

# APPLICATION FOR AN EXTENDED TRADING PERMIT

## NOTICE TO RESIDENTS & BUSINESS OWNERS

Dear Resident/Business Owner

**APPLICATION FOR AN EXTENDED TRADING PERMIT:  
BEACH TAVERN,  
10 OCEANSIDE PROMENADE, MULLALOO WA 6027**

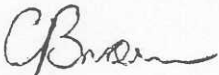
Please be advised that an application for an Extended Trading Permit in respect of the abovementioned premises has been lodged with the Director of Liquor Licensing, Office of Racing, Gaming and Liquor (telephone 08 9425 1888).

The purpose of this application is to authorise trading between the hours of 12:00 MN AND 02:00 AM ON THURSDAY, 12:00 MN AND 02:00 AM ON FRIDAY, 12:00 MN AND 02:00 AM ON SATURDAY, 10:00 PM AND 12:00 MN ON SUNDAY, in that part of the premises to be known as the whole of **proposed** 1<sup>st</sup> Floor licensed area. Please note that this area is subject to an application for alteration redefinition.

A copy of the application can be viewed, during office hours, at the Liquor Licensing Division, 1st Floor, 87 Adelaide Terrace, East Perth from 16 November 2002 until 29 November 2002.

If you require clarification on any aspect of this application then please contact the licensee or  
Jessica Patterson @ Phillips Fox Lawyers, 1 William Street, Perth.....  
..... on (08) 9288 6000..... You are also within your rights to  
formally advise the Director of Liquor Licensing of your concerns.

Yours faithfully



Graham Leslie Brown

NOTICE OF APPLICATION FOR AN EXTENDED TRADING PERMIT  
UNDER SECTION 60(4)(G)  
(ONGOING EXTENSION OF HOURS)

02 NOV 2002

To the Director of Liquor Licensing

1. DETAILS OF LICENSEE

- (a) Licence number: **602 0017434**  
(b) Name of Licensed Premises: **Beach Tavern**  
(c) Address of Licensed Premises: **10 Oceanside Promenade, Mullaloo**  
(d) Name of Licensee: **Rennet Pty Ltd**  
(e) Daytime Contact Name: **Dan Mossenson and Jessica Patterson** c/ - **Phillips Fox**  
Daytime Telephone Number: **(08) 9288 6769 and (08) 9288 6946**

2. DETAILS OF APPLICATION

- (a) Is this application seeking to renew an existing extended trading permit? YES ☐ NO ☒  
If YES: What is the existing permit number? **N/A**  
When does the existing permit expire? **N/A**
- (b) What area(s) of the defined licensed premises will be used? **The whole of the proposed first floor licensed area.**
- (c) What extension of hours is sought?
- |            |                    |    |                    |
|------------|--------------------|----|--------------------|
| Monday:    |                    | to |                    |
| Tuesday:   |                    | to |                    |
| Wednesday: |                    | to |                    |
| Thursday:  | <b>12 midnight</b> | to | <b>2am</b>         |
| Friday:    | <b>12 midnight</b> | to | <b>2am</b>         |
| Saturday:  | <b>12 midnight</b> | to | <b>2am</b>         |
| Sunday:    | <b>10pm</b>        | to | <b>12 midnight</b> |

3. DECLARATION

Notice of application is hereby given in accordance with and on the basis of, the information set out above as provided by our client. It is declared that all information and details provided in this form and in any plan or document lodged in support of the application, are true and correct and do not omit any relevant information based on our client's instructions.

Dated the 7<sup>th</sup> day of November 2002



Phillips Fox  
Lawyers for the Applicant  
1 William Street, Perth WA 6000  
(DXM:JIP:789565)

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03 NOV 2022

**Written Submissions**  
**In support of Rennet Pty Ltd's applications for**  
**Alteration/redefinition and an Extended Trading Permit in respect**  
**of Beach Tavern**

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**INTRODUCTION AND DESCRIPTION OF PROPOSAL**

- 1 Rennet Pty Ltd is the licensee of the Beach Tavern situated at 10 Oceanside Promenade, Mullaloo and applicant for the alteration and redefinition of the licensed premises and for an extended trading permit for ongoing extended hours.
- 2 Both applications are part of an exciting major redevelopment of the whole site to be known as Mullaloo Beach Village. The project is designed to incorporate a range of mixed-use purposes. The licensee/applicant is the developer.
- 3 The redevelopment is to include :
  - 3.1 a tavern
  - 3.2 a drive-through bottleshop
  - 3.3 a restaurant
  - 3.4 retail shops
  - 3.5 offices
  - 3.6 residential apartments
- 4 The site is located on the metropolitan coastal strip, on the most westerly street in Mullaloo, near the corner of Mullaloo Drive, approximately 22km north west of Perth.
- 5 Nestled amongst large public open spaces, the Mullaloo surf Club, the beach and residences, the site is ideally positioned to play an important role in providing community / village type amenities.
- 6 There is ample parking at the site and easy access for people walking to the immediate area. The site is a popular destination for the large volume of people from around the whole metropolitan area who visit the coastal region. Over and above that there is an increasing number of locals residing in Mullaloo and neighbouring suburbs who visit the Mullaloo beach precinct regularly to use the beach, surf club facilities, picnic areas, existing tavern facilities and simply to enjoy the pleasant surrounds.
- 7 Mullaloo Beach is a very popular destination, particularly during the summer months. There is no beach north of Mullaloo until Burns Beach, approximately

7km away. Further, there is no place for people to enjoy public eating and drinking facilities on the coast north of Mullaloo until Mindarie Keys, approximately 12 km away. The nearest coastal mixed-use public amenities are situated to the south, at Hillarys Boat Harbour, approximately 5-6km driving distance away.

- 8 The prime location allows the licensee to enjoy a large and regular patronage, particularly during the summer months. From the first floor patrons can enjoy sweeping ocean views.
- 9 The existing tavern was built in the early 1980s. Over the years it has become run down and no longer relates to the area. The licensee has observed a real need to update the facilities and bring the premises up to the standard of the requirements of the public today.
- 10 The whole redevelopment is intended to upgrade the Mullaloo Beach precinct in accordance with the local authority's plans to improve the area. The tavern alterations proposed are a crucial part of the redevelopment.
- 11 A considerable amount of planning and design work has gone into the proposed redevelopment to provide a collection of amenities that incorporate services and facilities that comfortably fit within the physical area and suit the coastal community mood of the surrounds.
- 12 A range of experienced professionals were engaged for the project including Perrine & Birch Architecture and Design and other planners and engineers.
- 13 The local authority, City of Joondalup, has provided planning approval for the redevelopment project.

## **BRIEF DEMOGRAPHICS**

- 14 The City of Joondalup web-site reveals that the 2001 Census figures show the following positive statistics :
  - 14.1 6,227 people were counted in Mullaloo, representing 4.4% of the population for the City of Joondalup.
  - 14.2 5,263 people were counted in Kallaroo (the suburb immediately to the south of Mullaloo), representing 3.7% of the population for the City of Joondalup.
  - 14.3 7,921 people were counted in Ocean Reef (the suburb immediately north of Mullaloo), representing 5.6% of the population for the City of Joondalup.
  - 14.4 148,268 people were counted in the City of Joondalup in total.
  - 14.5 An increase of 7,232 people, representing 5%, was experienced since the 1996 Census and an increase of 25,567 people, representing 21%, since the 1991 Census.

- 22 The proposed trading hours for the convenience store with drive-through bottleshop are :
- 22.1 Monday to Saturday 10am to 12 midnight
- 22.2 Sunday 10am to 10pm
- 23 The licensee will continue to provide its full menu at the proposed premises. The food service is and will continue to be, available in all areas of the tavern.
- 24 During construction of the new premises the licensee will cease trading and temporarily suspend the tavern licence. It is very important to the licensee that this occur during the winter months to minimise the impact on existing patrons and the requirements of the public.
- 25 The licensee is anxious to commence construction of the project. It is intended that works will commence in April 2003 and be completed before the end of 2003 in time for summer.

## CONCLUSION

- 26 The public will benefit greatly from the redevelopment. Both the alteration/redefinition and extended trading permit applications are essential to the whole project.
- 27 The extended trading hours will be needed to address the public demand for the services and facilities of the Beach Tavern premises after standard trading hours both now and in the foreseeable future.
- 28 The grant of both applications is overwhelmingly in the public interest.