

CLARKSON ACTIVITY CENTRE PLAN NO. 2

2 OCTOBER 2019

FINAL
PREPARED FOR CITY WANNEROO

URBIS

CLARKSON ACTIVITY CENTRE PLAN NO.2

(AS AMENDED)

Clarkson Activity Centre Plan No. 2

Adopted:

**This Activity Centre Plan was prepared under the Provisions of Part 9 of the City of Wanneroo
District Planning Scheme No. 2**

ENDORSEMENT PAGE

This structure plan is prepared under the provisions of the City of Wanneroo
District Planning Scheme No.2

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

OCTOBER 1998

In accordance with Schedule 2, Part 4, Clause 28 (2) and refer to Part 1, 2. (b) of the *Planning
and Development (Local Planning Schemes) Regulations 2015*.

Date of Expiry:

19 OCTOBER 2028

RECORD OF AMENDMENTS MADE TO CLARKSON ACTIVITY CENTRE PLAN NO. 2

Amendment No.	Description of Amendment	Finally Endorsed Council	Finally Endorsed WAPC
1	Minor modifications to the text of the Structure Plan as requested by WAPC & Landcorp	13.7.99	26.7.99
2	Minor modification to the text confirming no direct access to Marmion Ave/Neerabup Rd will be permitted	28.3.00	28.04.05
3	Various modification to Structure Plan Map and text aligning with DPS No. 2	15.10.02	24.03.05
4	Text variations to the Mixed Use Zone provisions and minor modifications to other sections of the document	24.5.06	21.7.06
5	Modifies Clause 6.4.1 to expand the range of “D” uses in the Business Precinct	5.6.07	26.9.07
6	Modifications to Title and Provisions to allow for Regional Centre classification, increased Residential densities and additional requirements for the enhancement of Main-Street activity.	11.10.11	21.5.12
7	Modifications relating to the redevelopment of the former Bunnings Warehouse site at No. 19 Neerabup Road, Clarkson; and updating sections of ACP2 to be consistent with current planning context	12.3.19	10.10.19

TABLE OF CONTENTS

ENDORSEMENT PAGE	iii
Executive Summary	vii
Part One 1	
1. Zones and Reserves	2
2. Definitions	3
3. The Scheme	4
4. Retail Floor Space (GLA)	5
5. Residential Density Coding	6
6. Staging & Implementation	7
6.1. Staging	7
6.2. Agreement	7
7. Provisions	8
7.1. Main Street	8
7.1.1. Main Street – Ocean Keys Boulevard	8
7.1.2. Transitional Streets – Key Largo Drive & Caribbean Circuit	8
7.2. Landmark Sites	8
7.3. Traffic	9
7.4. Resource Conservation	9
7.5. Commercial Zone	13
7.5.1. Land Use	13
7.5.2. Objectives	13
7.5.3. Criteria	13
7.6. Business Zone	18
7.6.1. Land Use	18
7.6.2. Objectives	18
7.6.3. Criteria	18
7.7. Mixed Use Zone	19
7.7.1. Land Use	19
7.7.2. Objectives	19
7.7.3. Criteria	19
7.8. Residential Zone	20
7.8.1. Land Use	20
7.8.2. Objectives	20
7.8.3. Criteria	21
7.9. Public Use Reserve	21
7.9.1. Land Use	21
7.9.2. Objectives	21
7.9.3. Criteria	22
Part Two – Explanatory Report and Technical Appendices	23
8. Introduction	24
9. Centre Context	25
9.1. Description of The Activity Centre Plan Area	25
9.1.1. Location	25
9.1.2. Existing Improvements	25
9.1.3. Adjacent Activities	25
9.2. Regional Context	25
9.2.1. MRS	25

9.2.2.	Directions 2031 and Beyond.....	25
9.2.3.	North west Sub Region	26
9.2.4.	Perth & Peel @ 3.5 Million	26
9.2.5.	State Planning Policy 4.2 (SPP 4.2)	26
9.2.6.	State Planning Policy No. 3.7 – Planning in Bushfire Prone Areas	27
9.2.7.	Other Policies.....	27
9.3.	Local Context	27
9.3.1.	District Planning Scheme No.2 (DPS2)	27
9.3.2.	Local Planning Policy 3.2: Activity Centres	27
9.3.3.	Structure Plan Boundary	30
10.	Activity	31
10.1.	Catchment.....	31
10.1.1.	Population Catchment.....	31
10.1.2.	Trade Area Population	32
10.1.3.	Trade Area Population Profile.....	33
10.1.4.	Trading Area Spending	33
10.2.	Clarkson Activity Profile	33
10.2.1.	Retail Activity	33
10.2.2.	Entertainment, Recreation and Cultural Activity	34
10.2.3.	Office Based Activity	35
10.2.4.	Other Activities	36
10.2.5.	Service Commercial / Light Industrial Activities	36
10.2.6.	Residential Activity.....	36
10.2.7.	Centre Maturity	37
10.3.	Performance Metrics	38
10.3.1.	Diversity	38
10.3.2.	Intensity.....	39
10.3.3.	Employment	39
10.3.4.	Accessibility	40
11.	Movement	41
11.1.	Regional Perspective	41
11.2.	Public Transport.....	41
11.3.	Pedestrian Movement & Amenity	41
11.4.	Vehicle Movement & Access	42
11.5.	Parking.....	42
12.	Urban Form.....	43
12.1.	Urban Structure and Built Form	43
12.1.1.	Gathering and Meeting Places	44
12.1.2.	The Experience	44
12.1.3.	Social Interaction	45
12.1.4.	Sense of Place and Community	45
12.2.	Street Interface	45
12.2.1.	Main-Street	45
12.2.2.	Transitional Street.....	45
12.3.	Public Space	46
13.	Resource Conservation	47
14.	Implementation	48
14.1.	Collaboration.....	48
14.2.	Staging and Monitoring	48

14.3.	Use of Conditions.....	50
14.4.	Planning Obligations and Incentives.....	50

Appendix 1 - Retail Needs Assessment

Appendix 1A - Retail Needs Assessment - No.19 Neerabup Road, Clarkson

Appendix 2 - Economic Assessment

Appendix 3 - Land Ownership

Appendix 4 - Parking Assessment - Ocean Keys Shopping Centre

Appendix 5 - Appendices - No.19 Neerabup Road, Clarkson

Figure 1 – Clarkson Activity Centre Plan	10
Figure 2 – Residential Density Code Plan	11
Figure 3 – Movement Network.....	12
Figure 4 –Examples of Desirable Built Form	43
Figure 5 – Indicative Future Built Form	44
Figure 6 – Interim Transitional Street Building Treatment Example	45
Figure 7 – Transitional Street Elevation – Shopping Centre.....	46

EXECUTIVE SUMMARY

The Clarkson Activity Centre is the designated Secondary Centre for this region of Perth, under the State Planning Policy No.4.2: Activity Centres for Perth and Peel (SPP4.2), and therefore needs to continue to support a wide range of activities into the future, including office, community, recreational and entertainment, to residents within its rapidly growing trade area.

An opportunity exists to continue to encourage more mixed use and higher-density residential development particularly given the high-frequency public transport links.

ACTIVITY CENTRE PLAN OBJECTIVES

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

- The creation of a mixed use centre that caters for the needs of residents within the region and provides for a suitable residential environment.
- To contribute to the north west corridor employment self-sufficiency targets
- The development of one or more main-streets
- The development of a centre that links with the nearby Clarkson Rail Station
- To provide a safe and secure environment for all residents, workers and visitors.
- A focus on built form and performance based outcomes with an emphasis on contemporary architecture.
- To provide for developments that can incorporate energy efficient design, effective waste disposal and reduction and water conservation.

ACTIVITY CENTRE PLAN COMPONENTS

The key design elements incorporated within the Activity Centre Plan will include:

- Encouragement of a wide range of commercial, retail, community and residential.
- A more suitable retail component including discount department stores, supermarkets and associated specialty shops.
- Ocean Keys Boulevard as the primary traditional main street incorporating retail, restaurant/café uses and the tavern promoting increased activity.
- Key Largo Drive and Caribbean Circuit – development and redevelopment to allow for main-street development and a transition from the main-street to more traditional car based commercial development.
- The creation of public spaces particularly along the main-street.
- Development that is focused on public spaces.
- Flexibility of residential densities to help encourage the redevelopment of poorly designed sites and to increase the potential for after-hours activity.
- Landmark Buildings – Creation of landmarks to frame and define the ‘main-street’.

Council will continue to encourage the range of uses that will continue the development of the centre as a focus on mixed use, transit oriented development. The Activity Centre Plan proposes to encourage a residential presence within the Centre. Accordingly, mixed use development incorporating a residential component will be strongly encouraged within the Centre, with Council having some flexibility over densities and building heights. Other, non-retail development is also encouraged thus contributing to a balance in day time activity throughout the Centre.

A strong pedestrian focus will be created throughout the Centre, with a focus on public transport links to the Train Station.

The primary commercial focus of the centre will be the range of uses along the main-street, being Ocean Keys Boulevard, with particular focus being the intersection of Ocean Keys Boulevard and Key Largo Drive. A secondary transitional street is also planned for Key Largo Drive and Caribbean Circuit. Retail shop fronts, banks, community facilities, cafes / restaurants, the tavern, with residential above will be encouraged along the main-streets. This is expected to create a lively streetscape and a pedestrian friendly environment. Additional retail development will deliver a net community benefit for the surrounding population, which currently is not serviced with enough retail activity.

Improving activity diversity within centres is important because more diverse centres will enable multipurpose trips by centre users, thus reducing total private vehicle kilometres travelled. The co-location of complementary activities will also yield positive externality benefits including productivity gains. More diverse centres are more resistant to external market forces and macroeconomic fluctuations. Another benefit of improving diversity is that knowledge intensive producer services and knowledge-based export orientated activity tend to seek high amenity areas providing a diverse range of quality consumer and producer services.

One of the primary objectives of Directions 2031 and Beyond is to achieve a more balanced distribution of population, dwellings and employment across the metropolitan area. Activity centres are priority locations for employment generating activities and the improvement of the employment concentration, quality and diversity within Activity Centres is important to lift the employment self-sufficiency and self-containment of the North West Sub- Region to a sustainable level (economically, environmentally and socially).

In order to achieve the employment self-sufficiency target, the activity centres in the North West sub-regions will have to mature faster than the natural rate which will require targeted effort from both the private and public sector.

The employment analysis demonstrates that the centre can be expected to mature to a diverse strategic centre, providing both a quantum and quality of employment which is consistent with its level in the hierarchy and will support the achievement of the sub-regions employment self-sufficiency target of 60%.

There are two metrics that affect the accessibility score of a centre. The first is the percentage of users that access the centre via alternative transport modes. (i.e. public transport, walking or cycling). The second is the presence of public transport infrastructure within the Activity Centre. The Clarkson Activity Centre is consistent with an average Secondary Centre. The level of accessibility is likely to stay constant to 2031. The public transport infrastructure is assumed to remain relatively constant as significant uncertainty surrounds future transport investment.

The Clarkson Activity Centre is expected to continue to perform well with respect to diversity, continuing its above average performance to 2031 and consistently meeting the mix of uses requirement outlined in SPP 4.2. The intensity of the Clarkson Activity Centre is anticipated to improve dramatically, achieving the average level for this type of centre in 2031. Beyond this, the redevelopment of the existing housing stock is likely to be feasible, which will see the intensity level exceed the current average and the residential density increase to exceed the target set in SPP4.2. Given the constraints the centre faces, this is a very positive outcome.

PART ONE

IMPLEMENTATION

The Clarkson Activity Centre Plan constitutes an Activity Centre Plan pursuant to the City of Wanneroo's District Planning Scheme No. 2.

The Activity Centre Plan Map (**Figure 1**) outlines land use, zones and reserves applicable within the Activity Centre Plan area.

Pursuant to the *Planning and Development (Local Planning Schemes) Regulations 2015* Schedule 2 – Deemed provisions for local planning schemes, the decision-maker for an application for development approval or subdivision approval is to have due regard to the provisions of this Activity Centre Plan.

ACTIVITY CENTRE PLAN AREA

The Activity Centre Plan area is bounded by Marmion Avenue, Neerabup Road, Belleville Gardens and Lower Keys Drive.

1. ZONES AND RESERVES

Figure 1: 'The Activity Centre Plan Map' indicates the Zones and Reserves together with the main road structure, reserves, landmark sites and the extent of 'Main Street'. This Activity Centre Plan Map defines the following Zones and Reserves within the main Centre Zone:

1. Commercial Zone
2. Mixed Use Zone
3. Residential Zone
4. Business Zone
5. Public Purpose Reserve
6. Public Open Space

2. DEFINITIONS

The term used shall be interpreted in accordance with the Scheme and as set out hereunder:

- “THE SCHEME” shall mean the City of Wanneroo District Planning Scheme No 2
- “STOREY” shall mean the vertical space extending from one habitable floor of a building to the floor above and for residential properties shall be deemed to be no more than 3 metres. The term shall not include any space within a roof, whether used for habitation or not.
- “MAIN STREET” shall mean the road or roads or parts thereof designated on the Activity Centre Plan Map, together with the building facades fronting onto it.
- “TRANSITIONAL STREET” shall mean the road or roads or parts thereof designated on the Activity Centre Plan Map, which will be a transition between the commercial development fronted by parking areas or standard residential development and the Main-Street. The ultimate building form will include elements of Main-Street development, particularly in close proximity to the Main-Street.
- “URBAN WALL” shall mean the facades of a building and/or additional structures that define the principal edge of the lot fronting onto the main public street that adjoins the lot.

3. THE SCHEME

Unless provided for by specific requirements in this Activity Centre Plan, all requirements should be in accordance with the Scheme.

4. RETAIL FLOOR SPACE (GLA)

Major retailers such as supermarkets and department stores will not be permitted outside the Commercial Zone.

The retail floorspace limit of Schedule III of the Scheme should not apply, and the amount and type of retail development should be generally in accordance with the Secondary Centre classification under the current State Planning Policy 4.2, Council's Activity Centres Strategy and Planning Policies and their replacements.

Prior to consideration of proposals for major development which exceeds the shop-retail floorspace amount modelled in the Retail Needs Assessment, forming part of the Activity Centre Plan (**Appendix 1 and 1A**), the responsible authority will require the preparation of new Retail Sustainability Assessment. Where the Council and the WA Planning Commission determine that the proposal substantially changes the intent or form of the Activity Plan, an amendment to the Activity Centre Plan will be required prior to consideration of the proposal.

5. RESIDENTIAL DENSITY CODING

Residential land within the subject area should be developed in conformity with the provisions of the Residential Design Codes of Western Australia. The enclosed **Figure 2: Residential Density Code Map** indicates the Residential Density Codes that apply to the subject land.

Generally residential densities will increase towards the core of the centre and around the Main-Street. Within the dual coded area, residential development should generally be in accordance with the higher density code but may be reduced to the lower code where the proposed residential development directly abuts lower density residential. Council will encourage mixed use development including active uses on the ground floor with residential above.

6. STAGING & IMPLEMENTATION

6.1. STAGING

Redevelopment opportunities may occur over time. Recognising this, planning arrangements must be flexible and cognisant to market forces. The logical rollout/expansion of land use and development will be refined as further detailed planning progresses.

In relation to the Ocean Keys Shopping Centre, Stage 1 of any additional development should comprise of an expansion of no more than 13,642m² retail NLA and a minimum of ten residential apartments integrated with Ocean Keys Shopping Centre and fronting Ocean Keys Boulevard and/or Key Largo Drive.

No further retail expansion will be supported until a minimum of ten residential apartments is constructed.

6.2. AGREEMENT

Prior to the commencement of development for the retail expansion of the shopping centre, a legal agreement, supported by a caveat on title, is to be entered into by the applicant with the City of Wanneroo and the Western Australian Planning Commission to ensure that a minimum of ten residential apartments is constructed within the Stage 1.

7. PROVISIONS

This document applies four zones which correlate to zones under DPS No.2. It is intended that the Activity Centre can develop the richness and vitality of an 'urban village'.

Landmark buildings, reserves and Main Street are also identified, for which special provisions apply. This document is accompanied by a Residential Density Code Map (**Figure 2**) and a Dual Use Path and Movement Network Plan (**Figure 3**), which form part of this Activity Centre Plan and should guide subdivision and development.

The provisions are divided into objectives, which describe in general terms the intentions to be addressed in each zone or reserve; and criteria, which set out preferred built form treatments. These may be augmented by the preparation of Guidelines which may detail specific planning, design and constructional requirements.

7.1. MAIN STREET

Two streets containing Main-Street elements are identified on the Activity Centre Plan Map, being the Main-Street (Ocean Keys Boulevard) and Transitional Streets (Key Largo Drive & Caribbean Circuit). The Main-Street will remain the current and main focus of development and activity. The Transitional Street is intended to provide a transition between the car parking fronted development and the Main-Street. The Transitional Street will ultimately include Main-Street elements particularly in proximity to the Main-Street. New development near the Main-Street should ensure that either the construction occurs in a similar manner to the Main-Street or that provision is made for the future construction or extension to the buildings on the site so that buildings will front the street.

7.1.1. Main Street – Ocean Keys Boulevard

Buildings fronting any section of Main Street as indicated on the Activity Centre Plan Map should be oriented towards Main Street and should predominantly have active frontages with no blank facades to the street and with awnings and/or colonnades to give pedestrian protection from the weather.

7.1.2. Transitional Streets – Key Largo Drive & Caribbean Circuit

Development should include a transition between Main-Street and residential development or the commercial development fronted by car parking and landscaped areas.

In close proximity to the Main-Street and surrounding the Public Open Space reserve, new development should ensure that buildings fronting the Transitional Street should be oriented towards Transitional Street and should predominantly have active frontages with no blank facades to the street and with awnings and/or colonnades to give pedestrian protection from the weather. Buildings not fronting the street should be designed and setback so as to allow for the future addition and development of Main-Street fronting buildings.

Further away from the Main-Street, buildings may be setback with car parking and landscaping fronting the street. Residential development will be in accordance with the R-Codes. A landmark building will differentiate the transition.

7.2. LANDMARK SITES

Any building developed on a Landmark site should have special building elevation and window treatments that draw attention to the location, including such means as distinctive roof forms, balconies, articulation of corner wall elements, entry forecourts, materials and colour. Landmarks need not necessarily conform strictly with Urban Wall requirements.

The Landmark sites located at the intersection of Ocean Keys Boulevard and Key Largo Drive, and Ocean Keys Boulevard and Pensacola Terrace, are intended to frame the key area of the Main-Street and ensure that the main intersection (Ocean Keys Boulevard and Key Largo Drive) is surrounded by featured architectural elements.

The Landmark sites located on Neerabup Road shall incorporate:

- Second storeys and/or prominent parapet heights and/or more pronounced facades

- Distinct architectural features, materials and textures such as detailed panels, vertical and horizontal lines, and glazing
- Facades, glazing and entrances that address both street frontages and/or the public realm
- Landscaped plaza

Secondary landmark sites are intended to differentiate the change from Main Street to the standard residential or a car parking / landscaped frontage street along the Transition Street. The Building form of the secondary landmark sites should not detract from the primary sites.

7.3. TRAFFIC

A Traffic Impact Assessment is required to be submitted with any major development application. This includes significant additions to retail or other commercial floorspace or the introduction of a large number of residential dwellings.

Parking provision should be in accordance with the Scheme, though concessions may be approved where reciprocal use is provided (excluding for residential components, which must provide dedicated bays in accordance with the R-Codes).

7.4. RESOURCE CONSERVATION

New development applications for Commercial, Mixed Use and Business uses should provide for or make commitments to ensure appropriate levels of resource conservation. This might include, but may not be limited to:

- energy-saving design;
- the inclusion of appropriate technology;
- the use of waterwise plants; and/or
- the reuse stormwater and/or greywater where appropriate.

The Council may vary any other development provision to achieve a suitable environmental outcome, provided that Council is satisfied that there is an overall benefit to the Activity Centre Plan.

Figure 1 – Clarkson Activity Centre Plan



The map displays the following streets and zones:

- Streets:** BELLEVILLE, GARDENS, LOWER KEYS DRIVE, NEERABUP ROAD, AVENUE, PENSACOLA, TERRACE, OCEAN, SARASOTA, PASS, KEY, LARGO, CARIBBEAN, CIRCUT, TIDAL, THE STRAITS, KEYHOLE.
- Zones:** R30, R60 / 160, R160.

12 PROVISIONS



7.5. COMMERCIAL ZONE

7.5.1. Land Use

This zone should comprise predominantly retail uses.

Uses within this zone should be in accordance with the Zoning Table contained within Section 3.2 of District Planning Scheme No.2.

7.5.2. Objectives

General objectives of the *Commercial Zone* are:

- a) *create a Main Street as an active focus for the community with a balance of viable uses and a diversity of retail and commercial uses and leisure opportunities that generate day and evening activity;*
- b) *encourage high standards of built form and streetscape;*
- c) *provide continuity of activity along streets; and*
- d) *provide efficient vehicle access with pedestrian priority.*

7.5.3. Criteria

Criteria to be satisfied in this zone:

- a) the provisions of the 'Commercial' zone in the Scheme should apply to this zone unless otherwise specified in this section;
- b) buildings fronting the Main-Street are encouraged to be a minimum of 2 storeys in height to create a well-scaled street and should create an urban wall to the street boundary;
- c) any commercial building should have a front facade no less than 4.5 metres in height in order to provide the appropriate scale;
- d) except where required to enable the creation of public places, alfresco dining, architectural features, or the like, setbacks along the Main-Street frontage should be as follows: Front: - Nil Side - Nil, except for a 3m wide vehicle access Rear - 6 metres;
- e) Setbacks in other locations in the zone should be in accordance with the Scheme;
- f) buildings should be designed to have active frontages that include door and window openings with no blank facades fronting the street and awnings and/or colonnades along public frontages to give pedestrian protection from the weather;
- g) buildings fronting the Main-Street should comply with clause 7.1 and should create an urban wall, making entries to buildings, pedestrian walkways, and carparking areas clearly defined elements;
- h) buildings on corner sites should address the street corner, and buildings on landmark sites identified on the Activity Centre Plan Map should be developed as landmarks within the overall urban fabric in compliance with clause 7.2;
- i) buildings fronting and facing the Transitional Street (in proximity to the Main-Street or with Caribbean Court) should be developed in accordance with clauses (d) – (h) above. Buildings not facing the Transitional Street should be developed so as to allow sufficient separation for the future construction to comply with clauses (d) – (h) above;
- j) buildings, public spaces and parking areas should be well lit to encourage safe use after hours;
- k) car parks should be designed to not dominate the street and provide direct pedestrian movement towards buildings. Within outdoor, ground level parking areas shade trees should be planted at the rate of one tree to every four cars and should be protected from damage by vehicles;
- l) the number of car parking bays for retail developments may be reduced, at Council's discretion, to a rate not lower than 4.5 bays per 100m² where the total number of bays on the site exceed 500 bays;

- m) service areas, bin and material storage areas and services such as air conditioners, compressors and other machinery should be located away from public areas and screened from view from streets and public areas by an enclosure in the style and material of the building. On sites that adjoin residential properties, such areas should not abut the common boundary. No fencing should be permitted elsewhere in the zone for any other purpose;
- n) roof mounted mechanical equipment, if required, should be screened from view by the roof form or parapet walls;
- o) signage is to be designed in accordance with the City's local planning policy for advertising signs (LPP4.6) or equivalent. A signage strategy will be required at the Development Application stage.
- p) temporary commercial uses in public spaces such as alfresco dining and flower or fruit stalls may be permitted subject to such controls as Council may dictate;
- q) convenient, safe and direct pedestrian access should be provided;
- r) the 10 metre wide public access easement around the southern boundary of Ocean Keys Shopping Centre is to be constructed to local road standard to include a 6 metre carriageway with dual use path provision as shown in **Figure 3**;
- s) any developments abutting public access easements are to be appropriately set back, truncated at corners to provide adequate sightlines and sited and designed to ensure that the easements provide a pleasant streetscape and provide for safe vehicular and pedestrian use at all hours;
- t) direct vehicular access onto Marmion Avenue or Neerabup Road from lots abutting these roads should not be permitted. Access to these lots should only be obtained from either secondary street frontages or from the public access easements (where available), to the satisfaction of the City of Wanneroo; and
- u) the use of rooftop areas for carparking, private recreation, landscaping and the like will be supported where there is no significant impacts to adjoining properties

7.5.3.1. Criteria Specific to Lot 408 (No. 19) Neerabup Road

The following criteria applies to Lot 408 (No. 19) Neerabup Road, in addition to the criteria provided in section 7.5.3 and **Figure 1**. Appendices for Lot 408 (No.19) Neerabup Road are contained within **Appendix 1A and Appendix 5**.

Land Use	<p>Land use permissibility should be in accordance with the Scheme.</p> <p>The preferred land uses along Key Largo Drive are Shop and Restaurant. Buildings facing Key Largo Drive should contain active uses at ground floor.</p> <p>In accordance with the RSA (Appendix 1A), a maximum retail floorspace of 10,000m² NLA is allowed on this Lot 408 (No. 19) Neerabup Road.</p>
Residential	<p>The preferred nature of residential development is Multiple Dwelling. Grouped dwellings can be considered at a minimum height of two storeys. Single storey, single house development is not preferred.</p> <p>Residential development is not contemplated along the northern portion of the site due to the poor residential amenity condition of this location. The preferred location for residential development is the corner of Neerabup Road and Marmion Avenue to take advantage of park and ocean views.</p> <p>An Acoustic Assessment is to be undertaken for any proposed residential development prior to a subdivision or development application (whichever occurs first) being lodged.</p>
Vehicular Access Points	<p>Vehicle access points should be in the general location and function as outlined on Figure 3.</p>

	<p>Access within the site should maximise connectivity, legibility, a slow and safe traffic environment and a comfortable, convenient and safe pedestrian environment.</p> <p>All site access arrangements are subject to a Transport Impact Assessment at the development application stage.</p>
Internal Access Street	<p>The internal access street linking Neerabup Road to Pensacola Terrace, as indicated on Figure 3, should be constructed in accordance with access street standards including the following:</p> <ul style="list-style-type: none"> • A 6 metre wide carriageway • a continuous shade tree canopy to facilitate pedestrian movement through the site • Lighting and seating at appropriate intervals • Embayment parking at regular intervals • Footpath of a typical minimum width of 3 metres
Pedestrian and Cyclist Linkages	<p>The Activity Centre Plan should ensure efficient, legible and safe pedestrian corridors/networks connecting the centre with the surrounding residential locations to promote pedestrian movement around the centre for shopping needs and the use of the associated civic, commercial, government, health and recreational uses.</p> <p>Two pedestrian access points are to be provided into the site from Key Largo Drive at the locations indicated on Figure 3.</p> <p>Pedestrian connections to be provided adjacent to the internal access street connecting to Pensacola Terrace to ensure pedestrian connection to the Marmion Avenue underpass.</p> <p>On-site cycle facilities to be provided in accordance with Clause 4.16 of the Scheme.</p>
Parking	<p>Parking provision should be in accordance with the Scheme, though concessions may be approved where reciprocal use is provided (excluding for residential components, which must provide dedicated bays, in accordance with the R-Codes).</p> <p>Car parking should be screened from public streets by buildings or landscaping in accordance with the Landscaping Master Plan.</p> <p>Undercroft parking, working with the established levels of the site should be considered where appropriate.</p> <p>A row of car parking may be provided along Key Largo Drive, reflecting the transitional nature of this street.</p> <p>Bicycle parking to be provided in accordance with the Scheme.</p> <p>Landscaping to be designed to shade parking areas at the rate of 1 tree to every four cars, and should be protected from damage by vehicles.</p>
Built Form	<p>Built form should address the new internal access street and appropriately frame the street.</p> <p>All built form should:</p> <ul style="list-style-type: none"> • generate visual interest through built form articulation, architectural features and building materials

	<ul style="list-style-type: none"> • be designed to provide passive surveillance to the street and abutting public areas and other public spaces through orientation, activation of ground floor, door openings and other façade treatments • Awnings should be utilised along building frontages to provide weather protection. <p>Buildings along Key Largo Drive should have a minimum of 2 storeys in equivalent height.</p> <p>Buildings facing Neerabup Road and Marmion Avenue should maximise building articulation, including 50% glazing at ground floor and windows and entrances accessible or visible from the street or public realm</p> <p>Appropriate design responses should be utilised to address the interface between Commercial and sensitive land uses where proposed.</p>
Landscaping	<p>Landscaping and streetscaping within the public domain are to be of a high standard as per a Landscape Master Plan approved by the City prior to subdivision and / or development stage. The Plan should establish a planting and streetscape theme for the Centre, hierarchy of spaces, palette of plants and finishes and nominate key features. With the exception of accent and shade trees, plants should comprise waterwise and predominantly native species. Landscape and streetscape design should take into account the image of the Centre, maintenance issues, water usage and hardiness.</p>

7.5.3.2. Implementation Requirements

Requirement	Purpose	Approval Stage	Consultation Required
Landscape Master Plan	To detail the ongoing management and maintenance arrangements of landscaping and the public realm.	Lodged with subdivision or development application, whichever comes first.	City of Wanneroo
Bushfire Management Plan	To demonstrate compliance with SPP 3.7.	Lodged with subdivision or development application, whichever comes first.	City of Wanneroo
Traffic Impact Assessment	To provide a detailed assessment of the anticipated transport implications of proposed development. The assessment should include the surrounding road network and all relevant site access points including Neerabup Road, Key Largo Drive, the access easement at Ocean Keys Shopping Centre, and Pensacola Terrace.	Lodged with subdivision or development application, whichever comes first.	City of Wanneroo
Traffic Management Plan	To provide technical specifications relating to the subdivision and development of the land, and construction management arrangements.	Lodged prior to building permit stage as a condition of subdivision/development approval.	City of Wanneroo
Geotechnical Report	Detailing the specific design and construction recommendations and requirements.	Lodged prior to development application or building permit stage (whichever comes first), managed as a condition of subdivision approval.	City of Wanneroo
Acoustic Report	To demonstrate compliance with SPP5.4	Development application for residential or other sensitive uses identified in SPP5.4	City of Wanneroo
Signage Strategy	To demonstrate compliance with City of Wanneroo DPS2 and Signage Policy	Development application	City of Wanneroo
Servicing and Delivery Management Plan	To guide access to servicing areas	Development application	City of Wanneroo
Drainage Strategy	Detailing the specific drainage requirements for future development	Development application	City of Wanneroo

7.6. BUSINESS ZONE

7.6.1. Land Use

This zone should comprise predominantly mixed business/showroom uses, with supporting bulky goods retail office and service commercial uses.

Residential uses may be permitted subject to Council being satisfied that the design, height and density of the total development will achieve a suitable mix of uses and residential amenity.

In addition to the uses permitted under the Scheme in the Business zone, the following should be 'D' uses in this zone:

- Motor Vehicle Repairs
- Hire Service

and for the purposes of this activity centre plan uses involving the installation, application or fitting of automotive accessories to motor vehicles should also be considered as "D" uses.

7.6.2. Objectives

General development objectives for the Business Zone are:

- a) to provide for a range of retail and wholesale outlets dealing predominantly in bulky goods;*
- b) to create a retail environment that complements the Clarkson Activity Centre and the residential/mixed use areas;*
- c) to provide a compatible land use buffer between the major traffic thoroughfares and the residential areas; and*
- d) to provide an interesting and attractive main road frontage.*

7.6.3. Criteria

Criteria to be satisfied in this zone are:

- a) the provisions of the Business zone in the Scheme should apply unless otherwise specified in this section;
- b) buildings should address the street, have entries highlighted by architectural or landscaping features and are encouraged to be a minimum of 2 storeys in height. Though likely to be simple in form, buildings should be articulated and broken down integrally by panel size, banding or string courses, rather than by added-on decorative elements;
- c) Setbacks in the Zone should be in accordance with the Scheme;
- d) roof mounted mechanical equipment, if required, should be screened from view by the roof form, parapet walls or other measures that are compatible with the design;
- e) buildings may provide no more than two rows of perpendicular parking and an access aisle along the road frontage, which should be the frontage to Marmion Avenue or Neerabup Road for lots with a boundary to these roads. The bulk of the parking should be located at the rear of the lot behind the building;
- f) carparking and access should be integrated between sites by means of easements in gross;
- g) car parks should be designed to not dominate the street and provide direct pedestrian movement towards buildings. Shade trees should be planted at the rate of one tree to every four cars and should be protected from damage by vehicles;
- h) bin and material storage and service areas should be located away from public areas and screened from view by an enclosure in the style and material of the building;
- i) signage should be simple in format and appropriate to the scale of the street and adjacent buildings and should comply with the Council's signage policy. Free-standing signage should be limited to

identifying the premises on the site and should be constructed in materials that complement the building;

- j) direct vehicular access onto Marmion Avenue or Neerabup Road from lots abutting these roads should not be permitted. Access to these lots should only be obtained from secondary street frontages or from the public access easements (where available), to the satisfaction of the City of Wanneroo: and
- k) the use of rooftop areas for carparking, private recreation, landscaping and the like will be supported where there is no significant impacts to adjoining properties.

7.7. MIXED USE ZONE

7.7.1. Land Use

In addition to the uses permitted under the Scheme in the Mixed Use zone, the following should be 'D' uses in this Zone:

- Shop

7.7.2. Objectives

General objectives for the Mixed-Use Zone are:

- a) encourage a diversity of land uses and a diversity of housing types;*
- b) continue Main Street as an active focus for the community by means of associated commercial uses;*
- c) act as a transition between the Residential and Commercial zones and provide flexibility in design of developments to encourage a variety of mixed use, residential and non-residential uses; and*
- d) promote developments that provide for pedestrian friendly streetscapes with passive surveillance of the public reserves and open spaces accessible by the public.*

7.7.3. Criteria

Criteria to be satisfied in this zone are:

- a) the provisions of the Mixed Use zone in the Scheme and of the relevant Residential Planning Code provisions as indicated on the Residential Density Code Map, **Figure 2** should apply to this zone unless otherwise specified in this section;*
- b) unless otherwise approved, as part of the design and construction of new development is to either include or make provision for future residential development above the proposed development at residential density coding of greater than R100. Council may reduce this density where an interface with lower density residential is required.*
- c) the maximum front setback for buildings facing the Main Street and the northern side of the Sarasota Pass frontage should be nil and for side boundaries to a secondary street/ laneway a nil setback is permitted;*
- d) except where required to enable the creation of public places, architectural features, or the like, setbacks for new buildings fronting and facing the Transitional Street should be as follows: Front: - Nil Side - Nil, except for a 3m wide vehicle access Rear - 6 metres. Buildings not facing the Transitional Street should be developed so as to allow sufficient separation for the future construction to comply with the above;*
- e) lots on the corner of Sarasota Pass and Tahiti Way should have a setback of 1.5 metres and are permitted to have a nil side setback to Sarasota Pass (subject to engineering certification where there is retaining walls). In addition, the corner lots are encouraged to identify the corner through the use of a distinct roof form, articulation of corner wall elements, special balcony treatments and distinctive window design. The side boundary of these buildings is also encouraged to comply with the principles of Clause 7.1 as if they were Main Street;*
- f) other setbacks within the Mixed Use zone should be a maximum of 3 metres for the front setback and for side boundaries a nil setback is permitted where it is adjacent another lot;*

- g) *along Main Street building heights should comply with clause 7.1 and should be 2 storeys minimum in height. They should develop a continuous facade with nil front setbacks to provide an urban wall to the street boundary;*
- h) *for buildings in the north west Mixed Use area (land bounded by Amazon Lane, Ningaloo Bend, Jamaica Lane, Key Largo Drive and Sarasota Pass) the building heights should be a minimum of 2 storeys in height. For the northern side of Sarasota Pass (frontage and side boundaries), development should comply with the principles of Clause 7.1 as if they were Main Street and should develop a continuous facade with nil front setbacks to provide an urban wall to the street boundary;*
- i) *for the ground floor, the minimum floor to floor height should be 4 m;*
- j) *walls behind the front setback line may be built up to a side boundary with no limit in length where the wall is not higher than 7m (ie. to the 2nd storey) and where the wall is not higher than 10.5m (ie. the 3rd storey), the wall may be 2/3 of the length of the boundary or 12m, whichever is less;*
- k) *for the northern side of Sarasota Pass, ground floor non-residential uses are encouraged and for these buildings the following criteria is required to be satisfied:*
 - I. *at least 50% of the area of the ground floor façade to Sarasota Pass should be glazed and the vertical dimension of the glazing should be at least 75% of the height of the ground floor façade;*
 - II. *should the ground floor be utilised for residential in the first instance, the construction method and layout of the ground floor should permit simple and non-disruptive conversion to a non-residential use at a later date, with a minimum floor area of 60m²;*
- l) *the minimum open space should be 30% however in accordance with the Mixed Use Development provisions of the Residential Design Codes (Clause 4.2.1) the minimum open space may be nil;*
- m) *service areas, material storage areas and services such as air-conditioners, compressors and other machinery should be concealed from streets and public areas by screening in the style and material of the building. On sites that adjoin residential properties, such areas should not abut the common boundary;*
- n) *forward of the building line maximum 1.6m high low open picket, wrought iron or masonry fencing types are recommended and fibrous cement fencing is not permitted;*
- o) *carparking is to be provided on-site at the rate of 1 bay per residential dwelling unit and 1 bay per 30m² of nonresidential use. A minimum of 60m² of the ground floor building will be assessed as non-residential for the purposes of calculating parking;*
- p) *signage should be integrated with buildings and should be appropriate in character. Development approval is required for any signage not included within the original submission; and*
- q) *the use of rooftop areas for carparking, private recreation, landscaping and the like will be supported where there is no significant impacts to adjoining properties*

7.8. RESIDENTIAL ZONE

7.8.1. Land Use

The predominant land use in this zone should be Residential. Uses permitted and general provisions for this zone are the same as those which apply to the Residential Zone in the Scheme unless otherwise specified in this section.

7.8.2. Objectives

General objectives intended for the Residential Zone:

- a) *encourage a diversity of housing types, including single residential, grouped and multiple dwellings, town and terrace houses and aged accommodation;*
- b) *promote layouts that provide passive surveillance of public reserves; and*
- c) *ensure that energy efficient and solar smart designs are facilitated.*

7.8.3. Criteria

Criteria to be satisfied in this zone are:

- a) the provisions of the Residential zone in the Scheme and of the relevant Residential Planning Code provisions as indicated on the Residential Density Code Map, **Figure 2** should apply to this Zone unless otherwise specified anywhere else in this document or in this section
- b) notwithstanding the likelihood for the future redevelopment of the residential area to higher densities, applications for higher density development should have consideration for the amenity of any neighbouring lower density development, ensuring that building bulk and overlooking from upper levels are mitigated as required;
- c) the main facade of buildings may be set back a minimum of 1 metre and a maximum of 3 metres, allowing views out to the street from main living spaces;
- d) car parking should be accessed from rear lanes wherever possible. Where there are no lanes, garages and parking spaces should be set back at least 450mm from the frontage of the house so that they do not detract from the street or dominate the street elevation; and
- e) zero lot line development will be permitted where it is demonstrated to improve solar benefit and increase efficiency of energy use without detriment to adjoining lots.
- f) group and multiple dwellings should be constructed to a minimum of two-stories. Council also encourages the construction of two storey single dwellings.

7.9. PUBLIC USE RESERVE

7.9.1. Land Use

In addition to primary use being the Youth Centre, this reserve may also accommodate other community facilities and civic uses. Council may also, at its absolute discretion, permit the following incidental uses on the upper levels:

- Child Care Centre
- Educational Establishment
- Hospital
- Medical Centre
- Office
- Place of Assembly
- Place of Worship
- Reception Centre
- Recreation Centre

7.9.2. Objectives

General objectives for the Public Purpose Reserve are:

- a) encourage the inclusion of community facilities and civic uses within the centre;
- b) continue the Transitional Main Street as an active focus for the community;
- c) promote the potential for mixed use developments that ensures the inclusion of community uses at the pedestrian level and allows for the possible additional uses on the other levels; and
- d) promote developments that provide for pedestrian friendly streetscapes with passive surveillance of the public reserves and open spaces accessible by the public.

7.9.3. Criteria

Criteria to be satisfied are:

- a) except where required to enable the creation public places, architectural features, or the like, setbacks for new buildings fronting and facing the Transitional Street should be as follows: Front: - Nil Side - Nil, except for a 3m wide vehicle access Rear - 6 metres. Buildings not facing the Transitional Street should be developed so as to allow sufficient separation for the future construction to comply with the above;
- b) setbacks in other locations should be at the discretion of Council;
- c) buildings should be designed to have active frontages that include door and window openings with no blank facades fronting the street and awnings and/or colonnades along public frontages to give pedestrian protection from the weather;
- d) buildings, public spaces and parking areas should be well lit to encourage safe use after hours;
- e) car parks should be designed to not dominate the street and provide direct pedestrian movement towards buildings. Shade trees should be planted at the rate of one tree to every four cars and should be protected from damage by vehicles;
- f) service areas, bin and material storage areas and services such as air conditioners, compressors and other machinery should be located away from public areas and screened from view from streets and public areas by an enclosure in the style and material of the building;
- g) roof mounted mechanical equipment, if required, should be screened from view by the roof form or parapet walls;
- h) signage should be integrated with buildings and should be appropriate in character. Development approval is required for any signage not included in the original submission;

PART TWO – EXPLANATORY REPORT AND TECHNICAL APPENDICES

8. INTRODUCTION

This explanatory report has been prepared in support of modifications to the existing Clarkson Activity Centre Plan. It is not proposed to create a new Activity Centre plan, but rather update the existing centre structure to achieve better outcomes.

While the existing Activity Centre Plan area includes a wide range of uses, some of the activity mix, built form, retail offer and the residential density can be adjusted to move towards best practice for a Secondary Activity Centre.

The Retail Needs Assessment prepared for Clarkson forms part of this report (refer **Appendix 1 and 1A**).

9. CENTRE CONTEXT

9.1. DESCRIPTION OF THE ACTIVITY CENTRE PLAN AREA

9.1.1. Location

The Activity Centre Plan area is located within the Municipality of the City of Wanneroo, approximately 32 kilometres northwest of the Perth Central Area and approximately 7 kilometres north-west of the Joondalup Strategic Regional Centre.

9.1.2. Existing Improvements

Whilst still considered an immature centre, unlike many other centres within the Perth Metropolitan Region this Activity Centre Plan area is characterised by a mix of uses including commercial, retail, residential, entertainment and eating establishments and community facilities.

The existing Shopping Centre building is wholly contained on Lot 406 Ocean Keys Boulevard, with the remaining peripheral uses (fast food, commercial, tavern, restaurant, community buildings etc) located on the remaining allotments that form part of the 'Clarkson Activity Centre'.

The existing Shopping Centre contains two supermarkets (Coles and Woolworths), a Discount Department Store (Kmart), Target, a range of specialty tenancies, and associated car parking.

The Activity Centre Plan area also accommodates a range of office and commercial uses. Residential development has commenced within the Activity Centre Plan area, however it is predominantly characterised by low/medium density single dwellings. This primarily as a result of the location within the north western corridor and the initial timing of development. It is likely that as the commercial / retail uses develop and the building form continues to evolve that the type and density of the residential will also evolve towards a more compact urban form focused on the main-street.

Land ownership within the commercial areas centre is diverse, which is reflective of the range of uses within the centre.

The residential uses have a significant number of landowners making redevelopment in the short term problematical.

Refer Appendix 3 – Land Ownership

9.1.3. Adjacent Activities

Located immediately to the north is the Clarkson High School. Surrounding this is predominantly single dwelling residential development.

To the west, across Marmion Avenue, is predominantly single dwelling residential development. A small activity centre is also located on the corner of Anchorage Drive and Rothesay Heights.

To the east, on Neerabup Drive, is a small area containing light industrial / service commercial uses. Surrounding this is predominantly single dwelling residential development.

The Tamala Park Activity Centre Plan area is located to the south of Neerabup Drive. While this area is yet to be developed the subdivision layout includes a range of lot sizes including medium density residential.

9.2. REGIONAL CONTEXT

9.2.1. MRS

Under the provisions of the Metropolitan Region Scheme ('MRS'), the subject site is zoned 'Urban'.

9.2.2. Directions 2031 and Beyond

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

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

9.2.3. North west Sub Region

The WAPC released the Outer Metropolitan Perth and Perth Sub-Regional Strategy in August 2010. This Strategy is intended to apply the outcomes of Directions 2031 and Beyond to each sub-region.

The North West Sub-Region of Perth encompasses the municipalities of Joondalup and Wanneroo and covers some 784 square kilometres and stretches approximately 50 kilometres along the coast. Residential development is growing rapidly in the sub-region, due to a lack of affordable inner metropolitan housing, high level of natural amenity associated with coastal living with relative affordability and the reinforcement of north-south oriented major transport infrastructure including the Mitchell Freeway and the northern passenger rail system.

A number of challenges remain for this sub-region, particularly surrounding employment and infrastructure.

9.2.4. Perth & Peel @ 3.5 Million

The Perth and Peel @3.5 Million framework aims to deliver the vision for Perth as articulated within Directions 2031, delivering strategies and actions for the Perth and Peel area which is expected to grow to 3.5 million people by the year 2050.

The Clarkson Activity Centre falls within the North West Sub-Regional Framework area, which anticipates population growth in the region will remain relatively strong to 2050. This growth is influenced by the provision of relatively affordable housing and employment opportunities offered within the sub-region. This Framework presents an opportunity for the implementation of the strategic directions and priorities of the sub-regional framework, by identifying a more intensely developed Activity Centre which will provide a range of services for the surrounding community.

9.2.5. State Planning Policy 4.2 (SPP 4.2)

State Planning Policy 4.2: Activity Centres for Perth and Peel guides the preparation and review of local planning strategies, schemes and structure plans and development control. It also guides the preparation of Activity Centre Structure Plans (Activity Centre Plans), in accordance with the WAPC Structure Planning Framework.

The SPP defines an activity centre as;

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

The Policy identifies the Clarkson Activity Centre as a Secondary Centre, which is defined as:

‘Secondary centres share similar characteristics with strategic metropolitan centres but serve smaller catchments and offer a more limited range of services, facilities and employment opportunities. They perform an important role in the City’s economy, and provide essential services to their catchments.’

These centres are seen as an important focus for passenger rail and/or high frequency bus network, and typically include department stores, discount department stores, supermarkets, specialty shops, major offices and professional and service businesses.

SPP4.2 requires Activity Centre Plans to be prepared for secondary (and other) centres, in accordance with the Structure Planning Framework.

In the case where major developments, scheme amendments or structure plans are proposed where major development is anticipated, a Retail Sustainability Assessment (RSA) is required.

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

9.2.6. State Planning Policy No. 3.7 – Planning in Bushfire Prone Areas

Lot 408 (No. 19) Neerabup Road, Clarkson is partially designated as a bushfire prone area. In accordance with the requirements of State Planning Policy 3.7 Planning in Bushfire Prone Areas (SPP 3.7) a Bushfire Management Plan (BMP) (Strategen Environmental, April 2018) has been prepared. The BMP includes recommendations for the subdivision/development stages, including the requirement to submit a revised BMP including a detailed BAL assessment at the time of subdivision or development. A relevant provision to this effect has been included in Part 1 of the Activity Centre Plan.

9.2.7. Other Policies

The following State policies are also directly relevant and applicable to the Activity Centre Plan:

- Liveable Neighbourhoods Operation Policy
- Structure Plan Framework
- State Planning Policy No.7 – Residential Design Codes of WA

The Activity Centre Plan has been prepared to be consistent with the principles and requirements of the WAPC's and City of Wanneroo's operational policies and guidelines outlined above.

9.3. LOCAL CONTEXT

9.3.1. District Planning Scheme No.2 (DPS2)

Under the provisions of DPS2, the subject is zoned 'Centre' with an 'Agreed Structure Plan 2' depiction.

The objectives of the 'Centre' zone, as stated in DPS 2, reads:

“(a) provide for a hierarchy of centres from small neighbourhood centres to large regional centres, catering for the diverse needs of the community for goods and services;

(b) ensure that the City's commercial centres are integrated and complement one another in the range of retail, commercial, entertainment and community services and activities they provide for residents, workers and visitors.

(c) encourage development within centres to create an attractive urban environment.

(d) provide the opportunity for the coordinated and comprehensive planning and development of centres through an Agreed Structure Plan.”

Previous developer contributions relating to construction/upgrade of roads have been paid, and no further contributions are applicable.

9.3.2. Local Planning Policy 3.2: Activity Centres

The purpose of the City's Activity Centres Policy is to provide guidance on the planning and development of activity centres in the City of Wanneroo through district, local and centre structure plans, amendments to DPS 2, detailed area plans and applications for planning approval. This Policy:

- aims to produce quality urban design and facilitate the long term evolution and sustainability of activity centres; and
- provides a framework for implementing the principles and objectives of State Planning Policy 4.2: Activity Centres for Perth and Peel (SPP 4.2) and the WAPC's Structure Plan Preparation Guidelines.

9.3.2.1. Economic

The economic and retailing needs assessments are included within **Appendix 1, 1A and 2**. Note Appendix 1A relates specifically to No.19 Neerabup Road, Clarkson.

The economic performance of the centre will ultimately improve given the greater scope of development and investment that will be associated with the Ocean Keys Shopping Centre, the continued development of the currently vacant land and the future redevelopment and intensification of land uses within the centre. This development and investment will be based around greater retail shopping choices, the continuation of the

Main Street (Ocean Keys Boulevard & Key Largo Drive) and formation of multiple pedestrian based locations.

The inclusion of additional investment, floorspace and formation of the Main Street will increase the patronage of the Activity Centre which will result in the overall vibrancy of the centre being significantly improved. The introduction of higher residential densities within the centre may also encourage the redevelopment of existing sites. The inclusion of increased residents will also potentially increase patronage, activity and the self-sufficiency of the centre.

9.3.2.2. Social

Social sustainability within an Activity Centre is associated with the Centre's ability to provide a location that supports a diverse pedestrian realm focused around good linkages to the surrounding areas. Additionally, social sustainability should successfully promote the formation of public spaces in direct relationship with the other uses associated with the centre (retail, office, residential). The following section details the social sustainability criteria associated with the Clarkson Activity Centre.

To what extent does the Activity Centre provide a significant public realm.

The Activity Centre Plan is intended to focus development towards the main street. There are two major areas of focus for improvements to the public realm being the Public Open Space on the intersection of Ocean Keys Boulevard and Key Largo Drive and the area around the northern entry of the Ocean Keys Shopping Centre and the Library.

To what extent does the Activity Centre enhance pedestrian movements within and to the centre and to what extent does the expansion proposal integrate with the neighbourhood.

The Activity Centre Plan already includes legible pedestrian links and safe and efficient road network, and seeks to increase the residential population and improve the main-street and built form.

To what extent does the Activity Centre provide an open, accessible and welcoming experience for all.

The existing centre at Ocean Keys already offers a welcoming experience for all. The Activity Centre Plan encourages development to focus on the streets.

To what extent does the Activity Centre facilitate a high level of social interaction.

It is envisaged, as noted above, that on Ocean Keys Boulevard, particularly towards the eastern end, new development can (in complement with the existing tavern) offer the street the opportunity to become a vibrant leisure precinct, where (subject to leasing led outcomes) a variety of food and beverage uses can exist.

Additionally the intersection of Ocean Keys Boulevard and Key Largo Drive will be a key area of the 'public realms' formation given the extended Main Street around the existing Public Open Space (Caribbean Crescent). This area, combined with the continued formation of Main Street and its associated uses (tavern etc) will provide a key public focal point for the Clarkson Activity Centre.

To what extent does the Activity Centre enhance the centre as a gathering or meeting place for people.

The existing centre at Ocean Keys already acts as a meeting place for much of the local community. It is envisaged that with this next phase of the centre's evolution, and with improvements made to the north-facing street precinct, that many more opportunities will exist for „gathering or meeting“.

As outlined above, the extended Main Street formation around the Public Open Space will also assist in the creating an attractive and interactive gathering place for visitors and residents to the centre.

To what extent does the Activity Centre Plan provide social, cultural and leisure facilities or is integrated with existing facilities.

The existing centre clearly offers commercial services, as well as some entertainment and leisure services, although these can obviously be augmented. Commercial services at Ocean Keys include various car sales and accessories, furniture and carpet retailers, while the centre also contains a significant amount of restaurants and fast food outlets. The mix and amount of these services is again what would normally occur within a regional centre.

Health services within the exciting centre far outweigh those ordinarily expected to be located within a District Level Activity Centre.

Health services are understood to play an important role in the generation of centres as proposed at Clarkson.

The centre offers some government services (e.g. the offices of the local Member of Parliament, police station). Further civic and community facilities like the 'Clarkson Youth Centre', and the 'Clarkson Library' currently exist. Again the provision of these will be expanded within the existing structure of the centre and its surrounds given the promotion of a mix of uses within the Activity Centre Plan.

To what extent does the Activity Centre Plan provide an enhanced sense of place and community in the centre.

The community tends to gravitate towards the centre for shopping needs however there has not been sufficient 'critical mass' in the offer to encourage other ancillary uses to the precinct – uses that can finally establish the centre as more than just a shopping trip. In this phase of the centre's evolution, there will be many opportunities for uses that trade outside retail trading patterns and offer a social and community value.

9.3.2.3. Environment

Environmental sustainability within an Activity Centre is generally associated with the Centre's ability to operate at an environmentally efficient level. This criteria focuses on ensuring good public transport links are provided to a compact centre which promotes alternate forms of transport and incorporates energy efficient design and water sensitive design techniques.

To what extent does the Activity Centre provide good public transport facilities and services within the centre.

The Clarkson Activity Centre currently exhibits a public transport network that could ordinarily be associated with a higher order Activity Centre. This is characterised by the provision of bus stops within the direct vicinity of the Ocean Keys Shopping Centre (Ocean Keys Boulevard) and the frequency of services to and from the Clarkson Train Station which is located approximately 2 kilometres from the centre.

To what extent does the Activity Centre Plan provide good interaction between the public transport facilities and land uses in the centre.

The provision of main-street within the centre promotes a number of key aspects believed to be critical in the formation of Activity Centres. In relation to the public transport provisions associated with the proposal, the main-street creates a key focal point for public transport facilities to service. That is, a key component of main-street is the provision of a pedestrian friendly environment serviced by good public transport facilities.

Given the location of existing bus stops along Ocean Keys Boulevard (main-street) and the intent of the Activity Centre Plan to promote the formation of main-street, it is believed the proposal provides an excellent interaction between the public transport facilities and the pedestrians, and importantly the land uses associated with main-street and the remainder of the centre.

To what extent does the Activity Centre Plan provide a good interface with surrounding uses.

As indicated in the previous section, the Activity Centre Plan strives to implement traffic systems which will ensure pedestrian safety and the efficient flow of pedestrian traffic, both to and from the centre. This outcome will be achieved through the distinct designation of the pedestrian environment via the completion of the Ocean Keys main-street and rationalization of the car parking area on the corner of Key Largo Drive and Ocean Keys Boulevard. Additionally, the Structure Plan promotes key pedestrian corridors/networks exiting the centre into the surrounding residential locations.

With the proximity of residential land uses to the centre, it is believed the amendments to the Clarkson Activity Centre Plan will provide for an environment that promotes pedestrian movements around the centre for both shopping needs and use of the associated civic, commercial, government, health and recreational uses.

The Activity Centre Plan includes the potential for higher density residential development. While this is expected to provide a greater opportunity for redevelopment of some sites and increase the population within the centre, it will be limited to ensure that lower densities are maintained in the periphery. That is, the higher densities will be concentrated around the main street and within the core of the centre, or in locations where there is an aspect to open space or views.

To what extent does the Activity Centre Plan provide good pedestrian and bicycle access facilities.

As has been the theme of all three of the sustainability criteria, the continued formation of the north facing aspects of Main Street, with its associated public spaces and access to the major shopping pursuits within the centre, assists in the provision of a pedestrian and bicycle friendly environment. This environment will be enhanced by the future provision of additional physical facilities such as bicycle lanes, storage and end of trip facilities.

To what extent does the Activity Centre Plan incorporate an energy efficient design and layout, effective waste disposal and reduction, and effective water conservation through water sensitive urban design.

The Activity Centre Plan promoting energy efficiency, effective water disposal and water conservation measures. Furthermore, the enhanced retail component of the centre will re-evaluate a variety of ESD design principles, in accordance with the centre owners and designers own progressive and environmentally aware mandates for this aspect. Already the centre has modified ablution amenities to reduce water consumption and building services management systems to reduce energy use. Water harvesting, maximizing natural light and ventilation, and also the use of materials that have low embodied energy may be considered within future development proposals.

Externally, the landscaping is encouraged to be “waterwise” and drainage will be designed to consider retention in planted areas where possible.

To what extent does the Activity Centre Plan result in a compact and integrated centre.

The Activity Centre Plan’s key focus on the main-street will enable a number of key focal points to be established. These focal points relate to public transport facilities, creation of the public realm, retail shopping pursuits and importantly the relationship these have with the surrounding shopping, recreation, leisure and residential areas. This approach will enable the centre to continue its evolution towards a compact centre that ensures integration between all its elements.

9.3.3. Structure Plan Boundary

Currently, the ability of the Activity Centre to grow and accommodate a diverse range of activity is largely unconstrained by the existing boundary. While it would be appropriate to ultimately include portions of the surrounding residential area within the centre boundary, the expansion of the boundary at this stage would be detrimental to the overall intensity of the Centre. As such, the current boundary is considered to be appropriate, however this does not preclude the need for a boundary review at a later date.

10. ACTIVITY

The Activity Centre hierarchy is the organisation of Activity Centres within the Perth and Peel region according to function. According to the WAPC, the hierarchy 'provides a strategic planning framework to guide state government and public authorities in the preparation of long term capital investment programs and to promote more private investment, particularly in strategic metropolitan centres'.

SPP4.2 outlines that Secondary centres share similar characteristics with Strategic metropolitan centres but generally serve smaller catchments and offer a more limited range of services, facilities and employment opportunities. They perform an important role in the City's economy and provide essential services to their catchment populations.

The elevation in status of the Clarkson Activity Centre as a Secondary Centre from District to Secondary, implies that the expectations for the Centre in terms of activity, diversity and employment generation have changed. The centre is expected to not only provide a greater scale and diversity of population driven amenity, but also to play a role in the provision of higher quality strategic employment that is necessary to meet the employment self-sufficiency targets at the sub-region level.

Unlike a number of centres within the Perth metropolitan region, the Clarkson Activity Centre already supports a diverse range of activities. The centre is currently made up of the following types of development:

- More than 28,000m² of retail (i.e. shopfront) floorspace, including at least four major (anchor) retail stores and more than 60 specialty stores;
- Approximately 37,000m² or more of other commercial/retail uses (primarily homemaker/big box floorspace);
- A main street which, despite some shortcomings in terms of streetscape, has nonetheless been developed as a genuine main street with some activity on both sides;
- A range of eating and entertainment establishments;
- Community Facilities, including the Clarkson Library and Youth Centre;
- Medical and Health Services;
- A police station;
- Childcare;
- Other commercial uses including car dealerships, service commercial, and light industrial employment;
- Emerging commercial and office accommodation;
- Public Open Space; and
- Low and Medium density residential dwellings

The following catchment and activity profile of the Clarkson Activity Centre is based on an analysis undertaken for a 2012 update to the Activity Centre Plan.

A Retail Sustainability Assessment prepared specifically for No. 19 Neerabup Road, Clarkson has been prepared by Urbis and is included as **Appendix 1A**.

10.1. CATCHMENT

10.1.1. Population Catchment

The extent of a trade area or catchment for any centre is shaped by a number of important factors, which are described as follows:

- The relative attraction of the centre in question as compared with alternative competitive retail facilities. The factors that determine the strength and attraction of any shopping or activity centre are primarily the scale and composition of the centre, in particular the major trader (or traders) that are included within it; the layout, ambience and presentation of the centre; and carparking, including access and ease of use.

- While the strength and appeal of a centre directly impacts on the breadth of customer draw, the proximity and attraction of competitive retail centres serves to restrict a centre's ability to extend its trade area. Thus, the locations, compositions, quality and scale of competitive retail facilities all serve to define the extent of the trade area which the centre in question is effectively able to serve.
- The available road network and public transport service and how they operate to effect ease of use and access to the centre in question are also important factors impacting on its relative attractiveness.
- Significant physical barriers which are difficult to negotiate or which take considerable time to cross can often act to delineate the boundaries of the trade areas that are able to be served by specific centres.

Taking all of the above into account, the trade area of the retail component of the Clarkson Activity Centre is influenced in particular by the following:

- The ease of access to the centre, reflecting its location on Marmion Avenue.
- The major tenant mix at the centre, currently including a Kmart and Target discount department store (DDS), and Woolworths and Coles supermarkets.
- The pattern of urban development occurring around Ocean Keys Shopping Centre.
- The locations of competitive facilities, particularly Lakeside Joondalup to the south

On this basis, the main trade area served by Ocean Keys Shopping Centre has been defined to include a primary sector and two secondary sectors, described as follows:

- The primary sector extends approximately 7 km north of the centre, incorporating the suburbs of Clarkson, Mindarie, Quinns Rocks, Merriwa, Ridgewood, Butler and Jindalee.
- The secondary north sector encompasses the future growth areas to the north of the primary sector, including Alkimos/Eglinton and Yanchep/Two Rocks.
- The secondary south sector incorporates the small area to the north of Burns Beach Road, including the suburb of Kinross within the City of Joondalup.

The trade area which is served by Ocean Keys Shopping Centre therefore includes Perth's northern-most urban coastal areas, as well as the areas further north which are planned for future residential development. The extent of the trade area is limited to the south by the location of Lakeside Joondalup.

The defined secondary north trade area sector is of relevance to Ocean Keys Shopping Centre at present, and will continue to be of relevance in the foreseeable future, because Ocean Keys is the closest and most readily accessible Secondary Centre for these residents. Its easy accessibility, via Marmion Avenue, means that the centre will serve a significant proportion of the shopping and other needs of these residents

Over time, however, as residential development within the secondary north sector becomes more extensive, a range of centres will be provided within that sector to directly serve the needs of those residents. Realistically though, neither of the two designated higher order centres for that sector (the Alkimos Secondary Centre and the Yanchep Strategic Metropolitan Centre) will be fully developed over the short or arguably even medium term, since there is or will be insufficient population within the area to support either of those centres for the foreseeable future.

By the time that those centres are built, probably well beyond 2016, the population of the primary sector that is of greatest relevance to Ocean Keys will have increased significantly, meaning a transition for Ocean Keys over time, with the centre becoming more dependent on its defined primary sector once the higher order centres to the north are built.

This kind of approach is entirely reasonable, and has been evidenced at many locations throughout Perth over the past two decades. A comparable example has been the continuing growth of the Westfield Whitford Shopping Centre (formerly Whitford City) concurrent with the emergence and quite rapid development of the Joondalup Activity Centre.

10.1.2. Trade Area Population

The main trade area population is currently estimated at 62,300 residents, including 47,500 or 76% in the primary sector.

Population growth in the main trade area has been rapid over recent years, averaging in excess of 7% per annum, which is well above the metropolitan Perth average growth rate of about 1.7% over the same period. A large proportion of this growth has been occurring in the primary sector, while the secondary sectors have also experienced rapid growth over this period.

The surrounding region forms part of Perth's outer northern growth corridor, with a number of residential developments currently underway or expected to commence in the near future.

The population of the Ocean Keys main trade area is projected to reach in excess of 92,000 residents by 2016, and close to 120,000 residents by 2021. The average annual increase in the main trade area population is expected to be close to 5,100 people, or some 6% per annum, over the period to 2021.

The main trade area population is therefore projected to increase by some 56,400 people by 2021, with much of this growth to occur in the primary (+20,160) and secondary north (+34,600) sectors. Given the very strong population growth in the trade area, there will therefore be enormous scope, and need, to increase the provision of retail floorspace in the trade area.

10.1.3. Trade Area Population Profile

The factors associated with the socio-demographic profile of the Ocean Keys main trade area population include:

- Per capita incomes 8% below the Perth average. The average household income in the trade area is 4% below the Perth average
- The age profile is more skewed to younger family households with the population in the age brackets of 0-14 and 35-39, 4 percentage points and 3 percentage points respectively above the Perth average
- Families with children under 15 account for 37% of households, 8% higher than the Perth average
- Around 48% of the population was born overseas, higher than the Perth average of 39%. This area is appealing to migrants from the United Kingdom, New Zealand and South Africa in particular

In summary, the Ocean Keys main trade area is reflective of outer developing suburbs, comprised of traditional families in their early life stages, who are attracted by the affordability and accessibility of the residential development throughout the region, coupled with its attractive coastal environment.

10.1.4. Trading Area Spending

The total level of retail expenditure per person for the main trade area population in 2010 is estimated at \$12,240, which is some 6% below the metropolitan Perth average. Per capita expenditure on retail goods for this population is below average across all categories, particularly in the food catering, apparel and retail services categories.

Total available retail expenditure within the main trade area is forecast to grow in real terms very strongly from the current levels of \$736 million to a projected total of \$1.57 billion at 2021. This level of growth represents an average annual real growth rate of between 7% – 7.5% per annum over the forecast period to 2021. The primary sector population is expected to generate around \$920 million in retail expenditure by 2021.

It is estimated that main trade area residents currently spend \$405 million on retail food items and \$331 million on retail non-food goods and services. Over the forecast period to 2021, retail expenditure on food is expected to increase to \$847 million, while non-food spending is forecast to increase to \$720 million.

10.2. CLARKSON ACTIVITY PROFILE

10.2.1. Retail Activity

The amount of retail floorspace that would be required, in all centre types and all forms of retail outlets, to properly serve the Ocean Keys trade area population can be estimated at various dates, based on the expected population and retail expenditure growth.

The estimated provision of retail floorspace throughout Australia at present is around 2.1m² per person. That provision has historically increased steadily, typically by 1.5% – 2% per annum on average.

The steady increase in retail floorspace per capita has reflected both supply and demand considerations. On the supply side, development trends within the retail industry have seen the introduction of new store types

on an ongoing basis, to improve consumers' amenity and shopping experience, but also to differentiate stores from the competition. On the demand side, real incomes of Australian residents have improved steadily over the years due to the generally increasing economic well-being of the population, which have translated in their growing demands for an ever more diverse range of retail experiences. The extensive provision of bulky goods/homemaker floorspace (e.g. Joondalup Homemaker Centre or South Central in Perth), or the factory outlet space which is now readily apparent throughout most part of Australia (e.g. at Harbour Town at West Perth), simply did not exist a decade ago.

The bulk of the existing retail floorspace within the trade area is currently provided at the Clarkson Activity Centre, comprised of Ocean Keys Shopping Centre, the Bunnings Warehouse and the homemaker centre, as well as other main street retailing, which totals an estimated 53,000m² of floorspace. The remainder of the floorspace provision is then provided at the smaller supermarket centres at Quinns Village Shopping Centre, Merriwa Plaza, Kinross Central and Brighton Village Shopping Centre.

Adopting this approach, the total retail floorspace that would be needed to serve Ocean Keys trade area residents in 2013, would be close to 160,000m². By 2021, the indicative supportable floorspace is projected to increase considerably, to around 250,000m².

An alternative approach is to allow for the fact that in all likelihood the provision of retail floorspace per capita throughout Australia is likely to keep increasing, albeit by a lower rate than has been achieved over the past 25 years.

Regardless of which approach is adopted, it is clearly evident that a very large amount of additional retail floorspace will be required over the next decade to meet the needs of the growing Ocean Keys trade area population. In broad terms, the additional level of retail floorspace required just to service trade area population growth will be in excess of 120,000m², before even allowing for any current shortfalls in floorspace provision.

However, clearly not all this floorspace would be provided within the Ocean Keys trade area over this timeframe. As a matter of course, trade area residents are likely to still shop at other retail facilities located outside the trade area, for higher order or other specific shopping needs. These locations include nearby facilities, in particular Lakeside Joondalup to the south and, to some extent, the Perth CBD.

Over the longer term, however, as the planned higher order and district centres are built in the secondary north trade area sector, the amount of floorspace that will be provided within the defined Ocean Keys trade area will be in line with the level of demand that is generated by the resident population, since the region will have its own strategic metropolitan centre as well as two secondary centres and a wide range of district centres once all planned facilities have been delivered.

A substantial proportion of the retail floorspace needs of the trade area population will still need to be provided by retail facilities within the Ocean Keys trade area, which will include the proposed expansion of Ocean Keys Shopping Centre, as well the planned network of other retail centres to the north.

The Retail Needs Assessment arrived at the conclusion that the proposed floorspace within the Clarkson Activity Centre, which will involve an expansion of Ocean Keys Shopping Centre, will deliver a net community benefit for the surrounding population. Any likely disbenefits, in the form of potential trading impacts on surrounding centres have been shown to be minimal, with the impacted centres expected to recover comfortably over a short period of time, while the benefits will, from a community viewpoint, greatly outweigh any such detriments.

10.2.2. Entertainment, Recreation and Cultural Activity

The integration of entertainment, recreation and cultural activity is not only essential for creating a more vibrant and diverse activity centre but is also very important for individual and community development. The nature and contrasting trading hours of these types of uses also assists in creating an activity Centre with a vibrant evening economy.

The Clarkson Activity Centre currently accommodates a number of entertainment, recreation and cultural uses including a tavern, a library, a gymnasium, a martial arts school and dance schools. According to the latest Perth Land Use Survey (2007), entertainment recreation uses are in the order of 2,939m² NLA and provide 48 employment opportunities.

Comparative to other centres at this level; the provision of entertainment, recreation and cultural activity at Clarkson is low, which is symptomatic of the centre's current immaturity.

As population of the main trade area grows and evolves, demand for entertainment will increase significantly. The gravity analysis suggests that the market potential for entertainment, recreation and culture offerings at Clarkson will be in the order of \$33 m per annum by 2031, which based on a target floorspace productivity of 4,000 \$/per m2, translates into a total demand for 8,245m2 NLA.

Having regard to both the commercial market potential analysis and benchmarking it is reasonable to allow for an additional 5,000m2 of entertainment and recreation use at Clarkson. There are a number of gaps in the entertainment offer which Clarkson could develop. These include, cinemas, amusement arcades, sporting facilities and small bars. The addition of these facilities, which are consistent with those provided at secondary level activity centres would add diversity to the entertainment offer for catchment area residents. The estimated employment generated by the additional entertainment, recreation and cultural offer is 81 by 2031.

10.2.3. Office Based Activity

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

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

The population-driven demand for office space can be expected to increase in direct proportion with population growth. However, in the case of Clarkson the level of population driven office space per dwelling is assumed to increase, reflecting the recent elevation in status of the Clarkson Activity Centre, from District to Secondary.

The analysis suggests that the market potential for population driven office offerings at Clarkson will be in the order of an additional 3,000m2 NLA at 2031.

According to the latest Perth Land Use Survey (2007), office business activity in the Clarkson centre is in the order of 4,115m2 NLA and accommodates 208 employees. Comparative to other centres at this level; the provision of Office Business activity at Clarkson is low, which again is symptomatic of the centre's current immaturity.

The employment analysis for Clarkson derived from the sub-region analysis based on Directions 2031, indicates that the centre would require 613 office business jobs to support the achievement of the centre's employment target. This translates to a requirement for approximately 15,400m2 of office business floorspace, or a net increase of 11,300m2 NLA within the centre by 2031.

The gap between the floorspace required to service the catchment population and that required to meet the employment target will need to be met by strategic employment creation. Distribution of strategic office floorspace demand will largely depend upon the economic development of the North West Sub-region. Key decision factors in the location of office-based enterprises include;

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

Having regard to the population driven market potential analysis and the requirement for strategic employment generation, as well as the capacity of the activity centre, it is reasonable to allow for an additional 10,000m2 of office business use at Clarkson. The estimated employment generated by the additional activity offer is 380 by 2031.

10.2.4. Other Activities

There does not appear to be any demand for tourism uses within this centre, as no tourist facilities are currently located in this area.

The centre currently offers some government services (e.g. the offices of the local Member of Parliament, police station), as well as a number of civic and community facilities. A youth centre and adjoining skate park which sits immediately north this homemaker centre, fronting Key Largo Drive and The Straits, and the Clarkson Library is located within the heart of the main-street.

Located adjacent to the centre is the Clarkson Primary School.

Health services within the exciting centre far outweigh those ordinarily expected to be located within a lower level Activity Centre. Clarkson currently provides the following health related services/uses:

- Ocean Keys Family Doctor
- Western Diagnostic Pathology Clinic
- Mindarie Chiropractic and Massage Centre
- Ocean Keys Dental
- Friendlies Chemist
- Ocean Keys Vet Hospital
- Surge Healthy, Fitness and Wellness Centre

10.2.5. Service Commercial / Light Industrial Activities

While not located within the defined centre boundary, located adjacent to the Structure Plan area, towards the southeast, is a light industrial / commercial area. This is located fronting Neerabup Drive. This area is not fully developed but is expected to continue to fill up as Centre matures and residential subdivision in the locality continues.

10.2.6. Residential Activity

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

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

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

In addition to the above, the Clarkson Activity Centre faces two key challenges in relation to the development of medium and high density residential:

- Competition from surrounding development

In contrast to many of the other outer sub-regions in Perth, significant structure planning for the North West sub-region has already been undertaken and endorsed by the WAPC. However, the majority of these were not prepared in the context of the recently released state planning policy documents such as Directions 2031 and Beyond and the SPP4.2 Activity Centres for Perth and Peel. Under the Connected City Scenario outlined in the Draft Outer Sub-regional Strategy, over 85% of the total dwelling supply in

the North West Sub-region is expected to be accommodated within greenfield developments, with only six areas identified for infill/redevelopment across the whole sub-region. As such, these supply estimates may preclude the majority of the existing activity centres including Clarkson in the sub-region from achieving the housing targets set in the SPP 4.2 Activity Centre of Perth and Peel.

- Distance from CBD

The distance from the CBD and inner suburban employment areas will be a limiting factor for medium to high density residential demand at Clarkson.

In contrast to the majority of centres at this level of the hierarchy, the configuration of the Clarkson Activity Centre allows for the integration of residential activity within the centre boundary. There are a number of currently undeveloped which are zoned for mixed use which represent potential, albeit limited, for medium to high density residential development within the Clarkson Activity Centre.

In addition, there is scope for increased residential density in the residential zone of the activity centre. Analysis of the residential area zoned R60/160 indicates that without amalgamation – if detached dwellings were redeveloped to accommodate multiple dwellings but retaining the existing lot area – 258 net additional dwellings would be possible at total capacity. Lot amalgamation based on the location of lots relative to one another (i.e. to be considered for amalgamation, detached or vacant lots must be situated next to each other in a street) enables development of 300 net additional dwellings. Note, the analysis of the potential for amalgamation does not take into account other factors involved in an amalgamation decision such as age of the current dwelling or the owner's propensity to redevelop.

Beyond this, for the balance of the activity centre (Zoned R30) which is predominantly single detached dwellings, increases in residential density will occur gradually over time a planning controls change and market preference for higher density living prompted redevelopment of the area in the longer term.

The above analysis shows that there is provision within the Activity Centre to meet and even exceed the residential density targets set under SPP4.2, however this requires 100% take of redevelopment in the R60-160 Residential Zone which is very unlikely given that the existing housing stock is very new and in good condition and therefore unlikely to be redeveloped during the foreseeable future. In addition, the urban form outcome associated with centres comprised totally of terrace housing may not be ideal and brings with it related problems including lack of space for car parking.

In addition to medium to high density residential development within the Clarkson Activity Centre, there is scope for increased density just beyond the centre boundary. Immediately south of the centre boundary is Tamala Park Development. The development covers approximately 180 hectares and represents some of the last significant opportunities for infill development within the north-west sub-region. Structure planning for the development anticipates that more than 2,500 new dwellings will be provided across the development incorporating a diverse range of lot sizes and housing products. The development will have a strong relationship with the Clarkson Activity Centre and will support the activation of the centre, in particular through consideration of pedestrian, bicycle and vehicle linkages. While not within the 400m walkable catchment identified in SPP4.2, the increased residential density will further support the outcomes set by SPP 4.2.

10.2.7. Centre Maturity

The economic maturity of a centre is defined by the quality as well as the quantity of activity. Immature centres are those typified by low-productivity, population-driven activity, while mature centres are characterised by high productivity activity, 'creating' wealth through the export of goods or services. An immature population driven centre, services the basic consumer/producer needs of its catchment. Characterised by low concentrations of Knowledge Intensive Consumer Services (KICS) and strategic employment, these centres require either an increasing catchment or increasing expenditure levels to drive growth. Eventually growth will be constrained as either market forces limit growth or statutory controls limit specific land-uses (in particular retail).

A diverse population driven centre services both the basic consumer/producer needs and the high level consumer needs of its catchment. Characterised by high concentrations of KICS and low concentrations of strategic employment, maturation to a diverse population driven level occurs as a result of a combination of consumption-based growth and a shift in focus to intensity, diversity, employment and connectivity.

A diverse strategic centre services the high level consumer/producer needs of its catchment. Through the creation and export of goods and services, these centres provide economic leadership for the urban environment, attracting wealth and providing resilient support to the city.

The target maturity level for a centre must be considered in the context of the Activity Centres Policy. Not all centres are required to reach the highest level of maturity. For secondary centres and below, maturation beyond a diverse population driven level is unnecessary and in most cases undesirable as it would detract from the growth and maturation of higher order centres. Furthermore, different types of centres will follow different maturation paths. Industrial centres will typically mature from an immature population driven centre to a specialised strategic centre as it is not the function of industrial centres to provide knowledge intensive consumer services. In contrast, commercial centres will typically mature from immature population driven to diverse population driven and ultimately diverse strategic centres.

Clarkson, like most activity centres in the outer sub-regions is currently an immature population driven centre. More mature and diverse centres lie within the Central Sub-region, having matured over decades and benefiting from the effective density of a city's centralised employment characteristics. In order to achieve the employment self-sufficiency targets set for the outer sub-regions, Clarkson, together with the other activity centres in the outer sub-regions, will have to mature faster than the natural rate which will require a targeted effort from both the private and public sector. For the Clarkson Activity Centre it is anticipated that the centre would ultimately mature from its current level as an immature population driven centre to a diverse strategic centre. This level of maturation is consistent with its level in the activity centre hierarchy.

10.3. PERFORMANCE METRICS

Based upon the requirements of Directions 2031 and the Activity Centres Policy, Pracsys has developed a series of metrics for evaluating each of the four principles for sustainable Activity Centres, with targets identified for each metric at each level of the Activity Centres hierarchy. Metrics for measuring these include those proposed within the draft policies, as well as additional sustainability principles selected for their reliability, ease of calculation using existing data sets and the ease of application of targets. As new data sets become available, both the metrics and targets may be updated to remain as relevant as possible.

The Performance Metrics does not assume that every centre needs to score 10/10 to be successful. It instead is a continuum within which the score appropriate for an Activity Centre, based upon its position in the hierarchy, may be substantially lower, based upon the average by Centres at the same level in the hierarchy.

While the four principles are relevant to all centres, centres with different functions perform different roles and thus have very different requirements. Consequently, sustainability targets will vary across different centre functions. The metrics, targets and scores outlined in this report are specific to centres whose primary function is retail. Centre functions may also change over time as a centre matures and other activity becomes increasingly viable and attractive.

10.3.1. Diversity

Diversity is the degree to which a variety of activity types are located within an Activity Centre. The Metropolitan Centres Policy has historically emphasised the role of retail activity within Activity Centres, promoting the development of relatively homogenous, retail-centric Activity Centres to the exclusion of other activities such as, health, education, entertainment and other commercial business activity.

Improving activity diversity within centres is important because:

- More diverse centres will enable multipurpose trips by centre users, thus reducing total private vehicle kilometres travelled;
- The co-location of complementary activities will yield positive externality benefits including productivity gains;
- More diverse centres are more resistant to external market forces and macroeconomic fluctuations;
- Knowledge intensive producer services and knowledge-based export orientated activity tend to seek high amenity areas providing a diverse range of quality consumer and producer services

Based upon the methodology detailed within the Activity Centres Policy, Clarkson currently has a surplus of 18,026m² of other floorspace. As a result of the achievement of the employment target, it is anticipated that by 2031 the centre will have a significant surplus of 27,310 (m² NLA) of other floorspace, greater than the minimum requirement.

The Clarkson Activity Centre is expected to continue to perform well with respect to diversity, continuing its above average performance to 2031 and consistently meeting the mix of uses requirement outlined in SPP

4.2. The drop in diversity that occurs as a result of the retail expansion between 2011 and 2016 will over correct by 2021.

10.3.2. Intensity

Intensity refers to the concentration of activity within and around an Activity Centre. It is an indication of the extent of development in and around an Activity Centre and this reflects the potential for the development to generate activity.

As previously mentioned the increases in residential density at the Clarkson Centre will occur in two ways:

- Through the development of residential accommodation within the commercial business and mixed use zones
- Through rezoning of the walkable catchment to allow greater residential density to increase gradually over time.

The Clarkson Activity Centre is located in a relatively new suburban area. At present, the urban form consists predominantly of low density single dwellings which are very new, in good condition and as such unlikely to be redeveloped in the foreseeable future. The magnitude of change required to achieve the targets outlined in SPP4.2 is significant.

The Pracsys analysis suggests that it is reasonable to expect the residential density of the Clarkson Activity Centre to increase by three fold to 16.8 dwelling units per gross hectare by 2031. Beyond 2031, the centre can be expected to exceed the minimum target. It is important to note that the structure plan does not prohibit this from being achieved earlier should the market preference for higher density make redevelopment feasible at an earlier stage.

Given the constraints the centre faces, this would be a very positive outcome.

10.3.3. Employment

The two main drivers of our collective standard of urban living are how and where we work and reside. A fundamental challenge in economic activity, as we enter into an information-based economy, is that a greater proportion of the population is moving into knowledge intensive occupations that are less transactional in nature. By contrast the employment profile of many Activity Centres (particularly those in the middle and outer sub-regions) is proving to be dominated by retail and consumer services (transactional based) activity. The result is an erosion of the variety of industry types and occupations, resulting in a mono-cultural retail and consumer services employment base in the middle and outer sub-regions, with knowledge intensive export orientated employment centralised within the inner sub-region. Consequently, residents are forced to commute outside their sub-region to access high quality employment.

One of the primary objectives of Directions 2031 and Beyond is to achieve a more balanced distribution of population, dwellings and employment across the metropolitan area. Activity centres are priority locations for employment generating activities and the improvement of the employment concentration, quality and diversity within Activity Centres is important to lift the employment self-sufficiency and self-containment of the North West Sub-Region to a sustainable level (economically, environmentally and socially). In order to achieve the employment self-sufficiency target, the activity centres in the North West sub-regions will have to mature faster than the natural rate which will require targeted effort from both the private and public sector.

Centres need to perform a role in providing both quantity and quality employment as appropriate for its position in the defined hierarchy. As a secondary centre, the economic function of Clarkson is fundamentally different from that of higher order centres such as Joondalup. While it may share many of the same characteristics, Clarkson should ultimately service a smaller catchment and offer a different quantity and quality of employment opportunities.

The employment analysis demonstrates that the centre can be expected to mature to a diverse strategic centre, providing both a quantum and quality of employment which is consistent with its level in the hierarchy and will support the achievement of the sub-regions employment self-sufficiency target of 60%.

Overall the employment level proposed for Clarkson is consistent with the target implied by the sub-regional analysis.

10.3.4. Accessibility

The current network of Activity Centres in Perth is designed to be primarily accessed by private motorised vehicles. Driven significantly by high oil prices, transport costs make up an increasing proportion of a household's expenditure. This is likely to increase further into the future resulting in the current accessibility arrangements of Activity Centres becoming unsustainable in the long term. It is therefore increasingly important for Activity Centres to be highly accessible via a range of transport modes.

Successful and vibrant Activity Centres are accessible to a wide range of users, through a wide range of modes. Perth is entering an era of uncertainty where macroeconomic factors including carbon pricing and peak oil will impact upon the standard of living of our residents if we remain as heavily reliant on private motor vehicles for transport as we have historically.

There are two metrics that affect the accessibility score of a centre. The first is the percentage of users that access the centre via alternative transport modes. (i.e. Public Transport, Walking or Cycling). The second is the presence of public transport infrastructure within the Activity Centre.

The Clarkson Activity Centre is consistent with an average Secondary Centre. The level of accessibility is likely to stay constant to 2031. The public transport infrastructure is assumed to remain relatively constant as significant uncertainty surrounds future transport investment.

11. MOVEMENT

11.1. REGIONAL PERSPECTIVE

The Clarkson Activity Centre is situated close to a number of important regional transport infrastructure. Located within 2 km of the centre is the Clarkson Rail Station.

Marmion Avenue is major regional road. Bus routes along Marmion Avenue connect the Centre with the broader Clarkson area, and its proximity to the Clarkson railway station broaden the regional access ways that are possible to approach the site. Neerabup Road connects directly to the Mitchell Freeway.

Importantly, the area is also well connected to its catchment by means of provisions for pedestrians and cyclists

11.2. PUBLIC TRANSPORT

The Clarkson Activity Centre and its surrounds currently exhibits a public transport network that could ordinarily be associated with a Strategic Metropolitan Activity Centre. This is characterised by the provision of bus stops within the direct vicinity of the Ocean Keys Shopping Centre (Ocean Keys Boulevard) and the frequency of services to and from the Clarkson Train Station which is located approximately 2 kilometres from the centre.

There are four bus routes that service the activity centre. These are:

- 474 – Joondalup (via Kinross) to Clarkson Station
- 481 – Quinns Rocks (via Rothesay Hts) to Clarkson Station
- 482 – Quinns Rocks (via Rothesay Hts) to Clarkson Station
- 490 – Two Rocks Shopping Centre to Clarkson Station

All these services travel along the main-street with bus stops located adjacent to the northern entry of the Ocean Keys Shopping Centre and the tavern. During peak periods there is a bus every 5 – 8 minutes, while in off-peak there is a service every 30 minutes. Discussions with the Public Transport Authority have determined that they are happy with the existing level of service and have no plans to either increase or decrease the services through the centre.

The provision of main-street within the centre promotes a number of key aspects believed to be critical in the formation of Activity Centres. In relation to the public transport, the main-street and particularly the location of the northern entry to the centre provide a key focal point for public transport facilities to service. That is, a key component of main-street is the provision of a pedestrian friendly environment serviced by a regular and convenient public transport service(s).

Given the location of existing bus stops along Ocean Keys Boulevard (Main Street) and the intent of the Structure Plan to promote the formation of main-street, it is believed the proposal provides an excellent interaction between the public transport facilities and the pedestrians, and importantly the land uses associated with main-street and the remainder of the centre.

11.3. PEDESTRIAN MOVEMENT & AMENITY

Development within this Activity Centre has generally occurred in accordance with the design and provisions of the current Activity Centre Plan. Accordingly pedestrian access and cycleways have been incorporated within the centre generally in accordance with **Figure 3**. Currently pedestrians are well serviced by the integrated path system, which includes linkages to the surrounding residential areas.

In terms of the walkable catchment the Activity Centre exhibits a reasonably high level of pedestrian permeability.

The Activity Centre Plan should implement traffic systems which will ensure pedestrian safety and the efficient flow of pedestrian traffic, both to and from the centre.

This is reflected on **Figure 3** within Part 1 of the Activity Centre Plan report.

Future developments within the centre should promote a safe and legible pedestrian movement network to improve pedestrian access to the retail, entertainment, and commercial developments and minimise the need for access through a large expanse of parking, as is currently the situation on Key Largo Drive.

11.4. VEHICLE MOVEMENT & ACCESS

The Structure Plan area is serviced extremely well by its surrounding road network. Directly to the east of the centre is Marmion Avenue, which is a major north-south connection within the corridor. The location of Marmion Avenue allows for fast and efficient servicing of the Activity Centre in relation to the provisions of goods to and from the centre. The recent connection of Neerabup Road to the Mitchell Freeway provides a direct connection to Joondalup and Perth City.

Ocean Keys Boulevard connects the centre with the nearby Clarkson Rail Station.

The locational advantage these roads provides the centre ensures sustainable movement networks can be achieved in relation to provisions of goods to the centre (freight), as well as the smaller scale shopper/visitor movement of goods away from the centre. This shows that the Clarkson Activity Centre is currently situated in an excellent location to enable fast and efficient movements of goods to and from the centre.

The design of the specialty floorspace with a focus towards the access to the deck car park and main entrance to the centre (being to the Ocean Keys Boulevard frontage) promotes easy access to both the private motor vehicle and public transport links.

The Activity Centre Plan strives to implement traffic systems which will ensure pedestrian safety and the efficient flow of pedestrian traffic, both to and from the centre. This outcome will be achieved through the distinct designation of the pedestrian environment via the completion of the Ocean Keys Main Street and rationalisation of the car parking area on the corner of Key Largo Drive and Ocean Keys Boulevard.

11.5. PARKING

Currently, a large proportion of visitors to the centre travel by car. All uses are required by the Scheme to provide car parking spaces relative to their floorspace. The City of Wanneroo District Planning Scheme parking requirements for Shopping Centres are generally based on a maximum likely demand. Council has made provision for discretionary reductions on the basis of substantiated surveys and analysis. It is therefore recommended that the Planning Scheme requirements should be seen as a guide, and that parking requirements for large developments should be assessed on a case-by-case basis. It should also be acknowledged that the existing parking characteristics of an existing Centre generally provide the best indication of the future parking requirements after a proposed expansion.

The reciprocal nature of parking within the overall Centre should also be taken into account, even though formal agreements may not be possible.

The Activity Centre Plan provides for reduced rates of provision within the Commercial Zone. This is in accordance with the provisions of SPP4.2.

The Parking Assessment for the Ocean Keys Shopping Centre is provided in **Appendix 4**.

12. URBAN FORM

12.1. URBAN STRUCTURE AND BUILT FORM

The Activity Centre Plan creates a legible block structure that for the most part has resulted in an appropriate lot sizes to accommodate the range of existing uses. The largest lot accommodates the Ocean Keys Shopping Centre, with the other significant commercial developments being located on the other large lots in the southern portion of the centre. The remaining commercial lot sizes are such that they comfortably accommodate the existing development, and will allow for redevelopment to cater for new uses including mixed use developments.

There are a large number of smaller residential lots which may be difficult to redevelop. This is not however as a result of a poor road layout or block structure, but rather the low densities as shown on the current Activity Centre Plan and the lack of market demand for higher density development.

There are no buildings that have any heritage value within the Centre.

The proposed Structure Plan allows for higher buildings, which are expected to accommodate higher density residential, along with the introduction of a greater component of mixed use development, with a residential component.

Figure 4 –Examples of Desirable Built Form



The Clarkson Activity Centre Plan has a key focus on the main-street elements which will enable a number of key focal points to be established, along with the ongoing development of a mixed use centre.

A key focus of this plan is the creation of a number of gathering/focal points. These will relate to the public transport facilities, Council's library and youth centre, Ocean Keys Shopping Centre entrances, the tavern, and the nearby open space. This creation of the public realm, combined with the retail shopping pursuits and other employment opportunities, should result in a very liveable centre.

This approach will enable the centre to continue its evolution towards a compact centre that ensures integration between all its elements.

Figure 5 provides an illustration of the intent of the development provisions of the Activity Centre Plan and therefore should be used as a guide for interpretation and decision making, but in no way should be viewed as a requirement or standard, particularly in regards to building placement and layout.

Figure 5 – Indicative Future Built Form



12.1.1. Gathering and Meeting Places

The existing centre at Ocean Keys already acts as a meeting place for much of the local community. It is envisaged that with this next phase of the centres evolution, and with improvements made to the north-facing street precinct, that many more opportunities will exist for “gathering or meeting”.

As outlined above, the extended Main Street formation around the Public Open Space will also assist in the creating an attractive and interactive gathering place for visitors and residents to the centre.

12.1.2. The Experience

The existing centre at Ocean Keys, already offers a welcoming experience with much of the centre established on the street, with access to each tenancy directly from the street. It is envisaged that as many as possible of the new outward facing tenants, (particularly within the eastern half of Ocean Keys Boulevard), will complement the existing tavern use and trade beyond current retail trading patterns.

12.1.3. Social Interaction

It is envisaged, as noted above, that on Ocean Keys Boulevard, particularly towards the eastern end, new development can, in conjunction with the existing tavern, offer the street the opportunity to become a vibrant leisure precinct, where (subject to leasing led outcomes) a variety of entertainment and food and beverage uses can exist.

Additionally the intersection of Ocean keys Boulevard and Key Largo Drive will be a key area of the 'public realm's' formation given the proposed extended Main Street around the existing Public Open Space (Caribbean Crescent). This area, combined with the continued formation of Main Street and its associated uses (tavern etc) will provide a key public focal point for the Clarkson Activity Centre.

12.1.4. Sense of Place and Community

The community tends to gravitate towards the centre for shopping needs however there has not been sufficient "critical mass" in the offer to encourage other ancillary uses to the precinct – uses that can finally establish the centre as more than just a shopping trip. In this phase of the centre's evolution, there will be many opportunities for uses that trade outside retail trading patterns and offer a social and community value.

12.2. STREET INTERFACE

12.2.1. Main-Street

The Activity Centre Plan offers a great degree to the public realm, by way of improvement to the north facing sections of the main-street on Ocean Keys Boulevard. Already, there is a focal point around the northern entry to the centre. This precinct should be enhanced with (leasing led) outcomes that encourage the establishment of a new entry or activity generating uses, such as new food and beverage tenancies.

The existing hard and soft landscape will be upgraded, and the entrance will be designed to offer more activation into this area.

Further east, opposite the tavern, and between new buildings established on the main-street, will be a second smaller paved and landscaped area. This purposeful indentation will offer access between the built form, (to parking and to the centre), and will provide another area for future alfresco dining adjacent to the tenancies within the new buildings.

12.2.2. Transitional Street

The Activity Centre Plan encourages the ultimate development of two intersecting main-streets. The Ocean Keys Boulevard has already commenced development, whereas the intensification of Key Largo Drive is yet to commence.

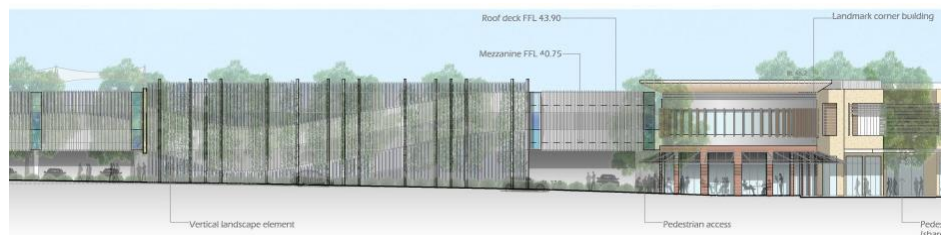
It is important that the majority of the Ocean Keys Boulevard main-street is developed prior to the commencement of this form of development along Key Largo Drive. That is, one successful main-street is more important than two mainstreets that are only half completed. Accordingly Key Largo Drive and the area around the existing open space has been designated as a Transitional Street, whereby current development, in a format not normally consistent with main-street development, should ensure that the building form and location does not compromise the future development of the Transitional Street to a main-street.

Figure 6 – Interim Transitional Street Building Treatment Example



Landowners and Council should ensure that all new development is sympathetic to the planned built form outcomes of Key Largo Drive.

Figure 7 – Transitional Street Elevation – Shopping Centre



Thereafter built form on the transitional street should address the street, have predominately nil setbacks, two storey facades and uses likely to create activity on the ground floor.

Landmark sites will define the edges of main-street development and the location of gathering places, particularly the main intersection of the Activity Centre being the intersection of Ocean Keys Boulevard and Key Largo Drive

12.3. PUBLIC SPACE

The centre currently includes a number of spaces that allow for community interaction. A number of improvements could occur to improve the use and enjoyment of these spaces.

The existing area of Public Open Space bounded by Ocean Keys Boulevard, Key Largo Drive and Caribbean Crescent is a relatively large landscaped park. The contains a number of trees, lawn, paths, seats and retaining to accommodate the level differences.

This area has the potential to become a focal point for development, either in its current form or as a redeveloped 'paved' area. Development surrounding the open space should focus activity towards this area. Development surrounding this area should contain high activity uses such as eating and entertainment.

The northern entry to the Ocean Keys Shopping Centre, being opposite the Library, also has potential to become a significant public space. Currently this area is frequently travelled but is not a destination unless waiting for the bus services. The proposed expansion of the shopping centre which should include main-street elements and improvements to the northern entry should ensure that a transition from the internal mall to the external main-street is provided. This could be in the form of a reconfigured entry and/or the location of eating and entertainment uses, whereby there is increased potential for congregation of visitors to the centre. Uses that are opened after normal trading hours should also be encouraged.

The northern public open space area, on the periphery of the Activity Centre Plan area will remain a passive recreation area, also serving a drainage function. The City should continue to improve the appearance and maintenance of this area to be more in keeping with open space areas within built-up areas.

13. RESOURCE CONSERVATION

Development within the Activity Centre should focus on providing outcomes that will promote energy efficiency, effective water disposal and water conservation measures.

Externally, the landscaping within the Activity Centre Plan area will ideally be 'waterwise' and drainage should be designed to consider retention in planted areas where possible. Given the continued intensification of the built form, the extent of landscaping will reduce. The inclusion of street trees within the Activity Centre should be maintained.

The use of building awnings and the like will be strongly encouraged, particularly on the north and western facing walls to provide shade for pedestrians and reduced the wall exposure to the summer sun.

Council will encourage all new development to include measures to improve resource conservation. Major proposals will include commitments to incorporate conservation principles as part of construction drawings within Building Licence applications as appropriate.

As an example, the enhanced retail component of the centre will re-evaluate a variety of ESD design principles, in accordance with the centre owners and designers own progressive and environmentally aware mandates for this aspect. Already the centre has modified ablution amenities to reduce water consumption and building services management systems to reduce energy use. In this next expansion, the design team will appraise water harvesting, minimizing reliance on artificial light, mall ventilation, and also the use of materials that have low embodied energy.

14. IMPLEMENTATION

Development within the Activity Centre will be undertaken by a number of landowners including AMP (owners of the Ocean Keys Shopping Centre), BWP Trust (owner of Lot 19 Neerabup Road) and the City of Wanneroo.

As demonstrated by the economic analysis undertaken by Pracsys, it will not be possible to achieve the ultimate mix of uses and built form outcomes ultimately envisaged by the Activity Centre Plan in the short to medium time. However, the Structure Plan provides guidance and flexibility to promote a transition to these outcomes as the Centre matures.

14.1. COLLABORATION

While not the only landowner within the Activity Centre Plan, AMP have commenced discussions with a number of landowners regarding their intentions and the ultimate development form of the Activity Centre. AMP have committed to continue these discussions with a particular focus on fast-tracking the commencement of mixed-use developments on the mainstreet.

The City of Wanneroo is supportive of mixed-use development and will assist to facilitate the ongoing success of the centre.

14.2. STAGING AND MONITORING

At the time of preparing this report, the Clarkson Activity Centre has been substantively developed, however the overall maturity of the centre is still not well advanced.

Given this commencement of development, the provisions of this Activity Centre Plan are intended to provide refinements to the planning framework that ensure:

- An appropriate and sustainable retail floor area that will meet the needs of residents in and around the Centre;
- A strong residential component characterised by housing diversity and density;
- A vibrant main street with activated edges at a human scale;
- A mix of uses in an appropriate built form.

It is expected that future stages of the Centre will have a greater residential component now that the mixed use/commercial core has been largely established, and higher residential densities are now included in the Activity Centre Plan. This should encourage redevelopment of low intensity uses. It should be noted however, that the majority of the single dwellings within the centre are reasonably new and are not expected to be redeveloped within the short/medium term. The future redevelopment of these dwellings will allow for a residential intensity, in accordance with the recommendations of SPP 4.2. Increases in residential density will occur gradually over time as the market preference for higher density living prompts redevelopment of the area in the longer term.

The likely floorspace configuration and staging timeframes are estimated in the following table.

	Current	2016	2021	2026	2031	Beyond 2031
Shop retail floorspace (m2 NLA)	28,373	42,015	44,065	44,565	44,565	
Other floorspace (m2 NLA)	37,911	41,563	46,363	51,763	58,113	
Total Floorspace (m2 NLA)	66,284	83,578	90,428	96,328	102,678	
Other floorspace (%)	57%	50%	51%	54%	57%	

	Current	2016	2021	2026	2031	Beyond 2031
Surplus/ Deficit (Other floorspace m2 NLA)	18,026	16,490	19,235	22,865	27,310	
Dwellings	143	143	278	448	503	761
Du/ Gross Hectare	4.8	4.8	9.3	15.0	16.8	25.9

It is expected that the increased retail offer and built form outcomes will increase the attractiveness of the centre as a residential destination. This should attract further compatible mixed use development to the Centre, particularly along Ocean Keys Boulevard, whereby providing future residents with more housing choice. There is also more likelihood that more investors will enter the property market in this area.

The likely steps to assess market demand and development feasibility include:

- Commission an economic assessment of residential supply vs demand in the local area and the broader region including potential sale prices.
- Identify other areas (competing sites) which could be developed to satisfy the demand.
- Identify any land assembly potential
- Commission an architect and planner to assess built form, tenancy configuration and dwelling yield
- Assess the cost of the various schemes and hence the commercial viability of each. This would include an analysis of future construction cost vs sales growth and could indicate at what point such an opportunity would become viable.
- If the investigation identified a commercially viable opportunity, the next steps would depend on who owned the land and what their chosen strategy was. For example, some owners might seek to sell the land and use the assessment as justification of a premium price. Other land owners might identify a developer and discuss joint venture possibilities.
- At the same time (given that the demand for housing is beginning to exceed supply) it is likely that local developers will become pro-active in seeking out parties who own land with a potential for medium density residential development.

Hence the market demand will have created an environment where land owners and developers will gravitate to each other with a common goal.

AMP have an interest in the landholding to the north of the Ocean Keys Shopping Centre opposite the Library. AMP have committed to undertake feasibility analysis as part of the second stage of the development of the centre. It is expected that these investigations will commence sometime after 2016, with redevelopment of the site into a mixed use development will commence as soon as market conditions allow and subject to finance.

As previously noted the Centre maturation process will be driven by the quality of economic activity rather than simply its quantity. Different elements of activity (and therefore performance measures) are interrelated, with some occurring earlier and acting as a precursor for later activity.

In the case of Clarkson, the maturity modelling shows how activity centre performance across intensity, diversity, employment and accessibility measures evolves to 2031. The key observations to understand are:

- Initially diversity of activity will decrease to accommodate immediate demand for retail
- Employment performance will initially depend on population-driven, consumer services activity before significant agglomerations of activity drive the presence of knowledge intensive consumer services and producer services
- That all performance measures are likely to meet average performance level by 2031 with the exception of residential density which is anticipated to be achieved beyond this timeframe.

14.3. USE OF CONDITIONS

It is expected that Council will apply conditions to ensure that new development within the Centre is developed in accordance with the objectives and intent of the Activity Centre Plan.

14.4. PLANNING OBLIGATIONS AND INCENTIVES

To assist the Clarkson Activity Centre to mature the following should occur:

Stage 1 (2011-2016) - Completed

Stage 2 (2016 – 2021)

- Main-street development and redevelopment to include a mixed of uses, including activity generating uses (eating/entertainment/retail) on the ground floor and higher density residential above.
- Those main-street landowners who haven't done so already, including 35 Ocean Keys P/L, BWP Trust, City of Wanneroo, Landcorp, and State of WA, to commence feasibility analysis regarding the redevelopment of their sites.
- Council will generally support the commencement of the intensification of Mixed Use uses to include other employment and residential opportunities.
- Council, major landowners and the PTA to facilitate the preparation and implementation a transportation demand management strategy for the centre.

Stage 3 (2021 – 2031)

- Continued redevelopment of main-street development with mixed uses to include activity generating uses (eating/entertainment/retail) on the ground floor and higher density residential above.
- Redevelopment of underdeveloped sites (such as No.19 Neerabup Road, Clarkson) in accordance with an RSA where required by SPP4.2
- Council will support the commencement of redevelopment of existing single dwelling residential areas.
- Council to undertake a review of the Centre Boundaries with a view to increase residential densities outside the existing centre boundary.

Council will re-examine the effectiveness of the review densities surrounding the Clarkson Activity Centre

Stage 4 (2031 +)

- Continued potential redevelopment of existing lower density housing.
- Council will support the commencement of redevelopment of vacant sites to include mixed use development.

APPENDIX 1 - RETAIL NEEDS ASSESSMENT

APPENDIX 1A - RETAIL NEEDS ASSESSMENT - NO.19

NEERABUP ROAD, CLARKSON

APPENDIX 2 - ECONOMIC ASSESSMENT

APPENDIX 3 - LAND OWNERSHIP

APPENDIX 4 - PARKING ASSESSMENT - OCEAN KEYS SHOPPING CENTRE

APPENDIX 5 - APPENDICES - NO.19 NEERABUP ROAD, CLARKSON



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