

Whitford Activity Centre Structure Plan

Frequently Asked Questions

Why was the structure plan developed and by whom?

The owner of the Whitford City Shopping Centre wants to undertake a major expansion of the existing shopping centre.

The State Government's Planning Policy 4.2 - *Activity Centres for Perth and Peel* (SPP 4.2) requires that before major retail expansion can be approved for larger shopping/commercial centres, activity centre structure plans must be developed to guide future development of these centres.

A team of consultants, led by Urbis, developed the structure plan on behalf of Scentre Group, the owners of the Whitford City Shopping Centre.

Urbis on behalf of Scentre Group have submitted the structure plan to the City of Joondalup for consideration. The plan was not developed by the City, nor is it the City's plan. The City is required to assess and make a determination on the proposals received from Urbis/Scentre Group.

What is an activity centre and what is an activity centre structure plan?

SPP4.2 requires that in the future, shopping centres will be more than just retail centres and will become activity centres or hubs of diverse activity and interest.

Activity centres, as defined in SPP 4.2:

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

An activity centre structure plan will provide a framework to guide any planning decisions for future development of the Whitford Activity Centre. This framework needs to address issues such as regional and local context, transport and movement networks, land use and infrastructure, urban form (the layout and design of the area), resource conservation and staging and implementation.

A structure plan has previously been advertised for this site, what happened to it, and how is this one different?

Council at its meeting held 19 November 2013 resolved to refuse the previous Whitfords Activity Centre Structure Plan, because it did not meet the requirements of State and Local Planning Policy and because of the scale of development proposed and the impact this would have on the surrounding area and transport networks. The applicant then lodged an application for review of Council's decision with the State Administrative Tribunal, and the matter has been the subject of ongoing mediation in the State Administrative Tribunal between the City, Scentre Group, the Department of Planning and technical and legal consultants.

This mediation has resulted in the submission of a new draft activity centre structure plan to the City for the Whitford City Shopping Centre and surrounding land.

What does this structure plan propose?

The structure plan will allow the Whitford City Shopping Centre to grow from approximately 50,000m² of shop retail floor space to a maximum shop retail floor space of 75,000m². The developer will also need to provide road and public transport upgrades, up to 40 new dwellings, and some shop retail floor space outside of the existing shopping centre. This will create a more vibrant mixed use activity centre with Endeavour Road as a main street. It is anticipated that approximately 739 dwellings will be provided within the activity centre in the longer term.

How is this structure plan different to the previous structure plan?

The previous structure plan proposed the Whitford City Shopping Centre to grow to a maximum shop retail floor space of 95,000m². This structure plan proposes a much lower shop retail floor area of 75,000m². As a result, the impacts on the surrounding traffic and transport networks will be less than the previous proposal, as will the demand for car parking.

This structure plan also goes further in addressing State Government policy requirements for the development of uses other than just retail uses in the activity centre and in clarifying the infrastructure upgrades that will be required at different stages of development.

The new structure plan reflects a more moderate and pragmatic approach to development of an existing centre in a well-established residential area than the previous proposal did. It achieves a better balance between meeting State Government residential density and diversity targets and minimising impact on existing residents in the area, than the previous structure plan did.

How will the structure plan proposals impact traffic in the area?

A detailed transport report has been prepared as a part of the structure plan and highlights the potential impact of the redevelopment of the centre on traffic in the surrounding area. Based on the findings of the transport report the structure plan sets out the infrastructure upgrades that will be required as a result of expansion(s) of the centre. These upgrades will ensure that additional traffic is accommodated and that the road network operates effectively.

How will the structure plan proposals impact the City's community facilities in the area?

There are no proposed changes to the City's existing community facilities or services as a result of the proposed activity centre structure plan.

My property is within the activity centre boundary. What does this mean for me?

If your property is located within the activity centre this does not mean that you will be compelled to develop your property. You will likely gain some additional development potential through changes to your land use rights, but whether or not you act upon these is entirely up to you.

Is Scentre Group proposing to buy all the property within the Centre boundary?

The City is not aware of any proposal by Scentre Group to purchase any additional land in or around the activity centre.

I've previously made a submission on a structure plan for the centre. Do I have to make another submission on this structure plan?

The City is required to consider this structure plan as a new proposal. The same assessment, public consultation and reporting processes are required to be undertaken so the proposal can be determined.

Comments provided to the City on the previous structure plan cannot be considered in relation to this new structure plan.

If you have an opinion on the structure plan and would like the City to note this in its report, you are encouraged to provide a submission even if you have already made a submission on the previous structure plan proposal.

What happens after the close of consultation?

At the close of the consultation period, any feedback received will be reported to the Council to help Council determine whether to endorse the structure plan. The feedback will also be provided to the Western Australian Planning Commission to allow the Commission to make its own decision on the structure plan.