



Mandurah Planning Strategy Activity Centres Strategy

Final (Subject to WAPC Endorsement)
December 2013

Record of Adoption

Stage	Document Version No	Document Date	Approval Date
Draft for Internal Review	1	September 2013	N/A
Draft for Council Adoption	2	October 2012	23 October 2013
Final (Subject to WAPC Endorsement) Adopted as a Local Planning Policy	3	December 2013	17 December 2013

Schedule of Modifications

Description	Document Revision No	Document Date	Approval Date

Preamble

This Activity Centres Strategy provides the overview and context for the future development of activity centres within Mandurah in a spatial format.

It complements the long-term planning directions for Mandurah, applies State and regional planning policies and provides the rationale for the zones and other provisions of the Mandurah Planning Scheme as they relate to Mandurah' Activity Centres.

The Strategy should be read in conjunction with the Strategy, the Scheme and the Council's *20 Year Strategic Community Plan 2013-2033* together with various components of the Strategic which provide further detail and rationale based on a number of topics such as *Urban Form and Housing, Biodiversity, Tourism and the Southern Rural Strategies*.

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Mandurah Activity Centres Strategy

Part 1 Introduction

1.1 Introduction

Activity centres are community focal points within cities and towns. They are the central nodes that provide a diverse range of services, facilities and activities to enable residents, workers and visitors alike to participate as part of the community.

Activity centres vary in size and diversity and are designed to be well-serviced by public transport. They generally aim to bring together varying land uses such as commercial, residential, civic, cultural and recreational as opposed to the traditional land use planning notion of segregating them, which relies heavily on the need for private vehicles.

Specifically, activity centres provide communities with greater opportunities for integrating land use and transport, particularly public transport and walking; an important focal point by increasing opportunities for social interaction; and a strong basis for economic growth. Standalone shopping and retail centres that are not multi-functional are not considered to be activity centres. With the inclusion of other mixed land uses however, they may be developed into activity centres.

State Planning Policy 4.2 Activity Centres for Perth and Peel ('SPP4.2: Activity Centres Policy') provides a shift in focus by the Western Australian planning system in the development and assessment of activity centres. The major modification to the policy from that of its predecessor is a move away from retail floorspace caps as the primary control in the development of activity centres, to a system more focussed upon the performance of centres across a range of economic, environmental, social and design factors.

From an urban economics perspective this was reflected in a focus on the diversity, intensity, connectivity and employment generated within centres as follows:

Diversity

the variety of land uses that are located within the activity centre. Diverse centres are more likely to contain quality employment opportunities, and be perceived to be higher amenity to users.

Intensity

the concentration of activity within a Centre. Centres that have an intense core of activity are likely to be more effective in encouraging multiple purpose trips by users and be perceived to be higher amenity than dispersed node-based centres.

Accessibility

the ability of users to access the Centre from its surrounding catchment utilising non private motor vehicle transport. Also refers to how accessible different activities are to users once they are within the Centre

Quantity of Employment

the number of jobs directly situated within the defined Activity Centre

Quality of Employment

the number of knowledge intensive/export-oriented jobs situated within the defined Activity Centre

The *Activity Centres Planning Strategy (the 'Strategy')* replaces the City of Mandurah Local Commercial Strategy (Local Planning Policy No 5) which was prepared in 2002.

This Strategy was developed around the notion of allocating retail floorspace to each locality with Mandurah and applying the centres within these localities as a cap on floorspace, with a focus of the development of district and neighbourhood centres in favour of components of the 'regional centre.'

This Strategy seeks to identify the priorities for future retail development within Mandurah, whilst ensuring that the City of Mandurah's requirements outlined in *SPP4.2: Activity Centres Policy* are met.

In order to assist with the preparation of the Strategy, an analysis of likely floorspace demand for Mandurah has been undertaken.

This analysis seeks to provide significant support for the Strategy in decision making in regards to the provision of future commercial floorspace within Mandurah and provides the City with an overview of the current floorspace supply and future floorspace demand across centres through the allocation of future shop retail, other retail, and office supply to targeted economic nodes.

Underlying this analysis is an understanding of the need for Mandurah to develop into a diverse City Centre that provides for the local population's consumption needs, and the quantity and quality employment needs of Region. This requires that Mandurah's economy matures from its historic role as a regional population-driven town, into a diverse service, tourism, events and destination centre.

1.2 Application of the Strategy

This Strategy forms part of the Mandurah Planning Strategy, as shown in Figure 1 which sets out the role and function of this Planning Strategy.

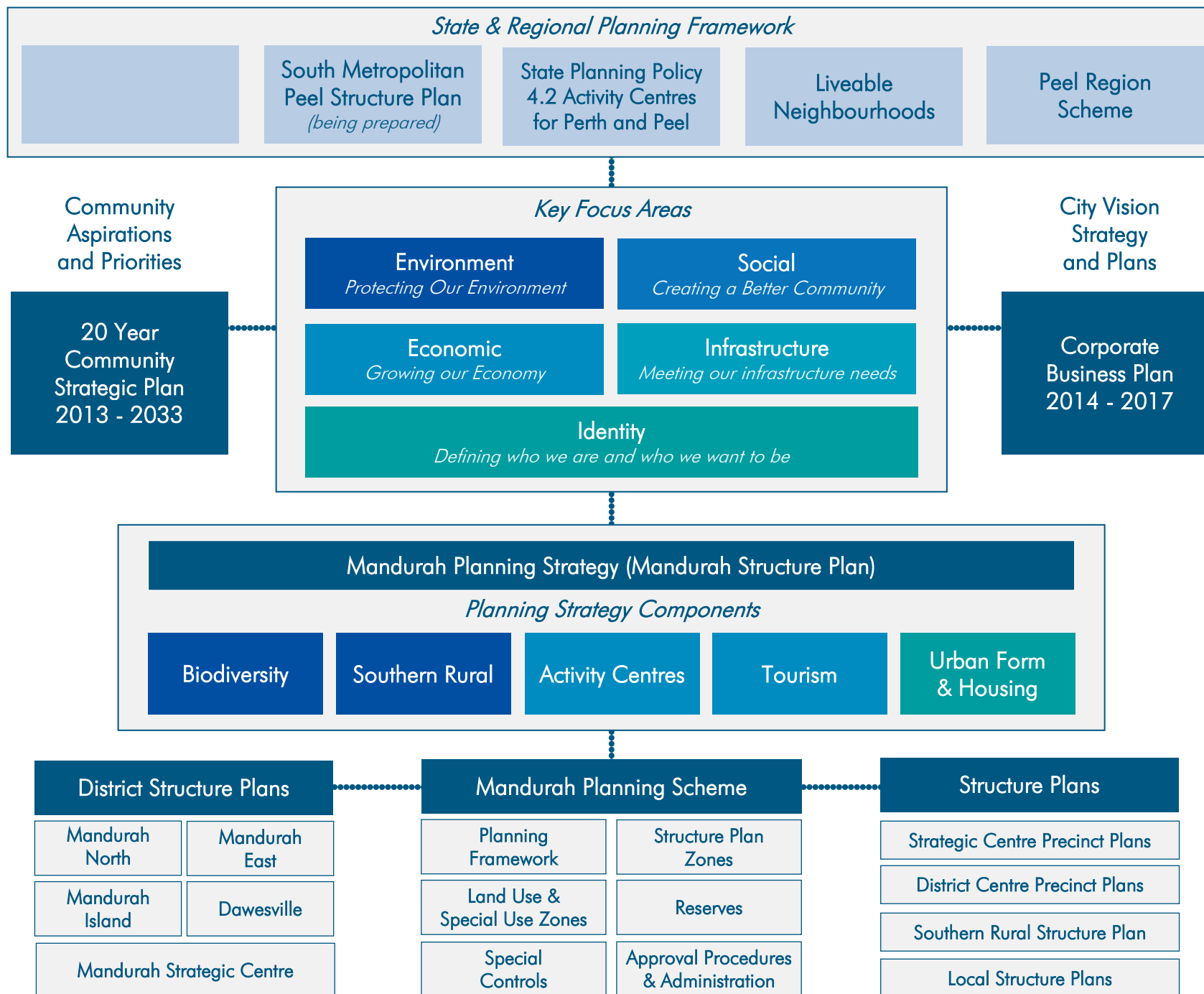
Each component of the Planning Strategy, which includes the *Activity Centres Strategy* forms the basis of a Local Planning Strategy as required by the *Town Planning Regulations 1967*.

The purpose of the Planning Strategy is to establish a spatial planning framework for Mandurah arising from the relevant Council strategic and corporate plans.

The Planning Strategy will lead to the preparation of the Mandurah Planning Scheme and by reference, future planning determinations under the Scheme are to be consistent with the Strategy.

The Strategy should be read in conjunction with the remaining elements of the regional and local planning framework as outlined in Figure 1, including relevant State Planning Policies and Liveable Neighbourhoods.

Figure 1 Strategy Structure and Format



1.3 Strategy Objectives

State Planning Policy 4.2 Activity Centres for Perth and Peel

A key objective of the Strategy is to fulfil the requirements of a local planning strategy as outlined in SPP4.2 Activity Centres Policy, which are outlined in Table 1.

Table 1 Activity Centre Policy Requirements

Define Mandurah's Activity Centres Hierarchy

The hierarchy is required as a basis for preparing and amending the local planning schemes, and for preparing and assessing activity centre structure plans, district and local structure plans and development applications. Refer to Section 3.1

Distribution of Retail and Commercial Floorspace

The long term distribution of retail and commercial floorspace and housing supply is required to: Refer to Section 3.2

- Capitalise on opportunities to revitalise activity centres in established urban areas, as a catalyst for urban renewal in the surrounding catchment;
- Provide sufficient development opportunities to enable a diverse supply of commercial and residential floorspace to meet projected community needs;
- Cater for a full range of needs from shopping, commercial and community services;
- Mitigate the potential for an over-concentration of shopping floorspace in large activity centres at the expense of a more equitable level of service to communities; and
- Promote the walkable neighbourhoods principle of access to employment, retail and community facilities by distributing activity centres to improve access by foot or bicycle, rather than having to depend on access by car in urban areas.

Retail Needs Assessment

- An information base to support planning decision-making is required by including an assessment of projected retail needs of communities, including proposals in the broader region. Refer to Section 2.2 & 3.3
- An estimated retail need and indicative distribution of floorspace is required to confirm the activity centres hierarchy.
- Assist in preparation of district and activity centre structure plans based on socio-economic characteristics; household expenditure; changing shopping patterns and trends; and the needs of different retail sectors.

Define Activity Centre Boundaries

- Centre boundaries will need to contain sufficient land to deliver an appropriate degree of land use diversity for the relevant type and scale of the centre. Refer to Section 3.3
- In Mandurah, the definition of activity centre boundaries is required due to the broad nature of SPP4.2 identifying a Strategic Metropolitan Centre status for Mandurah. This area requires clarification.
- Further centre boundaries have largely been defined by existing structure planning, based on the needs of the location; and the necessary statutory controls required that are not readily met through existing (or proposed) zoning control in Town Planning Scheme 3.

1.4 Centre Development Objectives

Consistent with SPP4.2 Activity Centres Policy, a key objective for the future development of identified centres within Mandurah are outlined in Table 2.

Table 2 Centre Development Objectives

Activity Centre Hierarchy
1. Distribute activity centres to meet different levels of community needs and enable employment, goods and services to be accessed efficiently and equitably by the community.
Activity
2. Apply the activity centre hierarchy as part of a long-term and integrated approach by public authorities and private stakeholders to the development of economic and social infrastructure.
3. Plan activity centres to support a wide range of retail, commercial premises and promote a competitive retail, commercial market.
4. Increase the range of employment in activity centres and contribute to the achievement of sub-regional employment self-sufficiency objectives.
5. Increase the density and diversity of housing in and around activity centres to improve land efficiency, housing variety and to support centre facilities.
6. Ensure activity centres provide sufficient development intensity and land use mix to support high-frequency public transport.
Movement
7. Maximise access to activity centres by walking, cycling and public transport while reducing the proportion of private car trips
Urban Form
8. Plan activity centre development around a legible street network and quality public spaces
Out of Centre Development
9. Concentrate activities, particularly those that generate high numbers of trips, within activity centres

Mandurah Activity Centres Strategy

Part 2 Context and Analysis

2.1 Summary

Local economies are a mixture of the land on which activity takes place and the labour, capital and enterprise that generates the activity. Historically local government commercial strategies have sought to understand and plan for the land required for a local economy to service its user population. Typically, such a strategy balances demand for land by a variety of stakeholders for a variety of uses, with the optimal spatial allocation of land to meet the local authority's strategic objectives.

A local government commercial strategy is an important document in providing a clearly defined direction for commercial land-use planning for the City. The Strategy should seek to support both the City's own strategic objectives, as well as those articulated by the Western Australian State Government through the Western Australian Planning Commission.

In doing this, the Strategy can provide the market with greater certainty in investment, and should assist in aligning objectives of Council with those of stakeholders.

Mandurah's current economic context requires the City to review projected demand and supply for various land-uses to provide future direction for Mandurah. Factors that drive the need for this analysis include:

- Mandurah is anticipated to experience significant residential growth, with the population increasing from 70,000 residents in 2011 to 120,000 residents in 2031
- Directions 2031 and Beyond has set an employment self-sufficiency target of 80% for the Peel Sub-Region by 2031. Within Mandurah this equates to a need for the creation of 30,000 jobs to 2031, a 300% increase from 2006 levels
- Through Southern City Strategy and the Mandurah City Centre Precinct Plan, the City has expressed a renewed desire to strengthen the City Centre precinct with a diverse and intense range of uses
- Through the Southern City Strategy, the City has invested in a vision for a mature economy for Mandurah that achieves Sub-Regional Employment Targets and improves the overall employment quality on offer within the City as well as meeting quantity targets
- The regional road network modifications, including the Kwinana Freeway extension and Forrest Highway, will result in a significant restructure of local economy expenditure
- Population growth within the Shire of Murray will potentially result in the generation of new demand within Mandurah
- The Perth to Mandurah Rail Line is a significant piece of economic infrastructure that may be leveraged by the local economy
- Growth in showroom/large format retail/bulky goods retail across Australia has exceeded growth in shop retail by approximately 4% over the last 5-years, resulting in a significant increase in demand for this offer. This growth has been witnessed at a local level, in particular within the Gordon Rd precinct.

2.2 Strategy Preparation

Effective land use planning of activity centres by local governments must begin with an understanding of current supply and future demand for commercial uses.

This allows for future precinct plans, structure plans and development applications to be considered in the context of demand drivers, as well as activity centre sustainability metrics including diversity, intensity, connectivity and employment. The City commissioned this analysis to provide an overview of the current and future demand and supply of shop retail, other retail, industrial and commercial office land uses within Mandurah.

Scenario modelling of floorspace demand, supply and distribution for commercial land-use categories was undertaken to provide the City with a valid, rigorous and defensible estimate of floorspace demand for identified catchments and precincts.

The outcomes of this analysis and preferred outcomes from the scenario modelling are provided in the Strategy.

2.2.1 Scope of Analysis

Pracsys was commissioned by the City to provide a transparent, understandable, defensible estimate of demand and supply of commercial floor space across localities within Mandurah. The brief sought three major outcomes from the preparation of data for a local commercial planning strategy review and update.

These were:

- an update of the retail floor space provision for localities in Mandurah;
- appropriate recommendations relating to future retail developments and staging to be included in structure planning and decision making, including recommendations for improvements to Town Planning Scheme No.3; and
- recommendations for the spatial distribution and scale of commercial (office) development within Mandurah.

More specifically, the City required an understanding of how the user mix of Mandurah (residents, workers and visitors) would potentially change in the future and how this would impact upon demand for commercial floorspace (in particular shop retail, non-shop retail and office). This required a further understanding of:

- the demography and current and future settlement patterns of residents;
- changes in the employment composition of the workforce;
- changes in the level and type of visitation to Mandurah;
- changes in the composition of centres as they mature and respond to changing economic drivers.

2.2.2 Key Economic Principles

To adequately consider and review the analysis described within this report, an understanding of the following key economic principles is required.

Economic versus Market Analysis

The demand and impact analysis conducted considers the relative merit of proposed uses within Mandurah based upon broad assumptions of population expenditure and benchmark turnover for offer types. The purpose of such an assessment is to provide decision-makers with a broad insight into the demand for such an offer, based upon medium-long term economic trends. It does not constitute an assessment of the viability of individual businesses, as each enterprise develops an individual value proposition, based upon an individual business model.

The model does not represent a complete insight into short-term market drivers that may impact upon businesses within Mandurah. Decision makers should not consider the results of the analysis absolutely literally (i.e. exact levels of expenditure at exact years), but instead utilise the results as an indication of the overall economic functionality of the City's centres within the Peel Sub-Regional economy.

Land Use Categories

Land-use demand analysis utilised the Department of Planning's, Planning and Land Use Codes. In particular, shop retail, other retail and entertainment categories were considered in detail. For the purposes of demand modelling, shop retail was further broken down into convenience retail, comparison retail and café/restaurants. This allowed expenditure profiling to be considered in detail.

Demand Gravity Modelling

Identification of trade areas for the purpose of estimating expenditure pools are often determined or defined by simple circular boundaries around a store or centre location. This technique requires the analyst to make broad assumptions of the capture of market share by centres within the catchment to determine demand for the centre's offer and to perform an impact assessment on surrounding centres. These assumptions are often difficult to quantify and are open to interpretation.

An alternative methodology determines the trade area for the proposed development using a gravity model. Gravity Models allow for the measurement of spatial interaction as a function of distance to determine the probability of a given customer patronising a centre, and provide an approximation of trade area and sales potential for a development.

This modelling technique uses the distance between a household and each centre and a measure of 'attractiveness' to define the probability model. The 'attractiveness' of a centre has been defined by total floorspace and the distance has been calculated by measuring straight-line distances between each centre and population.

Gravity modelling provides a clearer, reproducible outcome that can be more easily assessed. It does not however, consider local factors including the comparative value proposition of centres (e.g. the presence of an 'anchor' attractor that draws significant market share) or the efficiency of transport networks (e.g. in some cases it may be easier for customers to access a centre that lies physically further away).

In a 'perfect market' environment, these factors are likely to manifest in centres growing larger and therefore showing a greater gravity, however in a 'real world' environment where statutory, spatial and financial factors may limit the size of a centre, such an assumption may be flawed.

2.2.3 Mandurah User Mix

An understanding of the future provision of commercial floorspace needs to begin with analysis of the existing and future users of commercial offerings within the study area.

Key user groups for Mandurah commercial offerings were considered to be:

- Mandurah's residents
- Workers within Mandurah
- Day visitors
- Night visitors
- Murray's residents

In order to estimate the future demand for floorspace, growth in all user mix groups was modelled to 2031 in 5-year increments.

User Mix Assumptions

Currently, three main sources for population projections are available for the Mandurah and Murray, these are:

- Australian Bureau of Statistics
- Department of Planning – Direction 2031: Draft Spatial Framework for Perth and Peel
- Forecast .id

Each source projects a slightly different growth trajectory for Mandurah and Murray.

For the purposes of this analysis estimates of existing residential population and workforce were sourced from the Australian Bureau of Statistics Census of Population and Housing.

Future population estimates were based on the forecast.id projections that were prepared for each location. The labour force participation rates and the employment self sufficiency targets defined for the Peel Sub-Region in Directions 2031 (80%) were applied to these projections to arrive at an estimate of employment growth for Mandurah.

Day visitor numbers were sourced from Tourism WA, and were assumed to remain constant throughout the study.

Night visitors were estimated based upon a review of available accommodation and holiday homes within Mandurah. Due to uncertainty as to further growth, this figure was assumed to remain constant throughout the study.

Day and night visitors were distributed proportionally between the three catchments with occupancy rates (provided by Tourism WA) applied to the night visitors using a total night visitor occupancy rate of 40per cent.

Table 3 Visitors Distribution Proportions

	Catchment 1	Catchment 2	Catchment 3
Day Visitors	80%	10%	10%
Night Visitors	60%	10%	30%

Source: Tourism WA, Pracsys Modelling 2010

Population and Future Projections

Based on the assumptions identified, current populations, and future projections are summarised below.

63 per cent of the current user mix by volume are Mandurah's residents, 17 per cent are people who work within Mandurah and Murray residents, with visitors from elsewhere comprising the remaining 20 per cent.

Table 4 Population Summary

User Mix	2011	2021	2031
Mandurah Residents	68,838	97,828	115,642
Murray Residents	16,678	28,402	45,695
Workers	15,657	26,296	38,258
Day Visitors	3,734	3,734	3,734
Night Visitors	1,754	1,754	1,754
Total	106,660	158,014	205,082

Source: ABS Census 2006, Forecast.id, Directions 2031, Tourism WA, Mandurah Visitor Centre, Pracsys modelling 2010

2.2.4 Shop Retail Demand Expenditure

Based upon modelled population projections, estimates of available pools of expenditure for each user group were developed.

Current Retail Demand Expenditure

Assumptions

The pools of expenditure currently available within Mandurah were calculated based on the current population of each user group, with estimated expenditure patterns and leakages applied.

Expenditure Pool Assumptions

Expenditure estimates from residents of Mandurah and Shire of Murray utilised the ABS Household Expenditure Survey 2003-04 (HHES) broken down into convenience, comparison and café/restaurant expenditure categories. The average income level in both areas was estimated to be 3rd quintile for the duration of the model.

Worker and day visitor expenditure estimates are detailed in Table 4. Night visitor expenditure patterns were assumed to correlate with HHES retail expenditure for each night spent within the City.

Table 5 Worker and Visitor Expenditure Assumptions

Workers	\$/Day	Weeks	Days
Convenience	\$7.00	46	5
Comparison	\$0.00	N/A	N/A
Café/Restaurant	\$7.00	46	5
Other Retail	\$20.00	46	1

Source: Pracsys Modelling 2010

Leakages

In the context of this analysis, retail expenditure leakage refers to the quantity of expenditure not captured by the centres included in the gravity model. Leakages took into account the comparative attraction of Centres (including the Perth CBD) as alternatives for retail expenditure segments.

Modelling considered leakage to Rockingham City Shopping Centre in detail due to the Centre's comparative value proposition and proximity. Leakage estimates specific to Rockingham were based upon an iteration of gravity modelling, revealing a leakage of 2 per cent for retail and 1 per cent of for other retail.

Current Pool of Expenditure Available

Based upon population modelling and the expressed assumptions, the current estimated pool of expenditure within Mandurah was estimated to be \$550m across shop retail and other retail categories

Table 6 Retail Expenditure Composition

Convenience Retail	\$372,514,851	59%
Comparison Retail	\$125,878,362	18%
Café/Restaurant	\$129,220,957	23%
Shop Retail Sub-Total	\$627,614,170	79%
Other Retail	\$205,671,613	21%
Total	\$833,285,783	

Source: Pracsys Modelling 2010

Future Retail Demand Expenditure

Future retail expenditure demand was projected forward based on annual escalation rates provided by ABS Retail Trade Australia Cat. 8501.0 November 2009 and Pracsys analysis with the following escalation rates (per annum):

Convenience Retail	3.20%
Comparison Retail	5.17%
Café / Restaurant	2.37%
Other Retail	5.02%

Source: ABS Retail Trade, Pracsys Modelling 2010

Utilising the modelled changes in Mandurah's user mix, in conjunction with escalation rates for retail sectors, pools of expenditure were projected forward to 2031.

These projections found that shop retail expenditure would increase by \$2b from 2006 to 2031 whilst other retail expenditure would increase by \$930m.

Table 7 Retail Demand Expenditure

User Mix	2011	2021	2031
Shop Retail	\$627,614,170	\$1,296,149,847	\$2,432,149,102
Other Retail	\$205,671,603	\$501,049,857	\$1,059,403,743
Total	\$833,285,773	\$1,797,199,704	\$3,491,552,845

Source: Pracsys Modelling 2010

2.2.5 Retail Floorspace Demand

Assumptions

Current and future retail floorspace demand is derived from the modelled pools of expenditure and floorspace productivity thresholds of respective retail types.

The model assumed that productivity across all areas would improve over time, indicating that businesses within Mandurah will become more productive as the local economy matures and user population expands.

This reflects more activated activity centres that effectively capture greater levels of expenditure within the same provisions of floorspace.

Table 8 Retail Productivity Thresholds (\$2010)

Productivity (\$/m ²)	2011	2021	2031
Convenience Retail	7,000	7,500	8,500
Comparison Retail	5,500	6,000	7,000
Café/Restaurant	7,000	7,500	8,000
Other Retail	3,500	4,000	4,500

Source: Pracsys Modelling 2010

Results

Based upon the assumed productivity thresholds, retail floorspace demand was then calculated.

Modelling estimated that demand for shop retail floorspace would increase from 65 000m² in 2006 to 310,000m² in 2031.

Other retail floorspace demand was projected to increase from 37 000m² in 2006 to 235 000m² in 2031.

Table 9 Retail Floorspace Demand

	2006	2011	2021	2031
Convenience Retail	67,626	94,564	184,059	308,046
Other Retail	37,345	58,763	125,262	235,423
Total	104,971	153,327	309,322	543,469

Source: Pracsys Modelling 2010

2.2.6 Retail Floorspace Supply

Planning for future expansion of retail floorspace requires an understanding of the current provision of land for this use. Current development and approved development plans were considered and incorporated into the retail demand gravity model for subsequent years in which development was anticipated to occur.

In addition, given the geographical proximity, the offerings and the scale of Rockingham City Shopping Centre were included in the gravity model to provide a more accurate representation of its influence on the capture of expenditure by residents of Mandurah.

An estimate of existing retail floorspace supply was required to be modelled as part of this analysis due to the lack of up-to-date supply information.

After conducting an GIS analysis of building footprints and scale of Activity Centres within Mandurah, on-site data validation was conducted to profile shop retail, other retail and office land uses.

The model assumed the following criteria:

- a building footprint to net lettable area (nla) ratio of 50 per cent;
- gross lettable area retail (GLAR) sourced from the 2009 WA Shopping Centre Directory's (WASCD) with an applied ratio of 75 per cent to convert to net lettable area (nla); and
- an average floor height of 2.5m/floor; and

Table 10 Existing Floorspace Supply

Centre	Shop Retail (m ²)	Other Retail (m ²)	Total Supply (m ²)
Mandurah City Centre	30,365	2,836	33,201
Mandurah Ocean Marina	1,628	0	1,628
Mandurah Terrace	2,875	198	3,073
Pinjarra Road	6,399	8,002	14,400
Inner Mandurah	1,790	0	1,790
Gordon Road / TOD	14,955	43,322	58,277
Centro Mandurah	29,058	3,606	32,664
Meadow Springs	6,964	106	7,070
Mandurah East	0	15,000	15,000
Halls Head	10,000	973	10,973
Esrkine	3,064	0	3,064
Falcon	12,000	357	12,357
Totals	119,098	74,399	193,498

Lakelands and Dawesville (Florida) not yet developed;

Source: 2009 WASCD; Pracsys Modelling 2010; City of Mandurah

2.2.7 Scenario Modelling

In order to arrive at key recommendations that provides Council with a valid, rigorous and defensible estimate of floorspace demand for identified catchments and precincts, a number of scenarios were tested regarding distribution and size of centres for the Shop Retail, Other Retail and Office land uses, as follows:

Shop Retail

- Scenario 1 Business as Usual – future floorspace allocations will occur in proportion to current floorspace supply;
- Scenario 2a and 2b Mandurah City Centre Focus – future floorspace allocations take into account the objective of development of a strong City Centre within Mandurah. As such, a higher proportion of future shop retail floorspace is allocated to the City Centre precinct.

These scenarios differ in the treatment of approved but undeveloped floorspace that currently exists within structure and precinct plans such as Halls Head Town Centre.

Scenario 2b is the preferred scenario that acknowledges the importance of Shop Retail in the development of an intense and vibrant activity centre within the Mandurah City Centre.

This Scenario provides for significant expansion of Shop Retail floorspace, with most underdeveloped floorspace currently allocated within structure plans removed to allow for an increased focus on the City Centre

Other Retail (Bulky Goods / Showrooms)

Two scenarios were developed for Other Retail floorspace allocations. These were:

- Business as usual – future floorspace allocations to occur in the same proportion to current floorspace supply.
- Gordon Rd focus – the primary focus for Other Retail floorspace expansion would be the Gordon Rd precinct. This growth will build upon the existing agglomeration of this activity within this precinct.

For this to occur, Other Retail floorspace growth would be constrained in the Centro Mandurah precinct.

Pinjarra Rd precinct would be capped at 20 000 square metres under this scenario, whilst there would be significant expansion at Mandurah East (Pinjarra Road / Lakes Road).

This scenario, which is the preferred outcome, will support a detailed precinct plan for Gordon Rd that potentially will result in a vibrant, intense bulky goods/showroom activity centre in a far more optimal configuration to strip retail along a major highway.

Office

For Mandurah's local economy to mature and provide a broader range of knowledge intensive consumer services, as well as knowledge intensive/export oriented activity, land-use allocation will need to accommodate this activity. In particular the provision of commercial office space will need to expand to meet the needs of both population-driven and export-oriented activity.

Demand for office land-use is largely dependent upon a variety of local, sub-regional, regional and international factors. How these factors impact upon demand locally within Mandurah, and its precincts, will depend upon the success of a range of economic development initiatives that sit outside the scope of this analysis.

As such, modelling utilised sources such as the Southern City Economic Development Strategy to produce a series of assumptions for scenarios that implicitly assume varying degrees of success in achieving economic development within the City

Three scenarios were developed for Office floorspace allocations. These were:

- Business as usual – assumed that all precincts grow to 2031 at their current proportion to meet future demand for office space within the Peel Sub-Region to meet its Directions 2031 employment targets.
- Southern City – Significant expansion and maturation of Mandurah’s knowledge intensive export oriented economy to achieve the targets expressed within the City’s Southern City Economic Development Strategy, with distributions focussed on the City Centre and TOD precincts.
- TOD Precinct Focus – Leveraging the Mandurah Train Station public transport infrastructure, the proportion of total office floorspace allocated to the Mandurah TOD precinct increases from 27% to 48%, whilst the proportion allocated to the Mandurah City Centre declines from 50% to 44% by 2031.

The preferred scenario is a modified Scenario 3 that seeks to develop an office-based precinct at the Mandurah TOD site (being the Mandurah Junction and Central Park projects

together with further activity in the Gordon Road precinct) whilst still allowing for significant office development within the Mandurah City Centre. Ultimately planning and rapid public transport solutions linking these precincts will need to be developed for the aspirations for Mandurah City Centre to come to fruition. These linkages will allow for the activation of both of these centres, as they ultimately compete and complement each other.

Using the floorspace analysis, an Activity Centres Planning Strategy was developed in a format consistent with the requirements of SPP4.2 Activity Centres Policy.

Southern City Strategy and Action Plan (2008)

Within the broader local planning context, it is expected that once finalised the Activity Centres Planning Strategy will significantly contribute towards establishing the necessary planning framework to deliver the key aims of the City’s Southern City Strategy and Action Plan (2008), which seeks to ensure the long term economic and employment sustainability of Mandurah and the promotion of Mandurah as an economic hub for the Peel Region.

Importantly, the Southern City Strategy acknowledges three planning scenarios to position the City for economic growth and ultimately concludes that for Mandurah to achieve sufficient independent economic growth and to maintain good levels of regional self sufficiency, a high employment growth scenario needs to be followed.

Mandurah Activity Centres Strategy

Part 3 Strategy Provisions

3.1 Activity Centres Overview

Table 11 Activity Centres Summary

	Strategic Centre	District Town Centre	Neighbourhood Centres
Role & Function	The Strategic Centre is a multi-purpose centre with a diverse range of uses. Due to the existing nature of this centre, it is broken down into a number of sub-precincts. The centre as a whole services the region.	District centres serve district catchments focusing on daily and weekly needs of residents. They provide a local community focus, and provide services, facilities and job opportunities that reflect the needs of their district.	Neighbourhood centres provide for daily and weekly household shopping needs, convenience services and potentially community services.
Name of Centres (including sub-precincts)	<ul style="list-style-type: none"> • Mandurah City Centre (inc Ocean Marina); • Mandurah Forum; • Mandurah TOD; • Mandurah Terrace; • Inner Mandurah; 	<ul style="list-style-type: none"> • Lakelands Town Centre (proposed) • Halls Head Town Centre • Falcon Town Centre 	<ul style="list-style-type: none"> • Meadow Springs • Erskine • Dawesville (Florida)(proposed)
Transport Infrastructure	Important focus for sub-regional rail infrastructure; and intra-city and/or high frequency bus or potential long term fixed line transit	Important focus for high-frequency bus network along major corridors	Key Stop and/or Transfer point for bus network
Typical Uses (dependant of Sub-Precinct)	<ul style="list-style-type: none"> • Department Store • Discount Department Store/s • Supermarkets • Speciality Shops • Major Offices • Government Agencies • Entertainment / Leisure • Civic Uses 	<ul style="list-style-type: none"> • Discount Department Store • Supermarkets • Speciality Shops • Convenience Goods • Personal Services • Service Businesses • Small Scale Tavern/ Restaurant • District Community Centre 	<ul style="list-style-type: none"> • Supermarkets • Speciality Shops • Convenience Goods • Personal Services • Café
⁽¹⁾Indicative Service Area	150 000 – 300 000 people	20 000 people	2000 – 10 000 people
⁽²⁾ Shop Retail Floorspace	dependant on Sub-Precinct	up to 20 000 square metres	up to 8000 square metres
Walkable Catchments	800m	500m	400m
Residential Densities	R60 minimum; R100 desirable	R40 minimum; R60 desirable	R30 minimum; R40 desirable
⁽³⁾ Mix of Uses Percentages	45 per cent	30 per cent	15 per cent
Activity Centre Precinct Plan	Required ⁽⁴⁾	Required	Not Required (but possible)
Proposed Zoning	Strategic Centre	District Centre	Local Centre

Notes:

- (1) **Indicative Service Areas** are indicative only and often overlap;
 (2) **Shop Retail Floorspace** areas are provided for the centres to gain an understanding of the scale of centre;
 (3) **Mix of Uses Percentages** is the ratio of a office, civic, business, health, community, entertainment and showroom ('bulky goods retail') uses against the total floorspace of the centre, inclusive of 'shop retail'.
 (4) **Strategic Centre** to be covered by District Structure Plan. Sub-precincts subject to Activity Centre Precinct Plans.

Local Centre	Service / Business	Special Centres	Role & Function
Local centres provide for daily needs and services for a small catchment. They could provide a small scale supermarket through to a corner store or other small outlet, potentially as part of a larger development.	These are car-based large format retail and service centres. Opportunities to provide for a significant component of the region's service and business needs are recognised in the Strategy.	These are activities that serve the region that require recognition as 'centres' in their own right. They are significant attractors of activity, transport and in some additional supporting activities.	
Various locations (Note: this strategy seeks to encourage and not restrict the development of local centres throughout Mandurah)	<ul style="list-style-type: none"> • Pinjarra Road • Gordon Road • Mandurah Ocean Marina • Lakelands South (proposed) • Mandurah East (under development) • Galbraith Loop 	<ul style="list-style-type: none"> • Mandurah Aquatic & Recreation Centre • Rushton Park • Peel Education Campus • Peel Health Campus 	Name of Centres
Locations for bus stops where part of suburban bus network	Limited opportunities for significant transport due to car-based outcomes, unless employment opportunities realised	Important focus for high-frequency bus network along major corridors	Transport Infrastructure
<ul style="list-style-type: none"> • Small Supermarket • Corner Store • Personal Services • Small Café 	<ul style="list-style-type: none"> • Bulky Goods Retail / Showrooms • Service / Light Industry • Motor Vehicle Sales and Supporting Services 	<ul style="list-style-type: none"> • Services, retail premises and food premises related to the centre; 	Typical Uses
Suburb	Inner Peel Region	Inner Peel Region	Indicative Service Area ⁽¹⁾
up to 2500 square metres	up to 1500 square metres	N/A	Shop Retail Floorspace ⁽²⁾
200m	N/A	N/A	Walkable Catchments
R25 minimum; R40 desirable	N/A	N/A	Residential Densities
N/A	N/A	N/A	Mix of Uses Percentages ⁽³⁾
Not Required	Required	Master Plans integrated into Centre Plans	Activity Centre Precinct Plan
Local Centre	Mixed Business	Public Purposes Reserve; Strategic Centre	Zoning

3.2 Activity Centres Development

In order to achieve these objectives, the following policy statements will apply to the development of Activity Centres in Mandurah:

Future retail and commercial activity shall be actively focussed around the Mandurah City Centre and existing public transport infrastructure, allowing for the development of diverse, intense nodes of activity that, along with targeted economic development interventions, will foster the development of mature local economies. This focus needs to be complimented by further development of locally based retail nodes consistent with the population growth in Mandurah.

As a result, the following priorities for future retail development in Mandurah have been developed:

Mandurah City Centre; Quality and Improvements

1. Improvement in the quality and/or variety of retailing, leisure, entertainment and food premises in Mandurah, which is most suited to the high amenity (waterfront) areas of the City Centre.
2. Seek to attract the development of a key Department Store to Mandurah.
3. Identification of a key non-retail anchor activity to the Mandurah City Centre that provides a support base to boutique / niche retail and supporting business activities to support (1) above.
4. Protect Mandurah City Centre opportunities by not permitting relatively small extensions at Mandurah Forum, nor expansions at the Halls Head Town Centre, beyond existing approvals.

Development to Service Additional Population in Mandurah

5. Support development of a northern Mandurah District Town Centre (Lakelands Town Centre).
6. Support development of a neighbourhood retail centre south of the Dawesville Channel (Florida Neighbourhood Centre, Dawesville).

Development to Service Additional Population in the Region

7. The future supply of supporting bulky goods and showroom activity be focussed within a defined precinct along Gordon Road in a regeneration of the existing light industrial precinct commensurate with the development of the Nambelup Industrial Area. This allows for development of urban form and transport infrastructure that best supports sustainability principles of connectivity and efficiency. This also allows for control of expansion of this land use into areas where it may be considered detrimental to the economic or amenity objectives of the City.















Existing Centres

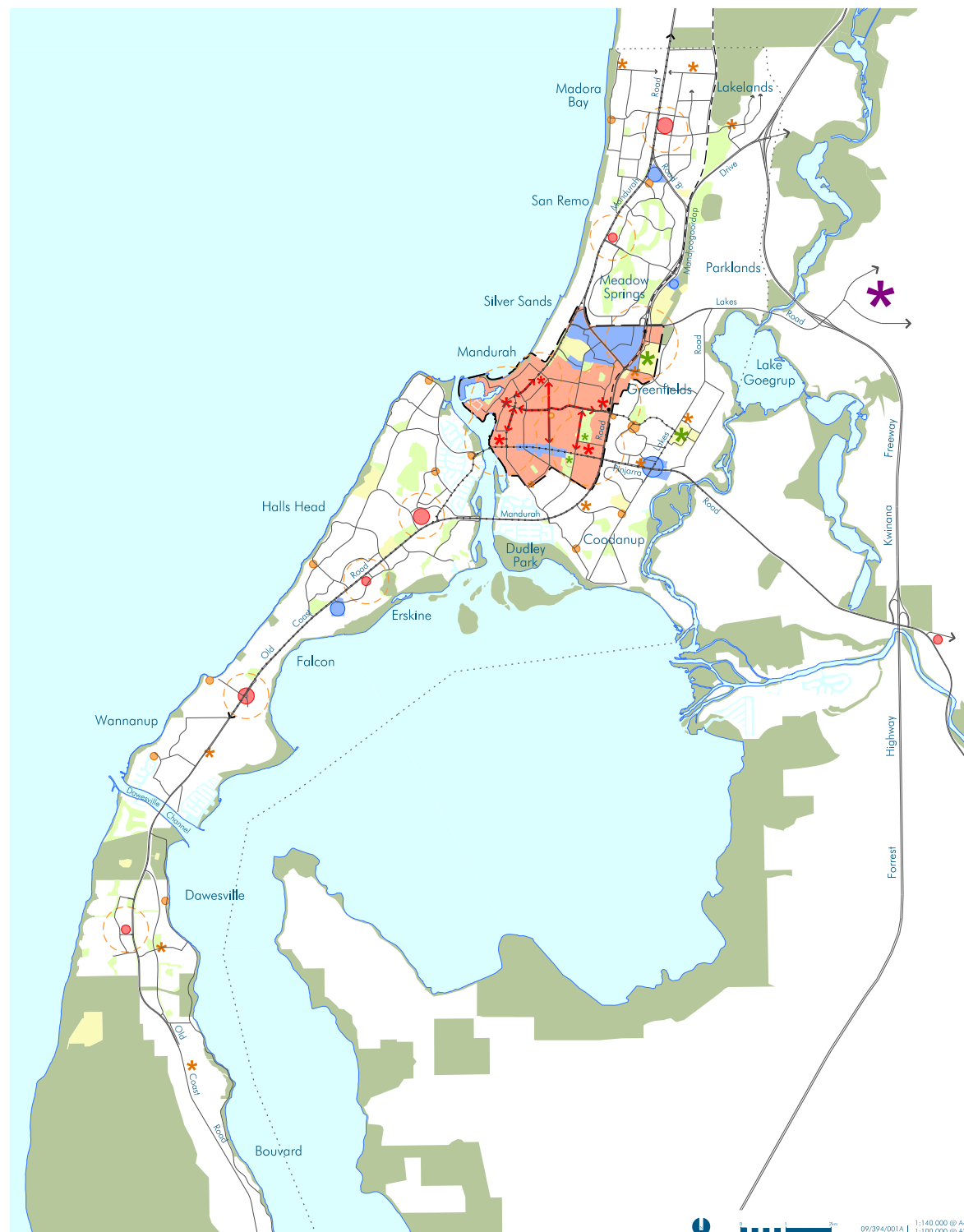
8. In order for existing retail centres to increase in size, they must be developed into activity centres, unless there are exceptional circumstances regarding a significant upgrade of the centre (as outlined above).
9. Existing endorsed Precinct Plans will remain effective in the interim until an updated Activity Centre Precinct Plan is prepared and endorsed in accordance with SPP4.2: Activity Centres Policy and this Strategy.

Proposed Centres

10. New activity centres will be required developed with an urban form that is consistent with SPP4.2 and this Strategy.

Figure 2 Activity Centres Strategic Plan

-  Mandurah Strategic Centre
-  Strategic Centre Precinct
-  Strategic Centre Mixed Use Corridor
-  District Centre
-  Neighbourhood Centre
-  Local Centre (Existing)
-  Local Centre (Potential)
-  Business Precincts
-  Nambeelup Industrial Area
-  Specialised Centres
-  Perth to Mandurah Rail
-  Priority Bus Networks
-  Walkable Catchments to Centres and Transit
-  City of Mandurah Boundary



3.3 Mandurah Activity Centres

In order to support the Activity Centres Strategic Plan, a context, brief analysis and recommended outcomes for each centre identified is required.

These provisions provide the following:

- Defining boundaries;
- Provide recommendations for future development;
- Recommendations for the implementation of Strategy Requirements regarding zoning and activity centre precinct plans.

Define Activity Centre Boundaries

Clause 6.3.1 of SPP4.2: Activity Centres Policy states that:

(1) Local planning strategies, schemes and district and local structure plans should identify the indicative boundaries of activity centres in both established and new urban areas. The extent of each activity centre should be identified by a boundary in activity centre structure plans for the purpose of:

- *identifying the extent of applicability of this policy;*
- *estimating the growth potential and land use mix of an activity centre; and*
- *managing the interface between centre-scaled development and adjacent land.*

(2) The centre boundary may be defined by factors such as:

- *existing zoning in the regional planning scheme or local planning scheme;*
- *topographical features;*
- *major infrastructure elements;*
- *walkable catchment to major public transport stops; and*
- *use of rear boundaries as an interface or transition for land use change.*

Given the extent of existing Precinct Plans, many of these boundaries have been established.

The Strategy however seeks to identify opportunities for refinement due to the progression of development or the need for an area to be covered by a development plan rather than standard zoning. The benefits arising from refining these boundaries is for a consistent approach to identification of centres; and seeks to reduce the extent and scope of individual Precinct Plans and Outline Development Plans.

Therefore, each centre will have an 'activity centre' boundary described for the purposes of (1) above, and primarily in order to determine the land use mix of an activity centre. The recommended Activity Centre Precinct Plan boundary may differ in order to assist in coordinating the extent of Precinct Plans. In some instances, these boundaries will be consistent, but will be refined as part of a review of existing Precinct Plans or preparation of new plans not yet covered.

Future Development

The Strategy outlines the future development of each centre in order outline their potential scale.

The floorspace numbers presented arise from retail modelling undertaken as required by State Planning Policy 4.2 as described under Section 2 of the Strategy.

In line with SPP4.2: Activity Centres Policy, the future development outcomes presented are not 'caps' on floorspace but an indicative scale of centres for the purposes of more detailed planning.

Land Use Typologies

The future development of each centre presents an outline of the scale of each land use as described below.

<i>Retail</i>	<i>Any activity which involves the sale of goods from a shop located separate to and/or in a shopping centre other than those included in Other Retail</i>
<i>Other Retail</i>	<i>Many of these activities normally are not accommodated in a shopping centre. By virtue of their scale and special nature, the goods of these activities separate them from the Shop/Retail category.</i>
<i>Office</i>	<i>Administrative, clerical, professional and medical offices are activities which do not necessarily require the land area/floorspace or exposure of other land uses. Although offices require building and parking facilities, these needs are quite distinct from those of commercial uses and service industries</i>

3.3.1 Mandurah Strategic Centre

Summary

Under SPP4.2: Activity Centres Policy, 'Mandurah' is a Strategic Metropolitan Centre, however there is no area defined to confirm the scale, size and location of the 'Strategic Metropolitan Centre'. The Strategy seeks to address this by identifying a 'Strategic Centre'.

Within this Strategic Centre however, there are a number of sub-precincts due to the geographic nature and development patterns within this centre. These precincts have already been identified through existing development patterns, existing precinct plans or the need to improve the appearance, structure and functionality of the sub-precinct. Each of these sub-precincts will have roles to perform to make up a complete strategic centre, varying from tourism and visitor destinations, employment and retail centres, other retail or bulky good centres or as a major road and transport links to support medium to high residential densities.

Existing Planning Framework

At the present time, the Strategic Centre Area is covered by a number of plans and strategies such as the Mandurah Inner Area Strategic Plan; the Mandurah City Centre, Inner Mandurah and Mandurah Terrace Precinct Plans; and the Mandurah Junction, Mandurah Ocean Marina and Peninsula Hotel Outline Development Plans; and is covered by multiple zones and reserves under Scheme 3.

Recommended Planning Framework

(a) Structure Planning

A comprehensive Mandurah Strategic Centre Structure Plan should be prepared in order to facilitate and

coordinate the redevelopment of the central Mandurah area.

The area covered by the Mandurah Strategic Centre Structure Plan should be consistent with the boundaries covered by the Mandurah Inner Area Strategic Plan; and consider the linkages between this Central Area and the Peel Health Campus. This Structure Plan will need to be strategic in nature, such as a district structure plan, to coordinate road and transit networks, community and open spaces and service provision and make recommendations to coordinate and facilitate land use, sub-precinct zoning and development requirements.

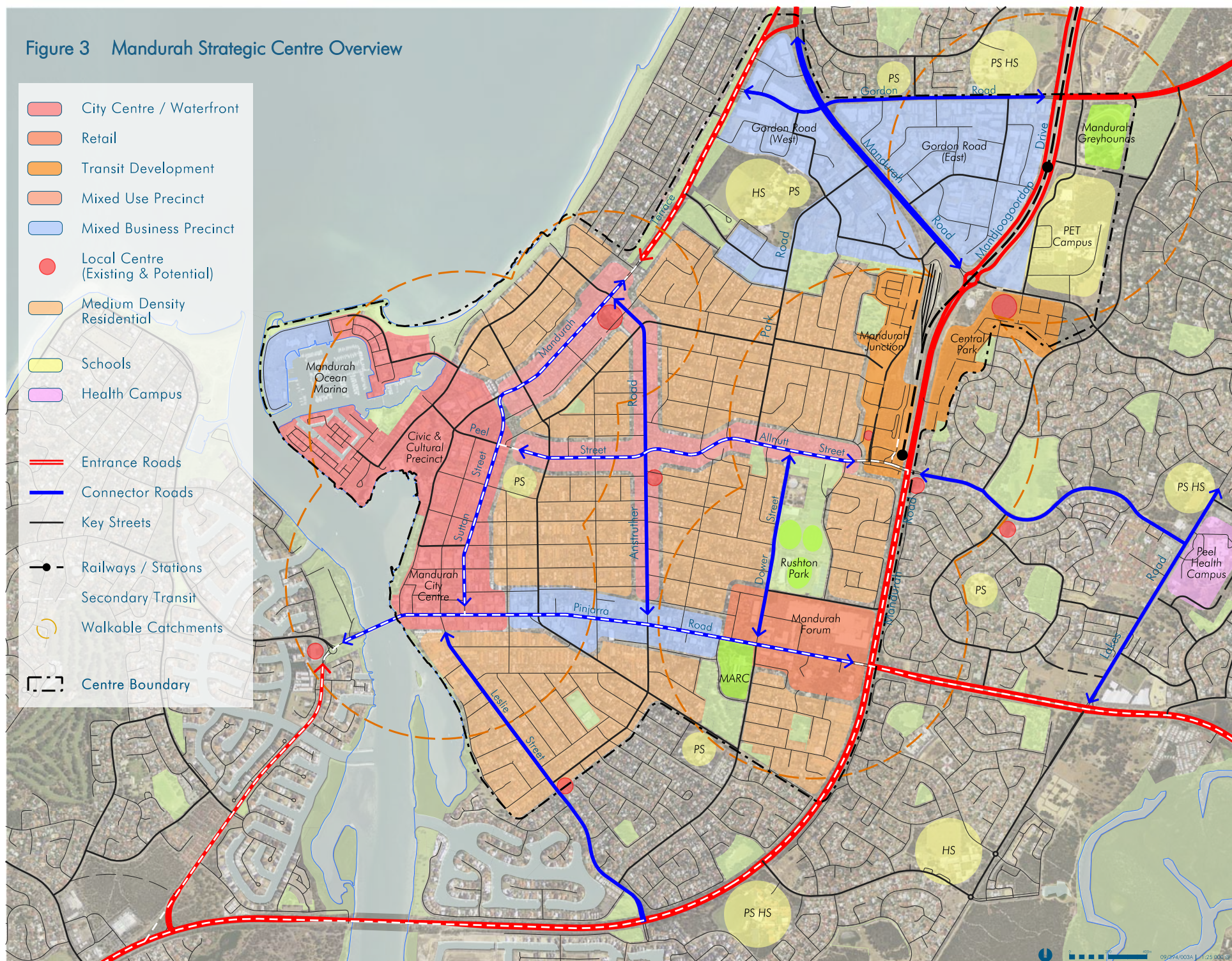
Within this Structure Plan, separate Activity Centre Structure Plans (as referenced in subsequent sub-precinct centres; and in Figure 3) in order to deal with aspects of future development in a smaller areas, or may, by reference, zone land in accordance with remaining zones in the local planning scheme.

Each of the Activity Centre Structure Plans within the Strategic Centre should be prepared with consistent formatting, references to sub-precinct zones and reconcile existing local variations to development requirements that are currently prevalent within the existing Precinct Plans and ODP, particularly with regard to mixed use land use provisions; minimum building heights and car parking requirements.

(b) Zoning

In order to give effect to the Activity Centre Structure Plans, a 'Strategic Centre' zone should be created, consistent with SPP4.2: Activity Centres Policy. All development and subdivision requirements within this Strategic Centre zone will need to be consistent with the relevant Activity Centre Precinct Plans.

Figure 3 Mandurah Strategic Centre Overview



Mandurah City Centre

Summary

Through various plans and strategies, the Mandurah City Centre has been identified as the primary retail, entertainment and employment location for the region.

However, due to previous planning for Mandurah based around a car based suburban network, there has been very little investment in retail and commercial space in the City Centre for a considerable time with a preference for low-scale, relatively single use centres around the outside of the City Centre.

The development of the Mandurah Ocean Marina has also influenced the development of commercial space in the City Centre.

This Precinct is the historical centre of Mandurah, based around a key public foreshore and water space and a grid of central streets. It is the ability of the street network, the compactness of activity and significant public spaces that provides the key to the success of this precinct to regenerate this area as the primary activity centre in the region.

Previous planning identified a much broader area as the 'City Centre' which is reflected in the City Centre zoning in Scheme 3 on the basis of a similar scale and intensity of development as West Perth, with a significant amount of low scale 2-3 storey office development covering the area bounded by Peel Street, Forrest Street, Pinjarra Road and Mandurah Terrace. More recently, through Precinct Planning, the 'city centre' has been constrained in size, with the scale matching that of a city centre in order to ensure an intense and diverse area.

Public investment in streetscapes, the eastern foreshore, public spaces and transportation infrastructure such as roads,

transit and parking will assist in the development of the City Centre, with the land use planning framework being one component of this level of investment required to make this centre work.

The Strategy recommends and requires future commercial development that is focussed on employment and comparative needs to be located within the City Centre Precinct, with outer-suburban development providing convenience retail needs of local users, which will be primarily in existing centres in order to provide for an intense and vibrant City Centre.

Future Development

	Retail	Other Retail	Office
2011 (existing)	30 000	2800	19 000
2021 (medium term)	55 000	3600	29 000
2031+ (long term)	108 000	9000	59 000
Increase (existing to long term)	78 000	6200	40 000

Activity Centre Boundary

It is recommended that the 'Mandurah City Centre' in a land use planning context extends to encompass the commercial and residential components of the Mandurah Ocean Marina, the 'Point' Development and the southern area of the Mandurah Terrace Precinct (west of the Sutton Street extension) to be consistent with the City of Mandurah's local management of the centre as a whole.

The revised boundary is shown on **Figure 4**.

Existing Planning Framework

At the present time, this area is covered by the Mandurah City Centre, and Mandurah Terrace Precinct Plans; and the Mandurah Ocean Marina and Peninsula Hotel Outline Development Plans; and is covered by multiple zones and reserves under Scheme 3.

Recommended Planning Framework

(a) Activity Centre Structure Plans

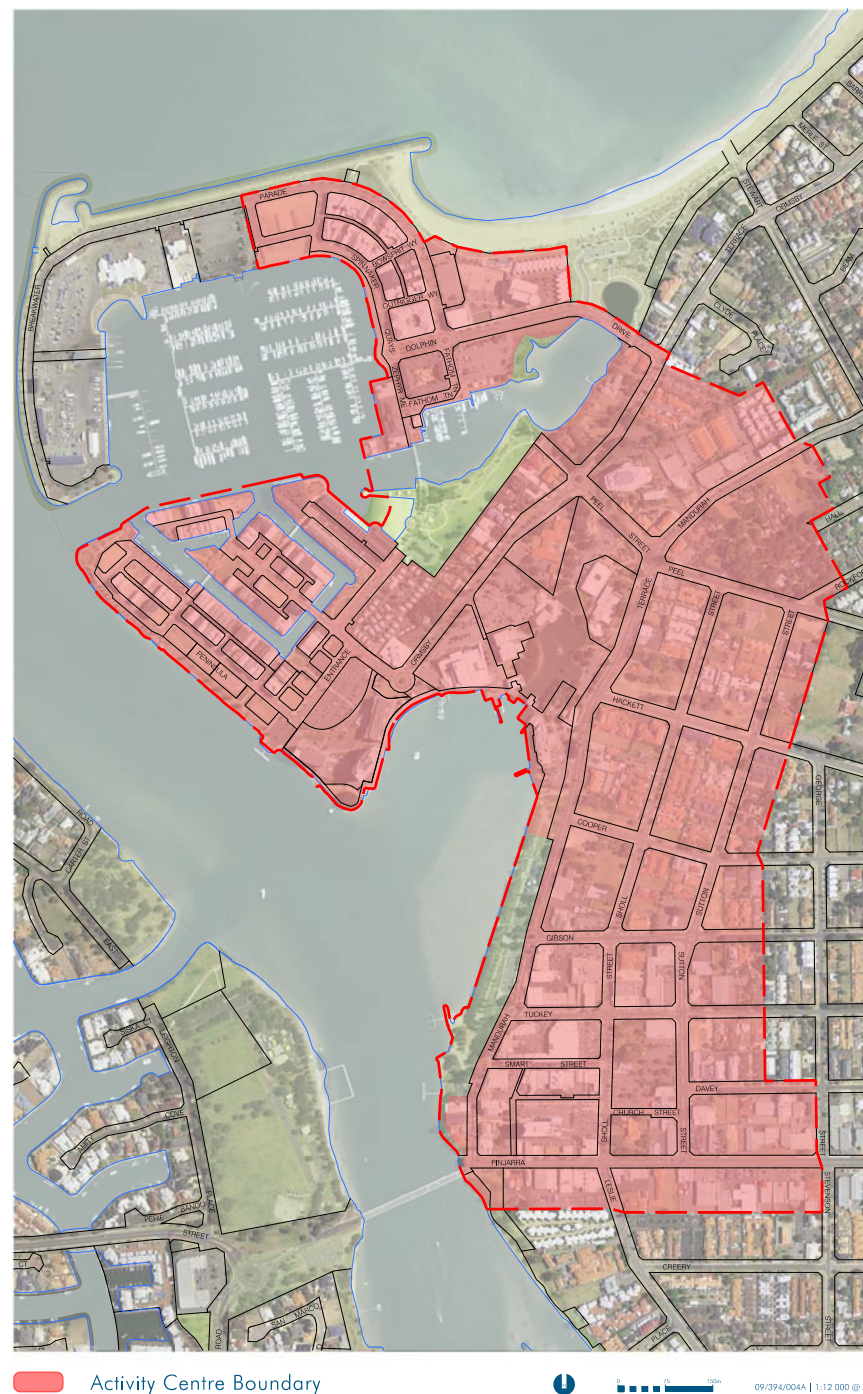
The Mandurah City Centre Activity Centre Precinct Plan be extended consistent with the defined Activity Centre Boundary, replacing the need for separate Outline Development Plans for the Mandurah Ocean Marina Peninsula Hotel Outline Development Plan, therefore simplifying the statutory planning framework.

This approach also allows for improvements to consistent formatting, references to sub-precinct zones and reconcile existing local variations to development requirements that are currently prevalent within the existing Precinct Plans and ODP, particularly with regard to mixed use land use provisions; minimum building heights and car parking requirements.

(b) Zoning

The land use planning framework is only one component to the success of the City Centre. Within the Local Planning Scheme it is recommended that the area be zoned 'Strategic Centre' with future land use and development control within this zone to be in accordance with an endorsed Activity Centre Structure Plan.

Figure 4 Mandurah City Centre Precinct



Mandurah Forum

Summary

The existing development in the precinct is primarily occupied by a stand alone, internally focused pedestrian mall within a single ownership, complimented by additional landholdings with limited showroom development and car based food premises surrounding reflecting the first 'out of town' development some 20 to 25 years ago.

Limited further development opportunities are recommended in the shorter term in order to ensure further development opportunities are realised in the Mandurah City Centre, however in the longer term there is potential for the whole sub-precinct to grow into a larger retail centre reflecting its central location from a 'sub-regional' perspective.

Notwithstanding the above, opportunities for a form or type of retail development that could not otherwise be accommodated within Mandurah maybe appropriately located within this sub-precinct.

However, in order to support any additional development in this precinct a number of key issues require improvements which include but are not limited to urban form and design, road and traffic movements, public transport, pedestrian movement and amenity, landscape, community development and coordination and staging.

Future Development

	Retail	Other Retail	Office
2011 (existing)	30 000	3600	1000
2021 (medium term)	36 000	3600	1300
2031+ (long term)	75 000	3600	1300
Increase (existing to long term)	45 000	0	300

Activity Centre Boundary

The Activity Centre Boundary covers a larger area than the existing shopping centre to include land on the opposite side of Pinjarra Road and extends west towards the Mandurah Aquatic and Recreation Centre as generally shown in Figure 5.

Existing Planning Framework

At the present time, this area is zoned a combination of Commercial and Service Commercial. No significant development controls and design requirements are applicable to the area with the exception of the development standards covered in Scheme 3.

Recommended Planning Framework

(a) Activity Centre Structure Plans

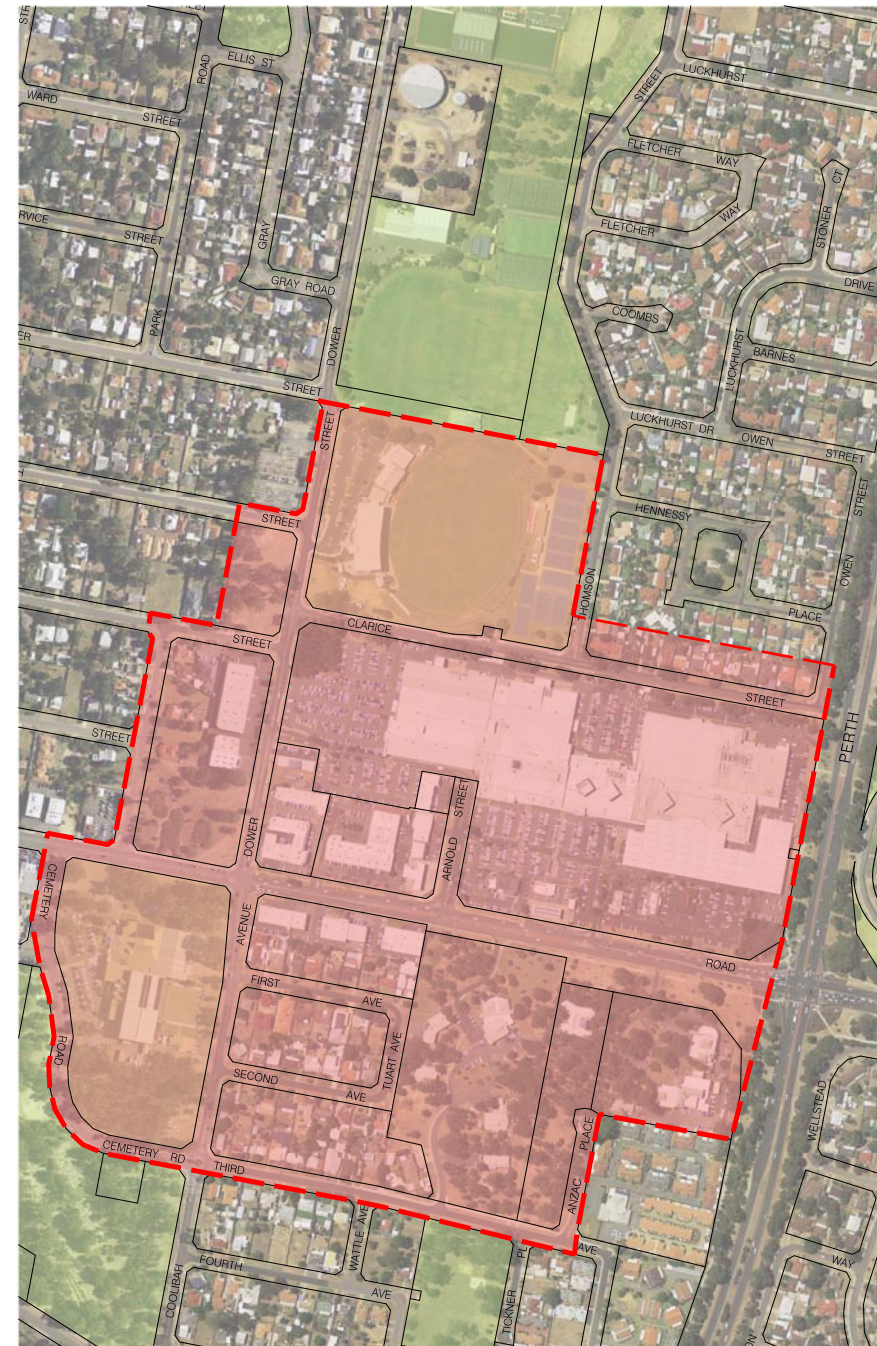
An Activity Centre Precinct Plan boundary is recommended to cover the defined Activity Centre Precinct, in addition to the existing residential land to the north of the Activity Centre Precinct and south to Boundary Road in order to allow for a review of land use and residential densities within these existing residentially zoned areas.

(b) Zoning

Within the Local Planning Scheme it is recommended that the area be zoned 'Strategic Centre' with future land use and development control within this zone to be in accordance with an endorsed Activity Centre Structure Plan.



Figure 5 Mandurah Forum Precinct



Activity Centre Boundary



0 10 20m

09/374/010A | 1:8000 @ A4

Mandurah TOD

Summary

Significant changes are recommended to this sub-precinct which is relatively un-developed, as a key Transit Orientated Development providing for key employment, retail and high density living adjacent to the Mandurah Transit Station (Mandurah Junction project) and on the opposite side of Mandurah Road via a connection of a pedestrian bridge (Central Park project) given the central nature of this precinct in relation to key road and public transport infrastructure.

Future Development

Mandurah Junction

	Retail	Other Retail	Office
2011 (existing)	0	0	0
2021 (medium term)	3 000	1 000	3 000
2031+ (long term)	10 000	2 000	11 000
Increase (existing to long term)	10 000	2 000	11 000

Central Park

	Retail	Other Retail	Office
2011 (existing)	0	0	0
2021 (medium term)	5 000	1 000	6 000
2031+ (long term)	10 000	2 000	12 000
Increase (existing to long term)	10 000	2 000	12 000

Activity Centre Boundary

The Activity Centre Boundary covers the undeveloped land within the 800m walkable catchment of the Mandurah Transit Station, primarily consistent with the Outline Development Plan boundaries for Mandurah Junction and Central Park together with the land currently occupied by the station and associated car parking as generally shown in Figure 3.

Existing Planning Framework

At the present time, this area is zoned Urban Development and Outline Development Plans for Mandurah Junction and Central Park apply.

The Transit Station is currently reserved 'Railways' in the Peel Region Scheme.

Recommended Planning Framework

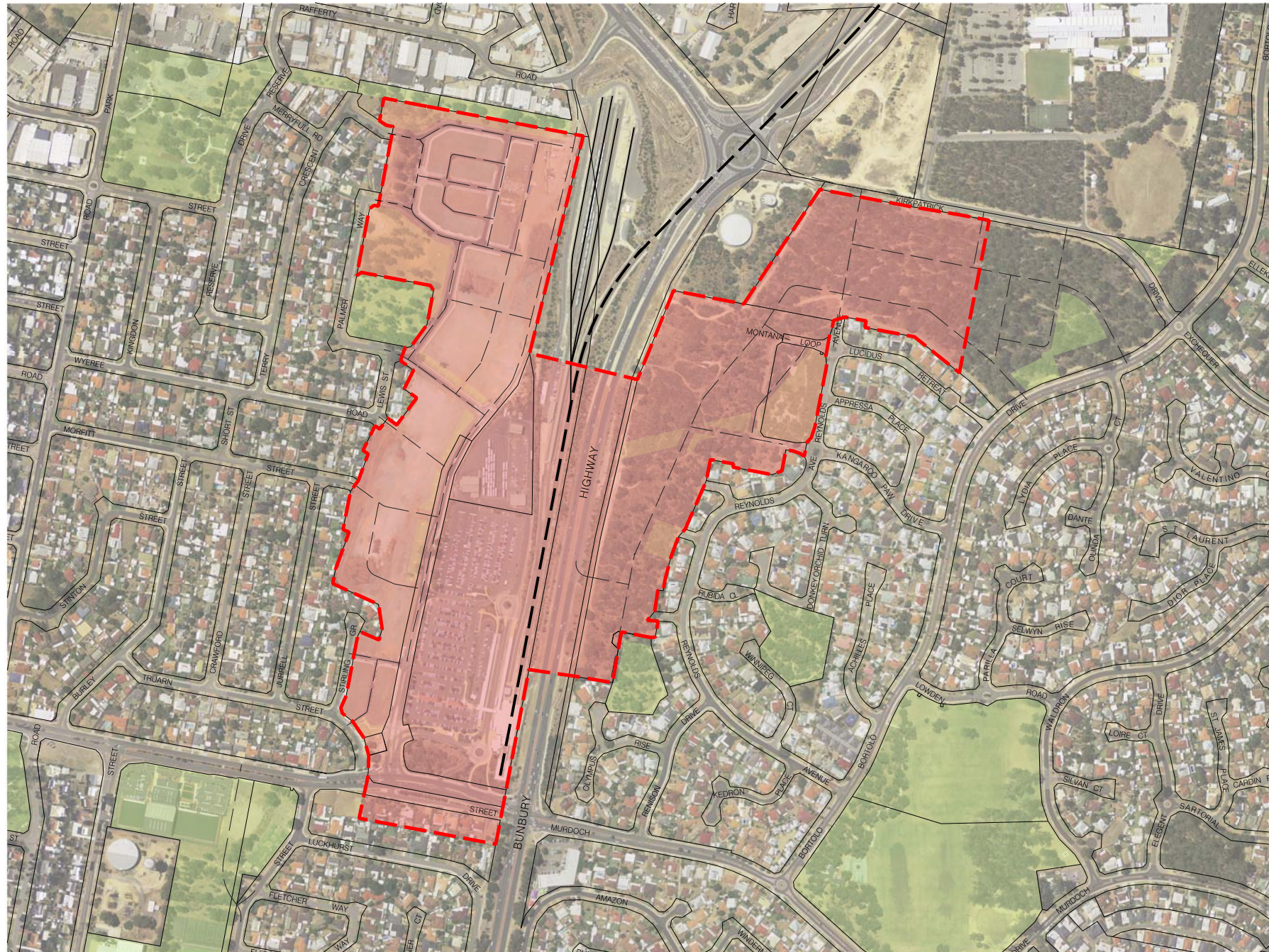
(a) Activity Centre Structure Plans

Consideration should be given to combining the Outline Development Plans for Mandurah Junction and Central Park into a consolidated Activity Centre Structure Plan; and/or extend the Mandurah Junction ODP to include potential development opportunities for the existing car parking sites at the transit station.

(b) Zoning

Within the Local Planning Scheme it is recommended that the area be zoned 'Strategic Centre' with future land use and development control within this zone to be in accordance with an endorsed Activity Centre Structure Plan.

Figure 6 Mandurah TOD Precinct



Activity Centre Boundary



0 10 20m

09/394/011A | 1:8000 @ A4

Mandurah Terrace (North)

Summary

This sub-precinct is an identified redevelopment area, with floorspace being allocations recognising the redevelopment potential for this precinct and surrounding residential areas, but also a reflection of the need to ensure that ensure further development opportunities are realised in the Mandurah City Centre.

Future Development

	Retail	Other Retail	Office
2011 (existing)	2800	200	1700
2021 (medium term)	4400	250	2250
2031+ (long term)	7500	650	2250
Increase (existing to long term)	4700	450	550

Activity Centre Boundary

The Activity Centre boundary extends along Mandurah Terrace from the extension of Sutton Street in the south through to Adonis Street (adjacent to the Silver Sands Resort) as generally shown in Figure 7.

Existing Planning Framework

The Activity Centre Area is covered by the Mandurah Terrace Precinct Plan with a zoning of Precinct Development that supports the application of the Precinct Plan into the statutory planning framework.

Recommended Planning Framework

(a) Activity Centre Precinct Plans

The Activity Centre Structure Plan boundary is recommended to cover the area of the existing Mandurah Terrace Precinct Plan with the exception of the southern component being merged into the City Centre Activity Centre Precinct.

Consideration should also be given to extending the Precinct Plan boundary to the coast to encompass land to the west of the existing Precinct Plan boundary.

(b) Zoning

Within the Local Planning Scheme it is recommended that the area be zoned 'Strategic Centre' with future land use and development control within this zone to be in accordance with an endorsed Activity Centre Structure Plan.

This recommended zoning replaces the existing Precinct Development zone that applies within this area.

Figure 7 Mandurah Terrace Precinct



Activity Centre Boundary



0 100 200 300 400 500 600 700 800 900 1000

09/394/012A | 1:6000 @ A4

Inner Mandurah

Summary

Modest increases to commercial floorspace are recommended for this sub-precinct, which primarily focuses on the key connector roads of Peel / Allnutt Street, Anstruther Road and the northern end of Dower Street where opportunities for small scale commercial developments have been identified for primarily live-work or purpose based visits (such as medical) which do not rely necessarily on passing trade or the need to be located in higher end centres.

Future Development

	Retail	Other Retail	Office
2011 (existing)	1 800	0	700
2021 (medium term)	2 700	0	2 000
2031+ (long term)	4 700	0	5 000
Increase (existing to long term)	2 900	0	4 300

A primary focus, as already identified as part of the Inner Mandurah Precinct Plan is making provisions for non-residential opportunities that integrate with higher end residential development on these key connector roads and ensuring a suitable built form outcome, particularly given Peel / Allnutt Street forms the key linkage between the City Centre and the Transit Station.

Activity Centre Boundary

The Activity Centre Boundary covers the balance of the Strategic Centre located between the remaining sub-precincts, however there is a key focus, particularly from a

non-residential perspective on the key local connector roads of Peel/Allnutt Street and Anstruther Road as generally shown in Figure 3.

Existing Planning Framework

At the present time, this area is covered by the Inner Mandurah Precinct Plan with a zoning of Precinct Development that supports the application of the Precinct Plan into the statutory planning framework.

Recommended Planning Framework

(a) Activity Centre Structure Plans

It is recommended that the Activity Centre Structure Plan be retained for the area due to its ability to provide a high level of guidance with regard to the urban form and design. It is recommended that a review of the Precinct Plan be undertaken to provide for improvements to consistent formatting, references to sub-precinct zones and reconcile existing local variations to development requirements that are currently prevalent within the existing Precinct Plans, particularly with regard to mixed use land use provisions; minimum and maximum building heights and car parking requirements.

(b) Zoning

Within the Local Planning Scheme it is recommended that the area be zoned 'Strategic Centre' with future land use and development control within this zone to be in accordance with an endorsed Activity Centre Structure Plan. This recommended zoning replaces the existing Precinct Development zone that applies within this area. Consideration should also be given to extending the Structure Plan boundary to encompass land to the north and east of the existing Precinct Plan boundary (east of Thomson Street) and north of Allnutt Street.

3.3.2 District Town Centres

Lakelands Town Centre

Summary

Lakelands is a vacant greenfields site, designated as part of master planning for the Lakelands Estate, located adjacent to Mandurah Road as a district town centre. This centre, being a vacant greenfields site will be subject to complete assessment against the provisions of State Planning Policy 4.2 Activity Centres Policy. The Lakelands Town Centre is to provide for a mixed use, main street based centre with appropriate social, recreation and medium density housing opportunities supported by strong public transport. There may be scope to include additional other retail and office floorspace subject to them not compromising the objectives of other key centres in Mandurah.

Future Development

	Retail	Other Retail	Office
2011 (existing)	0	0	0
Increase (existing to long term)	20 000	2 000	(*)

(*) Office floorspace to be provided in order to achieve mix of uses ratios under Table 11

A number of challenges will be presented in the development of the Lakelands Town Centre, which will include, but not limited to the integration of the centre with Mandurah Road rather treating Mandurah Road as a barrier given the potential development opportunities on the western side of the road. Therefore, efforts will need to be made to 'tame' this section of Mandurah Road.

Activity Centre Boundary

The Activity Centre Boundary is consistent with the 'Town Centre' zoning on the Lakelands West Outline Development Plan, bounded by Mandurah Road, Banksiadale Gate, Badgerup Avenue and Cobaki Brace, with Lake Valley Drive forming a key connection through the Activity Centre boundary.

Existing Planning Framework

At the present time, this area is zoned 'Urban Development' with Lakelands West Outline Development Plan identifying the site as 'Town Centre' and being subject to a separate Outline Development Plan. Notably, Appendix 2 identifies the Lakeland Estate as 'Additional Use 11' and specifies an Outline Development Plan shall show a District Shopping Centre of 19 500 square metres of net lettable retail floorspace.

Recommended Planning Framework

(a) Activity Centre Structure Plans

An Activity Centre Structure Plan will be required for the Lakelands Town Centre consistent with the Lakelands West Outline Development Plan and State Planning Policy 4.2 Activity Centres Policy.

(b) Zoning

Within the Local Planning Scheme it is recommended that the area be zoned 'District Centre' with future land use and development control within this zone to be in accordance with an endorsed Activity Centre Structure Plan.

Halls Head Town Centre

Summary

The Halls Head District Town Centre is a collection of local and neighbourhood centres, with precinct planning confirming the need to integrate these existing sites in a more appropriate fashion.

Given the locations proximity to the Mandurah City Centre, any further development at this centre must not compromise development outcomes for the Mandurah City Centre; therefore, the scale of commercial development is required to be constrained by the Strategy.

Future Development

	Retail	Other Retail	Office
2011 (existing)	10 000	900	800
2021 (medium term)	16 000	1 200	1 200
2031+ (long term)	16 000	3 000	1 200
Increase (existing to long term)	6 000	(*) 2 100	400

The future development of the centre primarily reflects existing approvals which will be the extent of commercial floorspace for the centre.

The Strategy does acknowledge limited opportunities for 'other retail' opportunities in the southern districts of Mandurah. There may be scope for additional opportunities within the Halls Head Town Centre, subject to appropriate integration of built form, accessibility and urban form of the existing centre and objectives of the Town Centre Precinct Plan.

Activity Centre Boundary

The Activity Centre Boundary encompasses the existing commercial development within the centre, bounded by Old Coast Road, Peelwood Parade, Glencoe Parade and a new neighbourhood connector road that will link Glencoe Parade to Leisure Way as shown on the existing Halls Head Precinct Plan and as shown on Figure 8.

Existing Planning Framework

The Activity Centre Area is covered by the Halls Head Town Centre Precinct Plan with a zoning of Precinct Development that supports the application of the Precinct Plan into the statutory planning framework.

Recommended Planning Framework

(a) Activity Centre Structure Plan

The Activity Centre boundary is smaller area than covered by the existing Halls Head Town Centre Precinct Plan.

It is recommended that a review of the Precinct Plan be undertaken to provide for improvements the plan consistent with other centres.

(b) Zoning

Within the Local Planning Scheme it is recommended that the area be zoned 'District Centre' with future land use and development control within this zone to be in accordance with an endorsed Activity Centre Structure Plan. This recommended zoning replaces the existing Precinct Development zone that applies within this area.

Figure 8 Halls Head Town Centre



Activity Centre Boundary



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Falcon Village Town Centre

Summary

Commercial development within has reached its upper limits, with this strategy, recommending limited additional non-residential development. This is a reduction on previous strategies recommendations for the centre.

Unfortunately the development of the centre has been elongated along Old Coast Road which does not result in sufficient density and scale to be a walkable, mixed use town centre but rather a collection of car based centres.

Future Development

	Retail	Other Retail	Office
2011 (existing)	12 000	350	250
2031+ (long term)	12 000	1 150	350
Increase (existing to long term)	0	2100	100

Despite the limited additional opportunities for commercial development, there will remain the potential for additional small scale mixed use development along the remaining extent of Old Coast Road and surrounding the existing commercial development.

There will be a need to review the existing Precinct Plan to reflect these recommendations, including a reduction of additional commercial development opportunities.

Activity Centre Boundary

The Activity Centre Boundary for the Falcon Village Town Centre encompasses the existing commercial development within the centre as shown in the Falcon Village Precinct Plan.

Existing Planning Framework

The Activity Centre Area is covered by the Falcon Village Precinct Plan with a zoning of Precinct Development that supports the application of the Precinct Plan into the statutory planning framework.

Recommended Planning Framework

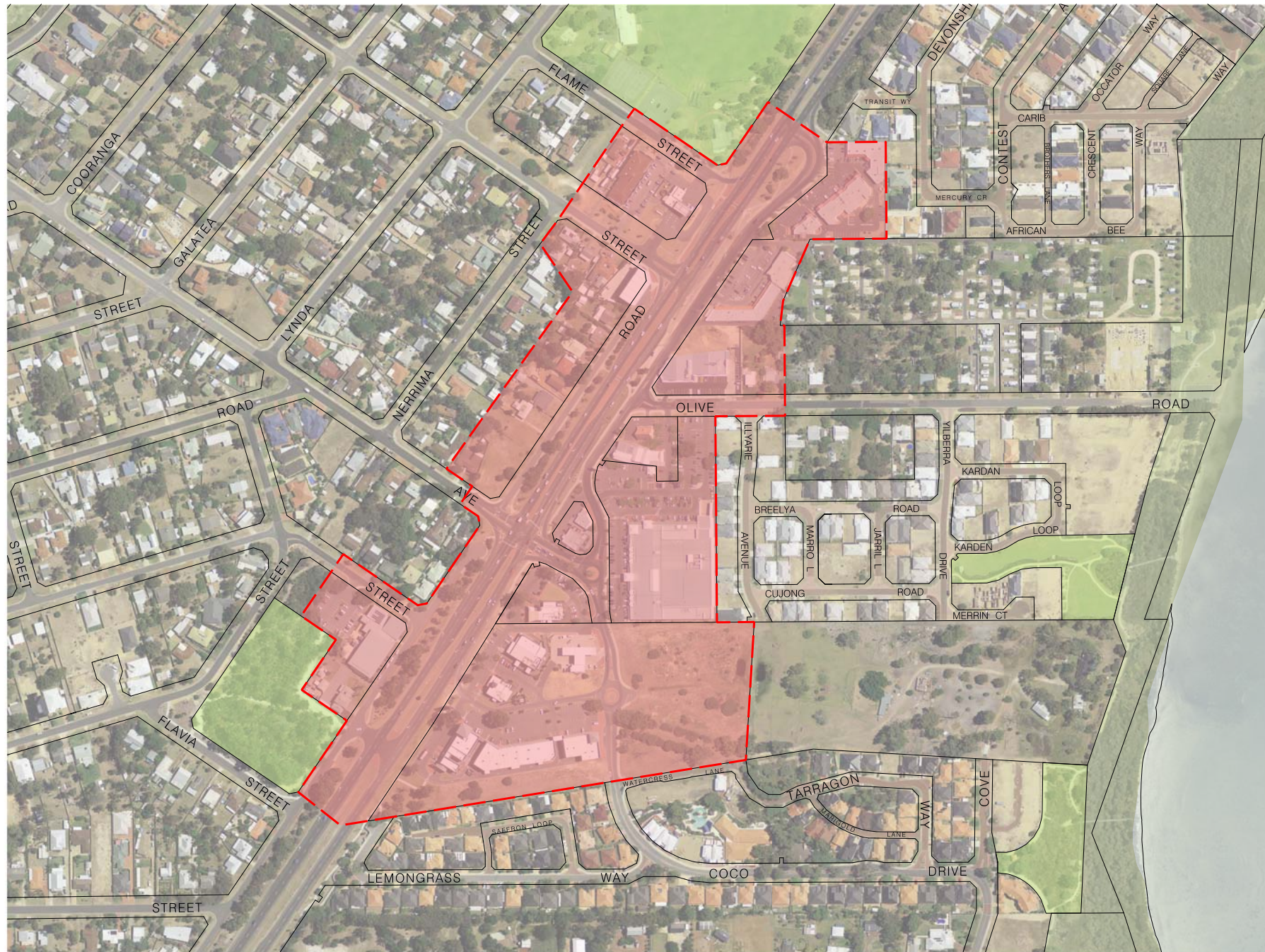
(a) Activity Centre Structure Plan

The Activity Centre boundary is smaller area than covered by the existing Falcon Village Precinct Plan. It is recommended that a review of the Precinct Plan be undertaken to provide for improvements the plan consistent with other centres. Consideration should also be given to reducing the Precinct Plan boundary to remove areas covered by existing residential development such that the plan focuses on vacant and redeveloped areas that require design guidance.

(b) Zoning

Within the Local Planning Scheme it is recommended that the area be zoned 'District Centre' with future land use and development control within this zone to be in accordance with an endorsed Activity Centre Structure Plan. A refinement of the area zoned 'District Centre' from the existing Precinct Development zone should also be undertaken, to rezone developed residential areas into the Residential zone with appropriate density code.

Figure 9 Falcon Town Centre



Activity Centre Boundary



0 10 20 30 40 50m

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3.3.3 Neighbourhood Centres

Summary

Focusing primarily on localised retail, three centres at Meadow Springs, Erskine and Dawesville (Florida) are identified as Neighbourhood Centres in the retail hierarchy.

Future Development (Retail Only)

	Meadow Springs	Erskine	Dawesville
2011 (existing)	8 000	4 500	0
2031+ (long term)	8 000	4 500	5 000
Increase (existing to long term)	0	0	5 000

The Strategy recommends limited additional development at Meadow Springs and Erskine, with a new centre at Dawesville a priority in regards to servicing the local population, located south of the Dawesville Channel due to the existing geographic isolation.

Activity Centre Boundary

The Activity Centre Boundaries for the Neighbourhood Centres encompasses the existing commercial development at Meadow Springs and Erskine, and the area covered by the Florida Neighbourhood Centre Outline Development Plan.

Existing Planning Framework

The Meadow Springs and Erskine Neighbourhood Centres are zoned Commercial in Town Planning Scheme 3 with requirements specified within the development standards of Scheme 3. The Dawesville Centre is covered by the Florida Neighbourhood Centre Outline Development Plan with a zoning of Urban Development that supports the application of the Outline Development Plan into the statutory planning framework.

Recommended Planning Framework

(a) Activity Centre Structure Plan

Due to the limited additional development at Meadow Springs and Erskine, and the recommendations outlined in Table 11, there is no need for an Activity Centre Precinct Plan for these centres.

In order to support the design requirements of the Florida Neighbourhood Centre Outline Development Plan, it is recommended that this ODP be retained in its current form.

(b) Zoning

Within the Local Planning Scheme it is recommended that the Meadow Springs and Erskine Neighbourhood Centre be zoned 'Local Centre' with future land use and development control within this zone to be specified within provisions outlined in the Scheme text. This recommended zoning replaces the existing Commercial zone that applies to these centres.

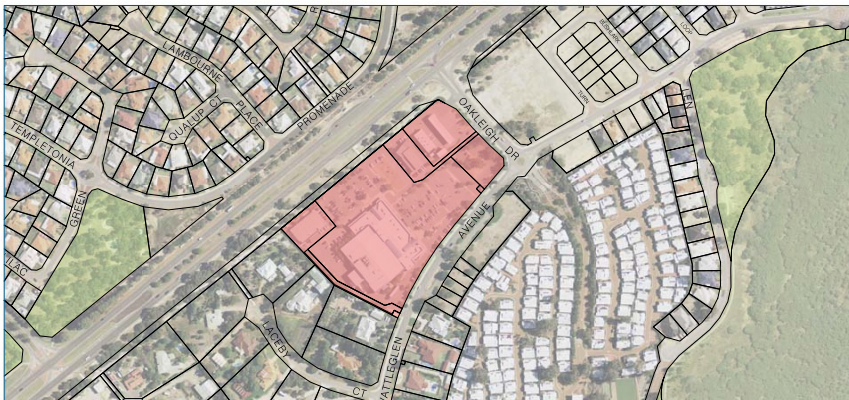
The existing 'Commercial' zone provisions should be reviewed, particularly in regard to land uses and development standards noting that the Local Centre zone will deal with neighbourhood and local centres only, requiring a narrower focus than the existing commercial zone that applies from Mandurah's largest retail centre through to a corner store site.

Consideration should be given to rezoning the Dawesville Neighbourhood Centre over time to Local Centre with the provisions of the Scheme text allowing for the preparation of an Activity Centre Structure Plan within this zone. This would replace the existing Urban Development zone that applies to this area.

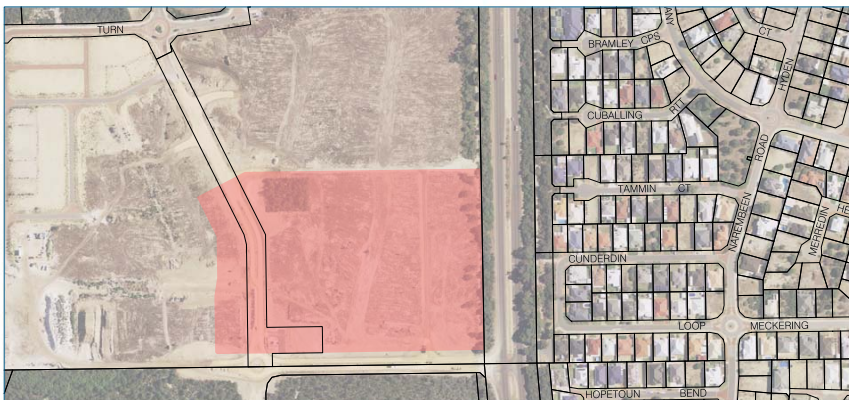
Figure 10 Neighbourhood Centres



Meadow Springs



Erskine



Dawesville

3.3.4 Local Centres

Numerous local centres are distributed across Mandurah. These centres may be corner stores or small outlets integrated into larger (residential) developments. The Strategy does not limit the number or extent of Local Centres, which are generally **less than 2000 square metres in size**. Local centres are encouraged to be integrated within the urban form and may be identified on relevant district and local structure plans.

A zoning of Local Centre is recommended to support these centres where the residential zone provisions (albeit with additional uses) are not applicable.

3.3.5 Mixed Business Precincts

Pinjarra Road

Summary

Whilst the strategy identifies modest increases in commercial floorspace, Pinjarra Road will continue to undergo redevelopment primarily as a mix of office and car-based retail development.

Whilst primarily identified as a 'Mixed Business' centre, in the centre's hierarchy, due to the potential redevelopment and need to guide the urban form of development, it is appropriately located as part of the Strategic Centre.

Future Development

	Retail	Other Retail	Office
2011 (existing)	6 400	8000	2 000
2021 (medium term)	9 700	10 100	4 800
2031+ (long term)	16 500	20 000	10 000
Increase (existing to long term)	10 100	12 000	8 000

There is a need however to ensure that the urban form is guided by a plan based outcome with regard to site layout, parking locations and access to deal with an upgraded Pinjarra Road which includes widening, streetscape upgrades and public transport upgrades.

Activity Centre Boundary

The Activity Centre Boundary extends along the frontage of Pinjarra Road between George / Stevenson Street and Cemetery / Parkview Road. The boundary north and south needs to take into account the transition from mixed business uses to residential uses in a sensitive manner, taking into account lot depths, topography and existing development as generally shown in Figure 11.

Existing Planning Framework

At the present time, this area is zoned a combination of Commercial and Service Commercial. No significant development controls and design requirements are applicable to the area with the exception of the development standards covered in Scheme 3.

Recommended Planning Framework

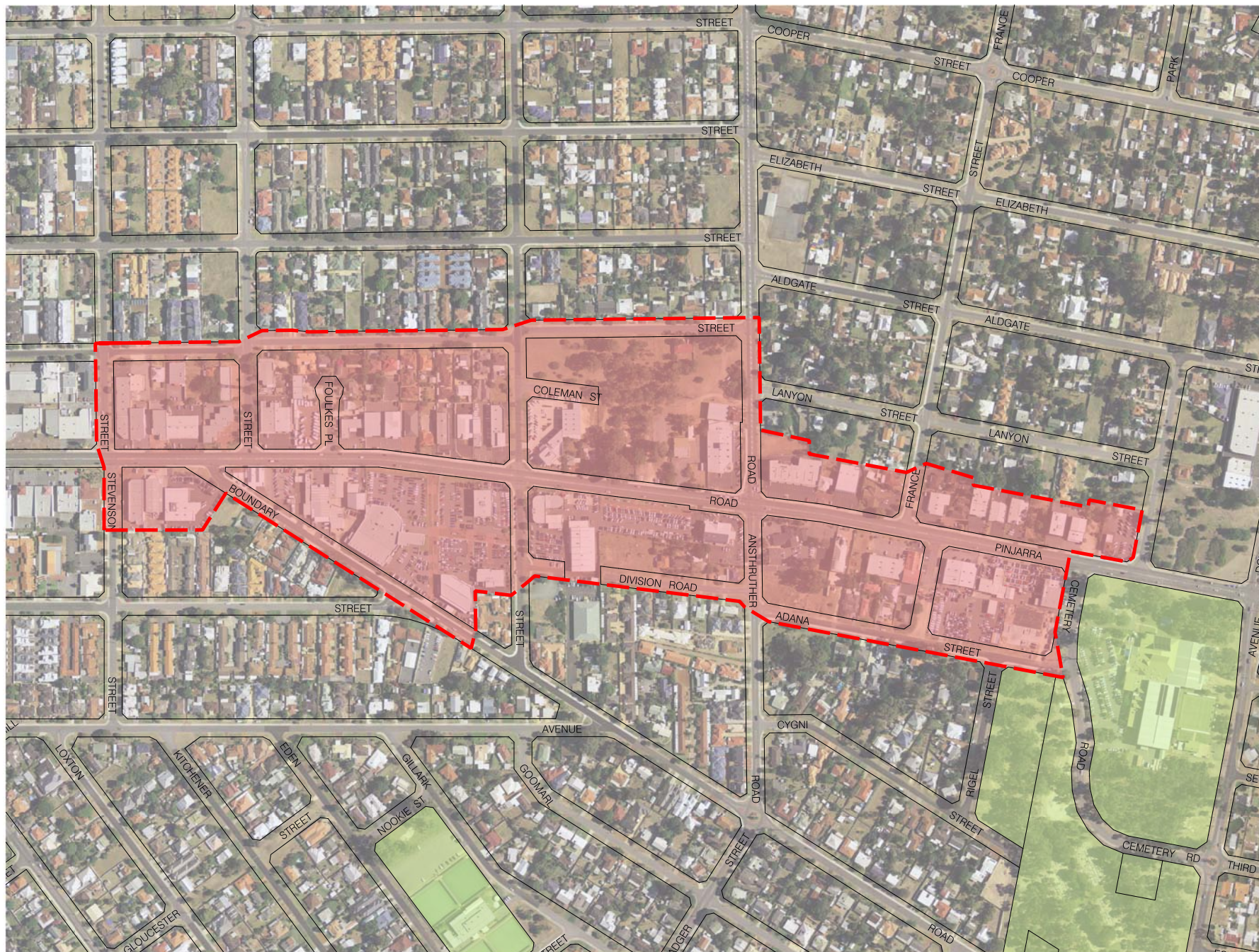
(a) Activity Centre Structure Plan

An Activity Centre Structure Plan is recommended to cover the defined Activity Centre Boundary, in addition to the existing residential land to the north of the Activity Centre Precinct and south to Boundary Road in order to allow for a review of land use and residential densities within these existing residentially zoned areas.

(b) Zoning

Within the Local Planning Scheme it is recommended that the area be zoned 'Strategic Centre' with future land use and development control within this zone to be in accordance with an endorsed Activity Centre Structure Plan. This recommended zoning replaces the existing Commercial, Service Commercial and Residential zones that apply within this area.

Figure 11 Pinjarra Road Precinct



Activity Centre Boundary

Gordon Road Precinct

Summary

The Gordon Road Service Commercial and Industrial Precinct is proposed to regenerate into a key employment and serviced based precinct provide a range of land uses from light industrial and service to a significant regional level showroom precinct. This is primarily due to the regional impact of the development of the Nambeelup Industrial area; and this locations prime location.

Future Development

	Retail	Other Retail	Office
2011 (existing)	14 000	43 000	10 000
2031+ (long term)	18 500	143 000	41 000
Increase (existing to long term)	4 500	100 000	31 000

Due to the need to ensure a coordinated approach to the above issues, including coordinating a regeneration of old industrial style development, which will require building guidelines, landscape and vehicle parking and access control, the sub-precinct will require an Activity Centre Precinct Plan to deliver these outcomes.

A transitional approach to implementation (including rezoning) should be undertaken to ensure suitable coordination and supply of land is monitored.

Activity Centre Boundary

The Gordon Road Precinct Activity Centre boundary encompasses the existing Service Commercial and Industry zoned land located either side of Mandurah Road, west of Education Drive and east of Mandurah Terrace generally as shown in Figure 12.

Existing Planning Framework

At the present time, this area is zoned a combination of Commercial and Service Commercial. No significant development controls and design requirements are applicable to the area with the exception of the development standards covered in Scheme 3.

Recommended Planning Framework

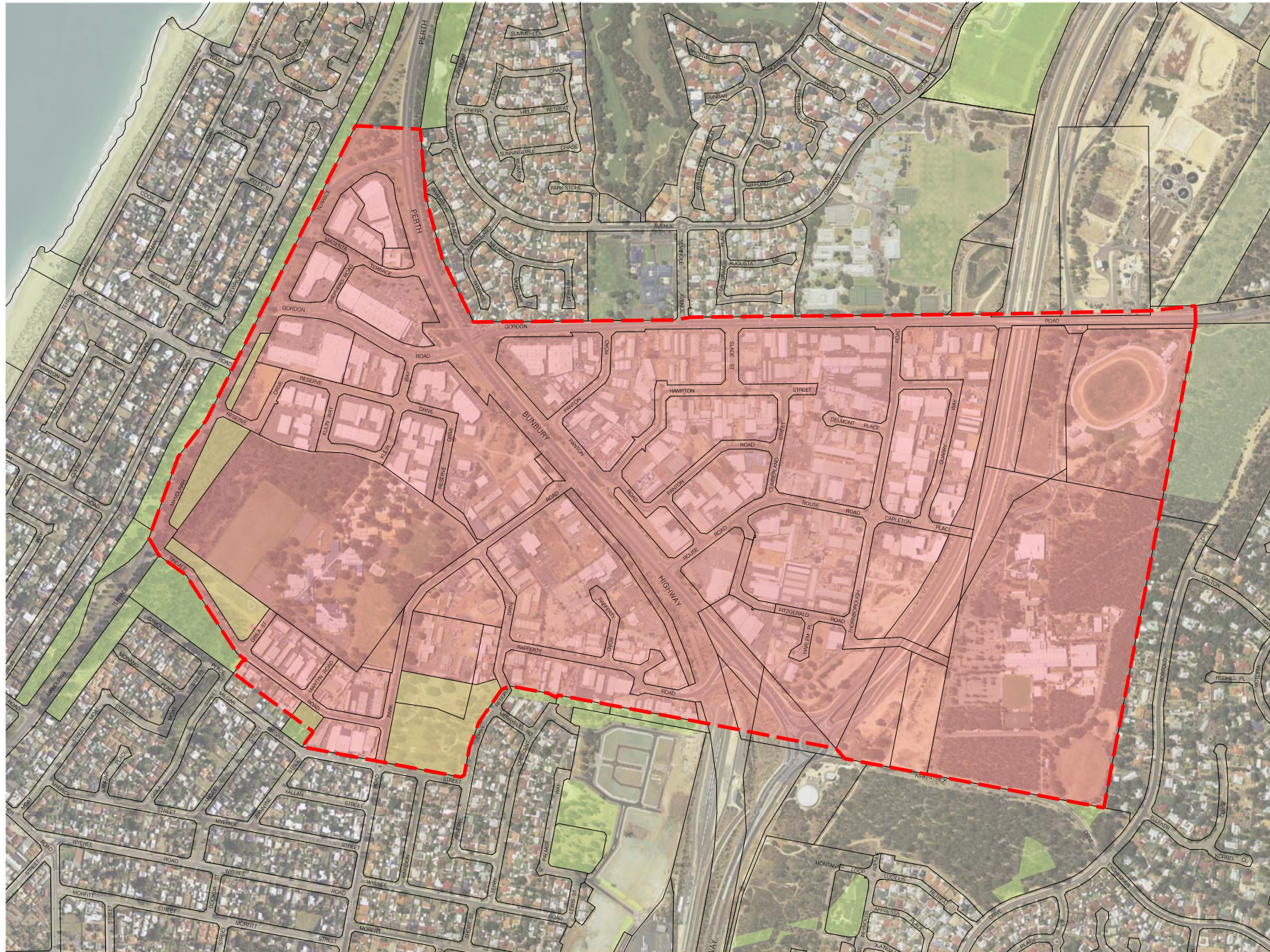
(a) Activity Centre Structure Plan

An Activity Centre Structure Plan should be prepared for the entire Gordon Road Precinct to guide the transition of the area from an existing low intensity light industrial area with little overall coordination in building design and site layouts to higher uses that capitalise on the regional context.

(b) Zoning

Within the Local Planning Scheme it is recommended that the area be zoned 'Mixed Business' with the Scheme providing for land use and development control but with the potential for the preparation of an Activity Centre Structure Plan to provide for the transition from existing uses and to apply design provisions in addition to Scheme provisions.

Figure 12 Gordon Road Precinct



Activity Centre Boundary



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Mandurah East

Summary

The Mandurah East location has been identified consistent with the requirements of SPP4.2 being a cluster around regional road networks.

Future Development

The first stage of development in the area has been completed, and an Outline Development Plan approved for the centres expansion on the western side of Lakes Road accommodating approximately 45 000 square metres of floorspace.

Activity Centre Boundary

The Mandurah East Activity Centre boundary is in accordance with the Service Commercial area shown on the Mandurah East Structure Plan, located around the intersection of Lakes and Pinjarra Road, extending to the southern side of Pinjarra Road.

Existing Planning Framework

Zoned 'Urban Development' with the Mandurah East [District] Structure Plan providing guidance to future Outline Development Plans. One ODP has been approved to date allowing the existing development to proceed.

Proposed Planning Framework

In the short term, should be retained with the Urban Development zone and need for a Local Structure Plan to be prepared and approved to guide future development and subdivision however by reference can apply a Mixed Business Zone requirements. Efforts should be made to ensure that one consolidated Outline Development Plan is provided for the entire Mandurah East Precinct rather than being based on land ownership boundaries.

Lakelands South

Summary

The Lakes South location has been identified consistent with the requirements of SPP4.2 being a cluster around regional road networks.

Future Development

Whilst the site is located as a cluster around regional road networks, it has accessibility issues. As a result, future development in this Precinct will be determined on appropriate urban design outcomes and access to the relevant road network rather than any floorspace recommendations.

Activity Centre Boundary

The Activity Centre boundary is in accordance with the Service Commercial area shown on the Lakelands West Outline Development Plan, in the area at the intersection of Mandurah Road and future Road 'B'.

Existing Planning Framework

Zoned 'Urban Development' with Lakelands West Outline Development Plan identifying the site as 'Service Commercial' and being subject to a separate Outline Development Plan.

Proposed Planning Framework

In the short term, should be retained with the Urban Development zone and need for a Local Structure Plan to be prepared and approved to guide future development and subdivision however by reference can apply a Mixed Business Zone requirements.

Erskine (Galbraith Loop)

Summary & Future Development

The Erskine (Galbraith Loop) Precinct is a developed location at the southern end of Erskine, with a number of vacant sites remaining. The location is surrounded by existing residential development and requires relevant land use and development controls to deal with an appropriate interface.

Activity Centre Boundary

The Erskine Activity Centre boundary is in accordance with the Service Commercial and Industrial zoned land around Galbraith Loop in Erskine, extending to lots on the northern side of Wattleglen Avenue.

Existing Planning Framework

Service Commercial and Industry zone with requirements specified within the development standards of Scheme 3 together with Local Planning Policy 9 providing additional development requirements.

Proposed Planning Framework

The precinct being zoned 'Mixed Business'.

Given the review of the uses and development requirements that currently apply to this area arising from this new zone, this outcome may negate the need for a separate local planning policy for this Precinct. If necessary this existing local planning policy could be adopted as an Activity Centre Structure Plan to carry forward the necessary development controls that cannot be accommodated into the planning scheme text.

Mandurah Ocean Marina (Marina Service Area)

Summary & Future Development

The Marina Service Area forms part of the Mandurah Ocean Marina, providing for a range of marine industry functions, and includes community clubs and government administration.

Activity Centre Boundary

The Marina Service Area covers the area of the marina that provide for services to the marine industry, which extends to include the public boat ramp, government agencies and Offshore Fishing and Sailing Club.

Existing Planning Framework

Zoned Mandurah Ocean Marina Development with development provisions being outlined in the Mandurah Ocean Marina Outline Development Plan.

Proposed Planning Framework

The Marina Service Area will be located within the Strategic Centre with the existing Outline Development Plan provisions being included in the relevant Activity Structure Precinct Plan.

3.3.6 Specialised Centres

Consistent with Directions 2031 and SPP4.2 which identifies metropolitan wide 'Specialised Centres' at the level of detail associated with the Strategy, the key centres that serve Mandurah and the region need to be recognised as 'centres' in their own right.

Specialised Centres are significant attractors of activity, transport and in some case, attract additional supporting activities that require recognition in planning the urban form.

In the cases of the specialised centres in Mandurah they have been established as 'campus' style developments these being single use, low scale, sprawling developments, however most locations have the opportunity to build on their existing assets to be major contributors to social infrastructure for the region.

Identified Centres

- Peel Education and Training Campus
- Peel Health Campus
- Civic and Cultural Precinct
- Mandurah Aquatic and Recreation Centre
- Rushton Park Stadium

Recommendations

In respect to the Education and Health Campus, these sites are reserved 'Public Purposes' in the Peel Region Scheme and therefore, future development requirements are determined by the Peel Region Scheme, however there is the opportunity for a local structure plan or activity centre plan to outline potential opportunities.

The **Peel Health Campus** is referenced in the City's Mandurah East Structure Plan; and the Western Australian Planning Commission endorsed a local structure plan over the site in November 2007 (Plan Dated April 2007). Any further planning over this location, whether through further district structure plans or master planning for the site needs to ensure that this location is well connected to road and transport networks in Mandurah due to its location as a major employer and service provider.

The **Peel Education and Training Campus** is covered by the Western Australian Planning Commission's Gordon Road Precinct Structure Plan (June 2006) and has also previously had a master plan approved over the site. Updates and reviews of these plans should be undertaken given the improvements to the road and transport networks around the site since these plans were developed. Integration into a Mandurah Central District Structure Plan and recommended Gordon Road Activity Centre Precinct Plan should provide guidance in this regard.

For the remaining centres, they are located within the Mandurah Central Area and therefore should be included as part of Mandurah Central District Structure Plan, with potential outcomes explored through master planning exercises for these sites and integrated into the relevant Activity Centre Structure Plans.

Mandurah Activity Centres Strategy

Part 4 Administration and Implementation

4.1 Adoption of the Strategy

This Strategy forms part of the City of Mandurah's Mandurah Planning Strategy, as shown on *Figure 1* which sets out how the role and function of this Strategy. Each component of the Strategy, which includes the *Activity Centres Planning Strategy* will form the basis of a Local Planning Strategy as required by the *Town Planning Regulations 1967*.

The *Town Planning Regulations 1967* set out the procedure for preparation, consultation, approval and endorsement of a Local Planning Strategy. Whilst this Strategy will ultimately form part of the Local Planning Strategy, the following procedures are required to adopt this Strategy:

1. Adoption of the draft Strategy by Council;
2. Public advertising of the draft Strategy for public, stakeholder and Department of Planning comment;
3. Consideration of Submissions, Modification (if necessary) and Adoption by Council;
4. Submission of modified strategy to WAPC for final endorsement;

The Strategy therefore comes into operation once endorsed by the Western Australian Planning Commission.

4.2 Monitoring, Review and Modifications

The Strategy will need to respond to future changes in state and regional policy as well as any changes to local circumstances and priorities. This may be done through occasional updates as well as periodic comprehensive review.

A comprehensive review of the strategy should be undertaken at least every five years in conjunction with a scheme review. It is recommended that background information be updated on a more frequent basis in response to the availability of information or changes which may not have been foreseen at the time of formulating the original strategy.

Modifications to the strategy should be undertaken in response to significant changes in circumstances in the period between comprehensive review, for example, in the event of major economic development or major infrastructure projects which were not addressed in the endorsed Strategy.

The procedure for review or amendment of the strategy is generally the same as that for the Preparation of the Strategy except that, in the case of an amendment, it is only the changes that are subject to advertisement, assessment and endorsement by the Commission.

The focus of monitoring and review should be on the extent to which the strategy has been successful in:

- articulating and achieving the planning objectives of state and local government; and
- effectively guiding land use and development decisions to achieve the outcomes of the strategy.

4.3 Strategy Action Plan

4.3.1 Local Planning Scheme

The primary implementation mechanism for the Strategy is through the Local Planning Scheme and subsequent decision making in regard to applications for planning approval, activity centre plans and local structure plans.

On the basis of the contents of the Strategy and recommendations regarding the implications for the Local Planning Scheme, Council has resolved to prepare a new local planning scheme.

Table 12 outline the key recommendations arising from the Strategy that should be reflected in the Local Planning Scheme.

4.3.2 Activity Centre Structure Plans

The preparation of Activity Centre Structure Plans for centres characterised by distinct, loosely related activity nodes, will need to consider the performance of individual nodes in assisting in the overall achievement of the Centre's targets. The City of Mandurah has previously recognised the need for treatment of individual nodes through the preparation of precinct plans however to date these have largely dealt with desired built-form outcomes rather than performance of the node and its interrelationships with other nodes within the greater Centre.

Centre Plans for dispersed Activity Centres should specifically consider the intra-connectivity of all the activity nodes within the Mandurah Strategic Centre. This requires a plan for maturation to a connected, intense and diverse Strategic Centre (with an increased proportion of knowledge

intensive/export oriented employment) from the existing series of loosely interrelated population-driven nodes.

The analysis contained within the Strategy provides a strong basis for Council to understand the likely commercial floor-space demand that will be experienced within Mandurah, given modelled population and economic influences. This provides Council with an understanding of land-use demand and supply issues that will be required to be dealt with within its network of Activity Centres, and also the limitations of the current statutory regime in achieving its stated strategic objectives (i.e. the enhancement of the Mandurah City Centre).

When combined with distribution of Peel sub-regional employment, analysis will be required with the preparation of new Activity Centre Structure Plans for Mandurah's Centres. This will allow Council to proactively engage with key stakeholders within outlying, smaller centres in setting the parameters for the development of individual Centre Plans.

Table 5 outlines the key recommendations arising from the Strategy relating to Activity Centre Precinct Plans.

Table 12 Local Planning Scheme Recommendations

Strategic Planning Framework

1. The new Scheme to provide a reference to the Mandurah Planning Strategy including this Strategy to ensure that determinations of the Council under the Scheme including decisions regarding development applications and local structure plans are to be consistent with this Strategy.

Zoning Framework

2. State Planning Policy 4.2: Activity Centres Policy (Clause 6.3) provides that Activity Centres should be zoned under the local planning scheme consistent with the activity centre hierarchy, with the zoning to reflect the objectives of providing flexibility and promoting a mix of activities.
3. A tiered zoning framework should be introduced into Scheme 3 as follows:

Centres	Mixed Business
Strategic Centre (*)	Showroom
District Centre (*)	Light Industry
Neighbourhood Centre	
Local Centre	

All zones with the exception of **Local Centre** may be subject to an Activity Centre Structure Plan, with the exception of the Strategic and District Centre zones which must be subject to an Activity Centre Precinct Plan. This zoning framework replaces the existing City Centre Development, Mandurah Ocean Marina Development, Precinct Development, Special Development, Commercial, Service Commercial and Industrial zones of Scheme 3. Areas zoned Tourist will also be reduced by this recommendation.

4. References to preparation and approval 'Precinct Plans' in Scheme 3 being updated to 'Activity Centre Structure Plans'.

Application of Proposed Zones

5. The **Strategic Centre** zone being applied to the Strategic Centre Sub-Precincts including the Mandurah City Centre, Mandurah Forum, Mandurah TOD, Mandurah Terrace, Inner Mandurah and Pinjarra Road.
6. The **District Centre** zone being applied to the Lakeland, Halls Head and Falcon Village Town Centres.
7. The **Neighbourhood Centre** zone being applied to the Meadow Springs and Erskine Neighbourhood Centres.
8. A **Local Centre** zoning will be applied to the remaining sites zoned Commercial within Scheme 3 or where located on existing Outline Development Plans that will no longer be applicable in the new Scheme.
9. The **Mixed Business** zone being applied to the Gordon Road and Erskine Precincts, with components and application of the tiered zoning to be reviewed based on the specific area's requirements.

Table 13 Activity Centre Structure Plans Action Plan

Activity Centre Precinct Plan Requirement
<ol style="list-style-type: none"> 1. State Planning Policy 4.2: Activity Centres Policy (Clause 6.4) provides that Activity Centres should be prepared for Strategic Centres, District and Specialised Centres. Clause 6.4.1, 6.4.2 and 6.4.3 provide guidelines regarding the plan's requirements, responsibility to prepare and contents. 2. The preparation for Activity Centre Structure Plans for areas zoned Urban Development will generally be the responsibility of landowners. The City of Mandurah will be responsible for the preparation of all other Activity Centre Structure Plans, including modifications to existing plans.
Existing (Activity Centre) Precinct Plans
<ol style="list-style-type: none"> 3. Existing Precinct Plans should be reviewed and updated in accordance with this Strategy and State Planning Policy 4.2: Activity Centres Policy requirements. In the interim, existing Precinct Plans will remain effective until reviewed and updated. 4. This review should seek to provide for improvements to each Precinct Plan providing for consistent formatting, references to sub-precinct zones and reconcile existing local variations to development requirements that are currently prevalent within the existing Precinct Plans and ODP's, particularly with regard to mixed use land use provisions; minimum building heights and car parking requirements. 5. The Mandurah City Centre Precinct Plan should be extended consistent with the Activity Centre Boundary outlined in Section 4.3.2 to encompass the Mandurah Ocean Marina and Peninsula Hotel Outline Development Plans and southern component of the Mandurah Terrace Precinct Plan. 6. Consideration should be given to combining the Outline Development Plans for Mandurah Junction and Central Park into a consolidated Activity Centre Precinct Plan; and/or extend the Mandurah Junction ODP to include potential development opportunities for the existing car parking sites at the transit station. 7. The Mandurah Terrace Precinct Plan being reviewed in accordance with Actions 3 – 5; 8. The Inner Mandurah Precinct Plan being reviewed in accordance with Actions 3 – 5; and extending the area covered by the plan in light of a review of residential densities surrounding the existing Precinct Plan boundary. 9. The Halls Head Town Centre Precinct Plan being reviewed in accordance with Actions 3 – 4; 10. The Falcon Village Precinct Plan being reviewed in accordance with Actions 3 – 4; and reducing the area covered by the plan. 11. In order to support the design requirements of the Florida Neighbourhood Centre Outline Development Plan, it is recommended that this ODP be retained in its current form.

Proposed Activity Centre Precinct Plans

12. The following new Activity Centre Precinct Plans will be required to be prepared (by the City of Mandurah), in the following order of priority:
- **Mandurah Forum Precinct Area;**
 - **Gordon Road Mixed Business Precinct Area;**
 - **Pinjarra Road Precinct Area;**
13. An Activity Centre Precinct Plan will be required for the Lakelands Town Centre consistent with the Lakelands West Outline Development Plan and State Planning Policy 4.2 Activity Centres Policy.
14. Any further Outline Development Plans for the **Mandurah East Mixed Business Precinct Area** being integrated into the existing approved ODP as an extension; or alternatively, the City of Mandurah providing a lead role in the preparation of a comprehensive plan for the entire precinct.
15. An Outline Development Plan being required for the **Lakelands South Mixed Business Precinct Area** in accordance with the existing Lakelands West Outline Development Plan.
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