



Well Woman GP
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Cover Letter – Change of Use Development Application

Medical Centre

Re: 51 Waddell Road, Bicton WA 6157 City of Melville

To the Assessing Officer, City of Melville Planning Services,

I am submitting this cover letter in support of a **Development Application for Change of Use** for the premises at **51 Waddell Road, Bicton**, proposing to operate a **Women's Health Medical Clinic** within the Melville Plaza Activity Centre precinct.

Our clinic model is low-impact, appointment-based, and aligned with the intent of the Melville District Activity Centre Plan, which encourages high-quality health, wellbeing and professional services within the Melville Plaza precinct. We believe this clinic will add value to the area by increasing access to women's health and preventative care services in a walkable, community-focused activity centre.

Our women's health clinic, Well Woman GP, operates under a "slow medicine" model, providing longer consultation times and deeply patient-centred care. We are not a high-throughput medical practice; instead, we prioritise quality, continuity, and comprehensive women's health support. This model has proven both highly effective and highly valued within the community.

Within our first year of operation, the clinic has grown steadily, reflecting a clear and increasing demand for dedicated women's health services in the area. Our original clinic in North Fremantle has established an exceptional reputation for clinical excellence, safety, and patient satisfaction, and this reputation will be carried through to our new Bicton practice on Waddell Road.

The clinic fills a significant gap in accessible, specialised women's health care, offering a service that is both much needed and strongly supported by the local community.

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1. Management Plan



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The clinic operates as a non-procedural, consultation-based, female focussed medical and allied health practice. Key management principles include:

- Appointment-only model with long consultation times to ensure low patient turnover.
- Maximum of 2-3 patients in the waiting area at any time.
- No surgical, invasive or high-risk procedures.
- Strict adherence to infection control, privacy, and clinical governance standards.
- Minimal deliveries and minimal waste generation (standard medical waste collection only).

2. Description of Proposed Business / Land Use

The proposed use is **Medical Centre / Consulting Rooms**, comprising:

- Women's Health General Practice – specialising in Menopause, complex women's health, mental health, weight management, preventative and lifestyle medicine.
- Complementary female focussed allied health services (may include psychology, dietetics, physiotherapy, exercise psychology or counselling)

The clinic contains:

- 4 consulting rooms
- 3 toilets (including staff and patient facilities)
- 1 kitchen/staff area
- Small outdoor area for staff
- Good sized waiting area/reception
- Onsite parking (x4 bays), street parking immediately in front of the property and Melville Plaza parking area is directly adjacent.

3. Hours of Operation

- **Monday to Friday:** 8:00am – 5:00pm
- **Saturday:** 8:00am – 12:00pm
- **Closed Sundays and public holidays**

These hours align with typical daytime activity within the Melville Plaza precinct.

4. Floor Area

- Consulting rooms (4): approx. **10 m² each**
- Waiting/reception: approx. **10.8m²**
- Kitchen/staff area: approx. **7.2m²**
- Toilets: approx. **7.56 m² total**

5. Number of Employees

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Approval is sought for a maximum of:

- 3 medical practitioners
- 2 allied health practitioners
- 1 administrative/reception staff
- 1 pathology provider

Maximum clinical staff onsite at any one time likely to be: **3-4**. Most staff will be part time or casual/contract workers, employed 1-3 days per week only.

6. Onsite Parking Provision

We recognise that 3 parking bays per health consultant is required. The site is located within the **Melville Plaza Activity Centre**, which benefits from:

- Ample street parking along Waddell Road.
- Significant public parking within Melville Plaza, immediately adjacent to the premises.
- Onsite parking bays – 2 staff bays and 2 patient bays (4 total).
- Low patient turnover due to long medical consultation times (1-hour initial consults, 40-minute follow-ups)
- Patients visiting our clinic are more than likely to park for their appointment and then attend the nearby shops and businesses.
- Avoidance of peak hour supermarket shopping times – Our clinic will be closed by 5pm weekdays, avoiding that after work supermarket rush.

Given the low visitation rate and the surrounding shared parking environment, the parking demand generated by the clinic is minimal and consistent with the Activity Centre Plan's intent to support mixed-use, walkable services.

7. Toilet Facilities

The premises include **three (3) toilets**, suitable for staff and patient use. No additional plumbing or sanitary facilities are required. There is also 'end of trip' shower facilities if required.

8. Internal Fit-Out Details

The internal layout consists of:

- Four consulting rooms
- Reception and waiting area
- Kitchen/staff room
- Three toilets
- Storage areas

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The fit-out is **light-touch and non-structural**, involving only internal cosmetic improvements (painting, furniture, cabinetry). No walls are being moved or added.

9. Structural Changes

No structural changes are proposed. The existing building footprint, walls, doors, and services remain unchanged.

10. Signage Details

No additional external signage is proposed beyond the existing approved signage. Existing signage includes 1 x free standing sign to the front of the property (on the hedge line) approximately 1m x 40cm in size and 1 x wall mounted sign on building near front door (approximately 40cm x 20cm). Any future signage will comply with the City of Melville's signage policy.

11. Shop-Front Treatments

The existing shopfront will remain unchanged. No alterations to glazing, façade, or external appearance are proposed.

12. Deliveries and Visitation Rate

- Deliveries: **1–2 small deliveries per week maximum** (medical supplies, consumables).
- Waste collection: standard waste service
- Patient visitation:
 - Long consults (1 hour) and 40-minute follow-ups
 - Low patient turnover.
 - Typically maximum 3-4 patients onsite at any time.

This results in a very low-impact use consistent with the surrounding commercial environment.

13. Additional Relevant Information

- The clinic is non-procedural, generating minimal noise, waste, or traffic.
- The use is fully compatible with the Mixed Use / Activity Centre zoning.
- The clinic enhances community access to specialised women's health services within a walkable, public-transport-accessible precinct.
- The proposal supports the Melville Plaza Local Planning objectives of providing diverse, community-serving professional services.

14. Conclusion

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[REDACTED]

This proposal represents a low-impact, health-focused and community-beneficial use that aligns strongly with the planning intent for the Melville Plaza Activity Centre. With no structural changes, minimal parking demand, and a quiet, appointment-based 'slow medicine' model, the clinic will integrate seamlessly into the precinct. As a specialised women's health service with an established reputation for excellence, the clinic contributes meaningfully to local health outcomes and enhances the diversity of services within the Melville Activity Centre.

We respectfully request the City's favourable consideration of this application.

Yours sincerely,

[REDACTED]

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[REDACTED]

[REDACTED]

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Landscaping Plan Medical Clinic Application

Re: 51 Waddell Road, Bicton

The landscaping for the site is minimal and low-impact, consistent with the existing approved development. The proposal involves **retaining all existing vegetation** and **adding small flowering plants to the existing planter beds** to enhance the aesthetic presentation of the frontage. No new garden beds, trees, or structural landscaping works are proposed.

1. Existing Vegetation to Be Retained

All existing landscaping elements on the site will be retained, including:

- Existing hedge line along the front boundary
- Existing shrubs and low plantings within the established garden beds
- Existing verge tree(s) and lawn located on the Waddell Road verge
- Existing planter boxes adjacent to the building entry

No trees or vegetation are proposed for removal.

2. Proposed Landscaping Enhancements

To improve the visual amenity of the clinic frontage, the following minor additions will be made:

Flowering Plants in Existing Planters

Location: Existing planter beds near the building entry.

Pot/Planter Dimensions:

- Existing planters approximately **400–500 mm wide**
- Depth approximately **300–400 mm**

No irrigation upgrades are required.

3. Landscaping Layout and Dimensions

Front hedge line garden bed:

- Approx. **6–7 m length, 0.5–0.7 m depth**
- Existing hedge retained and will be maintained

Entry planter beds:

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- Approx. **1.0–1.2 m length, 0.4–0.5 m depth**
- New flowering plants added to existing soil
- No change to planter structure

Side boundary planting:

- Existing shrubs retained
- No new plantings proposed

4. Hard Landscaping

No changes are proposed to:

- Paving
- Driveway
- Retaining walls
- Fencing
- Mulch type
- Irrigation
- Lighting

All existing hard landscaping remains unchanged.

5. Summary

- All existing vegetation and landscaping elements are retained.
- Minor enhancements include small flowering plants added to existing planter beds.
- No trees removed, no new trees planted.
- No structural landscaping works.
- Landscaping remains low-maintenance and consistent with the existing character of the site.

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Signage Details



Medical Clinic Application

Re: 51 Waddell Road, Bicton

Existing Signage The site currently contains **one freestanding external sign** located along the front hedge line facing Waddell Road and **one small wall mounted sign on the building front** next to front door.

Sign 1:

- Design: Simple rectangular panel
- Dimensions: Approximately 1.0 m (width) × 0.5 m (height)
- Structure: Freestanding, low-profile sign mounted within the existing landscaping
- Illumination: None
- Condition: Well-maintained and to be retained and updated with Well Woman GP logo and business name only (no slogans).
- Location: Front boundary hedge line, as shown on the site plan

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Sign 2:

- Design: simple small rectangular panel
- Dimensions: Approximately 30cm (width) x 20cm (height)
- Structure: flat, non-illuminated sign mounted on front façade of house next to front door.
- Condition: Well maintained and to be retained and updated with Well Woman GP logo and business name.

These are the **only two existing external signs**, and it will remain unchanged.

Proposed Signage

At this stage, the clinic proposes **no additional external signage** beyond the existing freestanding sign and small sign by the front door.

No pylon signs, roof signs, illuminated signs, or additional freestanding signs are proposed.

Summary

- **Total existing signage:** 1 freestanding sign (1.0 m × 0.5 m) and 1 wall mounted sign (40cm x 30cm approx.) and 1 wall mounted sign next to front door (approx. 40cm x 20cm)
- **Total proposed signage:** No extra signage at this time.
- **Future signage:** None proposed.
- **All signage:** Non-illuminated, low-impact, consistent with the residential-commercial interface and Melville Plaza precinct.



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Please note photos are attached of both existing signs.

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Site Plan Description

Medical Clinic Proposal

Re 51 Waddell Road, Bicton

The Site Plan submitted with this application includes all information required by the City of Melville for a Change of Use Development Application.

The plan shows the following:

1. North Point, Street Name and Lot Details

- The plan includes a clearly marked north point.
- Waddell Road is identified as the primary street frontage.
- The lot boundary and dimensions are shown consistent with the approved 2018 plan.

2. Existing and Proposed Vehicular Access

- The site has one existing crossover from Waddell Road.
- No changes to the crossover or vehicle access arrangements are proposed.
- Vehicle entry and exit movements remain unchanged.

3. Car Parking Layout and Dimensions

The site provides a total of **four onsite parking bays**, shown on the plan:

- **Two internal staff bays** located within the existing garage
- **Two external patient/customer bays** located at the front of the property (Customer Car Bay 1 and 2)

All bays are dimensioned in accordance with standard parking bay requirements and are clearly marked on the plan.

4. Bicycle Parking

To meet the requirement for bicycle parking, the plan identifies:

- **Option A:** Bicycle parking located **down the side of the property**, adjacent to the building, in an accessible and secure position **OR**
- **Option B:** Bicycle parking located **within the existing garage**, alongside the staff parking bays



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Either location provides safe, convenient, and weather-protected bicycle storage for staff or patients. The plan doesn't currently show the nominated bicycle parking location however these two options are suitable.

5. Loading and Service Access

- No dedicated loading bay is required due to the low-impact nature of the clinic.
- Occasional small deliveries and medical waste collection occur via the existing driveway without obstruction.

6. Signage Location

- The existing **freestanding sign** (approx. 1.0 m × 0.5 m) on the front hedgeline (not shown on the plan – can be seen from photo of property attached)
- No additional external signage is proposed at this stage.
- A future small wall-mounted sign may be added and will comply with the City's signage policy.

Summary for the City of Melville

The attached Site Plan demonstrates:

- All required information is shown (north point, lot details, access, parking).
- No changes to vehicle access or site circulation.
- Four onsite parking bays are provided (2 staff, 2 patient).
- Bicycle parking is accommodated either down the side of the building or within the garage.
- Existing signage is retained, with no new signage proposed.

This satisfies the City of Melville's site plan requirements for a Change of Use application.

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TRAFFIC IMPACT STATEMENT

Proposed Women's Health Medical & Allied Health Clinic

51 Waddell Road, Bicton WA 6157

Introduction

This Traffic Impact Statement (TIS) has been prepared in accordance with the Western Australian Planning Commission (WAPC) Transport Impact Assessment Guidelines (2016) for individual developments. The proposal seeks approval for a change of use to a **Medical Clinic at 51 Waddell Road, Bicton**, within the Melville Plaza Activity Precinct. The clinic will operate as a low-impact, appointment-based and non-procedural service, generating minimal traffic and parking demand while providing an essential, value-enhancing health service for the local community.

Proposed Development

Use: Women's health medical clinic and allied health consulting

Consult rooms: 4

Staff onsite: Maximum 5

Hours of operation:

- Monday–Friday: 8:00am–5:00pm
- Saturday: 8:00am–12:00pm

Consultation length:

- Initial: 60 minutes
- Follow-up: 40 minutes

Expected patients onsite: 2-4 at any time

Nature of services: Health consultations - non-procedural, no surgical or invasive procedures.

Building works: No structural changes proposed

Existing Site and Road Network:

The site is located at **51 Waddell Road**, within the Melville Plaza Activity Centre, adjacent to a major retail precinct with extensive shared parking and pedestrian access.

Road classification: Local road

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Speed environment: 50 km/h

Traffic volumes: Low, consistent with local access roads in activity centres

Surrounding land uses: Retail, commercial, and community services

The site benefits from strong pedestrian connectivity and proximity to public transport along Canning Highway.

Vehicle Access and Parking

Access:

- Existing crossover from Waddell Road
- Safe sightlines in both directions
- Low vehicle turnover due to long appointment times
- No large service vehicles required

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Parking Supply

I am aware of the requirements to have 3 parking bays per consultant. I feel the onsite bays (x4), plus street parking plus the adjacent parking complex will be more than enough to ensure no disruption to traffic slow

The site provides 4 onsite parking bays, comprising:

- 2 staff bays (internal)
- 2 patient/customer bays (external)

Additional parking is available through:

- On-street parking along Waddell Road
- Extensive public parking within Melville Plaza, immediately adjacent to the premises

Parking Demand

Maximum staff onsite: 4-5

Staff using onsite bays: 2

Remaining staff parking demand: 2-3, accommodated within surrounding parking options.

Patient turnover: 1–2 per hour per clinician

Onsite patient bays: 2, matching close to expected demand

The parking supply is appropriate for the scale and nature of the development.

Trip Generation



Based on WAPC guidelines and the clinic's operational model:

- AM peak: 4-5 vehicle trips
- PM peak: 4-5 vehicle trips

The long consultation times and appointment-only model significantly reduce turnover and traffic generation. The development falls well within the "minor impact" category.

Impact on Surrounding Road Network

The expected traffic volumes are low and will have negligible impact on Waddell Road or the broader network. No upgrades, traffic control devices, or intersection modifications are required.

Pedestrian, Cycling and Public Transport Access

- Direct pedestrian access from Melville Plaza.
- Footpaths along Waddell Road.
- Bicycle parking can be accommodated internally.
- Bus services available along Canning Highway within walking distance.
- The site is well-connected for active and public transport modes.
- Service Vehicles – maximum of 1–2 small deliveries per week
- Standard waste collection
- No large trucks or high-frequency servicing required
- Existing access arrangements are adequate
- Low traffic volumes
- Clear sightlines at the crossover
- No conflict with heavy vehicles
- No emergency or high-turnover traffic associated with the clinic's operations
- No safety issues are anticipated.

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Conclusion

This Traffic Impact Statement demonstrates that the proposed women's health clinic at 51 Waddell Road, Bicton:

- Will generate low traffic volumes.
- Has minimal parking demand.
- Provides 4 onsite parking bays (2 staff + 2 patient).
- Is supported by extensive shared parking within the Melville Plaza precinct.
- Has negligible impact on the surrounding road network.
- Aligns with the WAPC Transport Impact Assessment Guidelines (2016).
- Is appropriate for the Melville Plaza Activity Centre context.
- The proposal is considered low-impact and suitable for approval.



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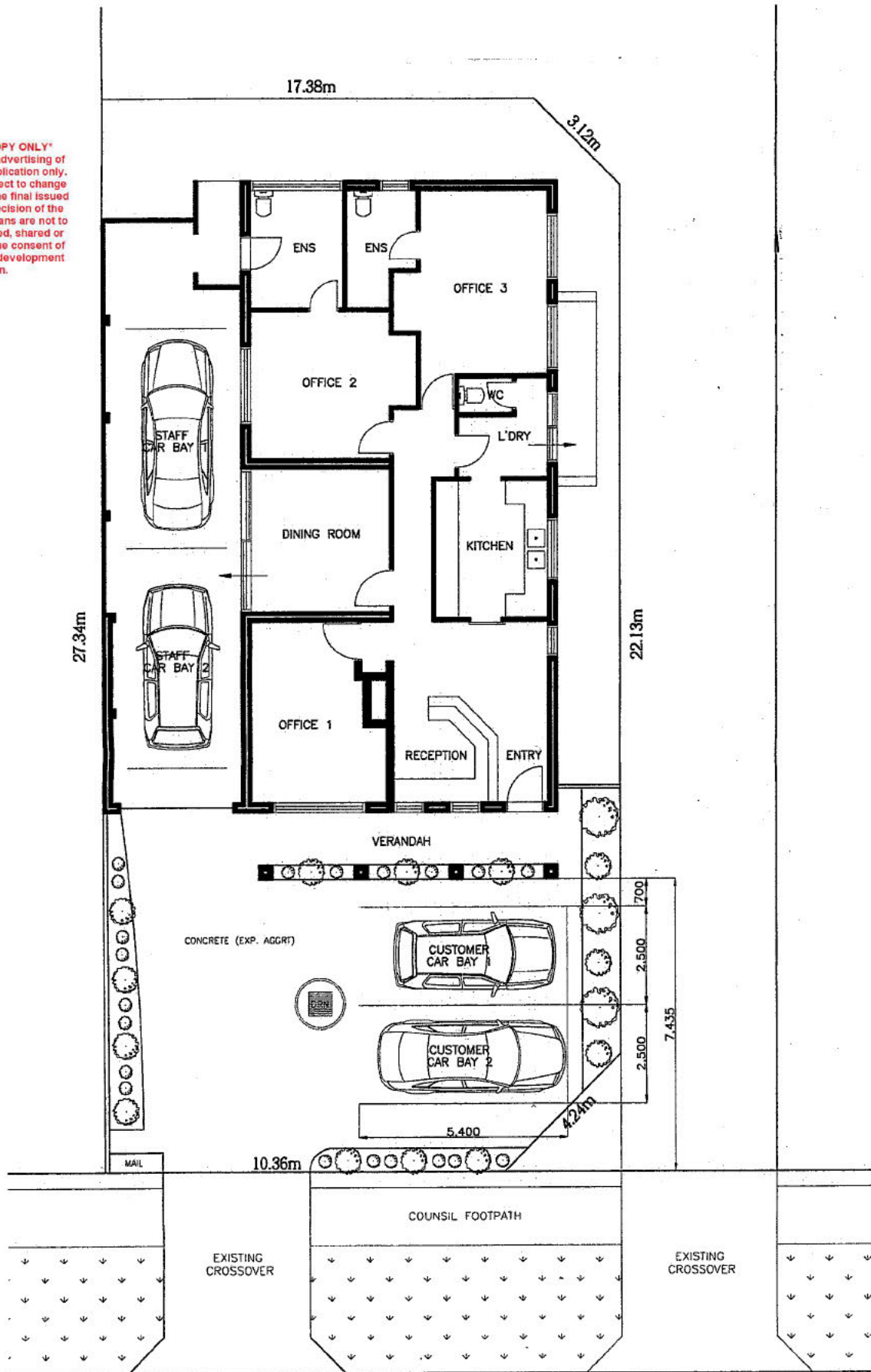
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SITE PLAN
 SCALE 1:100

DWG No:	-/001
DATE:	08/07/18
DRN:	JASON F

S & A ALLEN
 51 WADDELL ROAD
 BICTON

PROPOSED OFFICE & LANDSCAPE
 PLAN

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