4 (7)		Part One	The majority of conditions relate to built form and appearance.		
	Public Spaces	5.4 (8)		5.1	Structure plan includes the requirements for the development of open spaces / piazza and improvements of connections to Wireless Hill.		
		5.4 (9)		5.2			
	Landscaping	5.4 (10)		5.2	Landscaping, which will include roof and wall plantings (as appropriate), is an important consideration of the City.		
	Key Nodes, Landmarks and View Lines	5.4 (11)		5.1			
6. Resource Conservation	Energy and Water Conservation	6.4 (1)		6.3, 6.4, 6.5, 6.6, 6.8			
		6.4 (2)		6.6	Exact species types will be at Council's discretion.		
		6.4 (3)		6.8	Some developments will not have any potential for stormwater or greywater re-use. The assessment of specifics of each development application is considered to be a more appropriate way to achieve greater environmental benefits.		
7. Implementation	Collaborative Working	7.5 (1)		2.3, 4.2, 7.1			
	Staging and Monitoring	7.5 (2)		7.2, 7.4, Part One			

APPENDIX 2

AURECON TRAFFIC REPORT

APPENDIX 3

PRACSYS ECONOMIC ANALYSIS