

SUMMARY OF ISSUES RAISED IN SUBMSIONS IN RESPONSE TO THE ADVERTISING OF THE PROPOSED EXTENSIONS TO THE LAKESIDE SHOPPING CENTRE IN THE CENTRAL BUSINESS DISTRICT OF JOONDALUP

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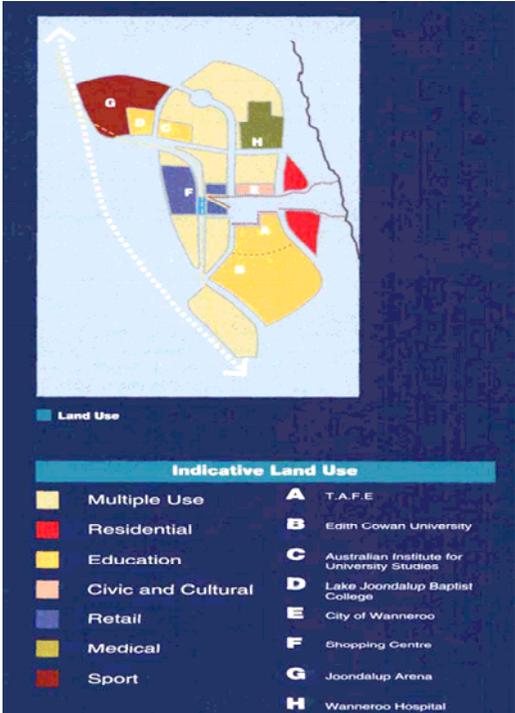
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Subm. No.	Author	Issue No	Summary of Issue	Summary Response	Recommendation
1 & 2 (Duplic ates)	1. Grant Denness (Inner city resident and business person) 2. Brett K Bourne CD (Acting President, Inner City Residents of Joondalup)	1	The proposed extensions to the Lakeside Shopping Centre are not in the best interest to either the City of Joondalup or its community	Some of the criticism is based on editorial issues and perceived profiteering by the shopping centre management. None of the specific issues raised in the submissions below were substantive enough to recommend refusal of or changes to the application.	Disagree
	3.	2	The claim that future parking ratios (demand) at the shopping centre will decrease owing to deregulation of shopping hours is false in view of the recent referendum result not to allow general extended trading hours	The reference to extended shopping hours reducing parking demand at any one time is long term speculation based on possibilities as the city expands to a status similar to Perth or Fremantle. It is a fact that where trading hours have been extended elsewhere in Australia there has been a reduction in peak demand periods for parking especially on a Saturday. (Note that this 'claim' did not affect the number of cars provided in the current application.)	Note
		3	The proposed development does not include provision for residential, which given the proximity to public transport would promote its use and also be beneficial to both business owners at Lakeside and the surrounding area	The composition of the proposed expansion of Lakeside for shops and offices falls within the CBD of Joondalup and broadly conforms to the land use and design objectives for this precinct in the adopted City structure plan which is the City of Joondalup Development Plan and Manual. It must be understood that there are seven precincts within the Strategic	Disagree

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				<p>Regional Centre each designed to have a different character and different emphasis on land use.</p>  <p>Source: Joondalup City Centre Development Plan and Manual</p>	

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				<p>With regard to the diagram above it was never the intention that the multifunctional land uses in the Strategic Regional Centre should be spread in a randomly diffuse way throughout. There was always the intention that they be organised into precincts. The proposed expansion of Lakeside as a predominantly retail centre but with some offices accords with the adopted planning strategy for the Strategic Regional Centre as a whole.</p> <p>The expansion area itself comprises less than 15% of the area of the CBD, which is one of seven precincts, which itself is subdivided into policy areas some of which includes residential. The site on which the existing Lakeside Shopping Centre and the proposed expansion fall is designated as a retail shopping centre site – see ‘F’ on the diagram above.</p>	
		4	The report states that based on experience in Sydney and Melbourne as well as overseas a parking ratio of 4.5 cars per 100 m2 retail floorspace for a centre of 85,000 m2 is adequate. This contradicts another statement which says that the design of the expansion must be commercially	Again this was a statement concerning long term future scenarios not part of the current application and does not affect the amount of parking provided in this application. The actual parking provided in this application is at a ratio of 5.51 per 100 m2 which is only marginally below that specified in District	Disagree

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			competitive – namely reducing parking provision does not increase competitiveness	<p>Planning Scheme No. 2 of 5.65 per 100 m2. It is much higher than the ratio of 3.5 per 100m2 for the CBD specified in the Joondalup City Centre Development Plan and Manual.</p> <p>With relation to parking provision and competitiveness in city centres, if too much parking is provided it is not used and is wasteful of valuable land. Unused areas of asphalt tend to accumulate rubbish and attract antisocial driving behaviour (hoons doing wheelies etc). It becomes an ongoing management problem for the centre management and for the City.</p>	
		5	The 35 bays lots in Collier Pass, 6 in Grand Boulevard and 4 in Boas Avenue to be lost owing to the proposed development serve other businesses outside Lakeside which will not be (as well) served by the 45 on-site replacement bays planned	The 35 bays in Collier Pass are intended commuter parking bays irrespective that some may be used for short term parking for nearby businesses. The on-site replacement will serve the commuter function as well or better than the existing on Collier Park. The loss of the additional 10 bays of street parking in Grand Boulevard and Boas Avenue will be more than offset by the opportunities for customers parked in the new Lakeside parking areas off Grand Boulevard (1710 bays) to conveniently patronise other	Disagree

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				businesses in the city centre.	
		6	Access to the parking areas off Grand Boulevard will cause bottlenecks along this road, especially at Boas Avenue which is already a bottleneck. Residents would face long delays entering and exiting there homes in favour of patrons to the centre. Rather improve the parking and entrances to the shopping centre on Collier Pass.	<p>There is no doubt that the proposed development will substantially increase traffic along Grand Boulevard, Collier Pass and to a lesser extent Boas Avenue. This is inevitable in response to the planned amount and distribution of commercial floorspace (with which the Lakeside Proposal is consistent) in the City of Joondalup objectives in the Design Manual. The way Joondalup has been planned is that there alternative routes Joondalup residents can take to get around and through the city. One alleviating factor is that the centre opens and closes after the morning and evening peak hour rushes to and from work.</p> <p>With regard to concentrating access to parking off Collier Pass, traffic analysis accompanying the application shows that Collier Pass which is already a major entrance to the existing centre and bus port would not suffice. Additional entrances to the upper deck parking off Grand Boulevard are required.</p>	Disagree
		7	ING Real Estate and their parent	The composition of the proposed	

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			headquarters in Amsterdam are committed to sustainable development. In Amsterdam the group has undertaken may wonderful designs blending both commercial and residential uses. In contrast what is proposed for Joondalup is another unimaginative shopping centre.	expansion of Lakeside for shops and offices falls within the CBD of Joondalup and broadly conforms to the land use and design objectives for this precinct in the adopted City structure plan which is the City of Joondalup Development Plan and Manual – See Joondalup City Centre Development Plan and Guidelines CBD Policy A1 – (Diagram).	Disagree
		8	Contrary to the statement in the Report that the proposed expansion will greatly benefit Joondalup’s residents, visitors and workforce, the only beneficiary will be ING getting higher returns through increased rentals.	This is a matter of opinion. Unless the centre performs well ING will not receive greater returns. If it does perform well it is because the community is supporting it, in which case it could be argued that ING deserves the returns it gets. In principle the provision of many more shops should increase rental competition through Joondalup CBD and reduce rentals.	Disagree
		8	Giving Joondalup its third supermarket and discount department store lacks creativity. This triplication will offer residents nothing which does not already exist except the risk of increased traffic and parking problems.	One of the major advantages of multiple similar large and small shops is that it allows easy comparison shopping – where goods and prices can be compared in the same centre. This is very much favoured by customers. Increased competition usually offers benefits to consumers. Another factor in increasing size is that the trade area expands and trade area	Disagree.

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				<p>penetration increases (escape spending is reduced). This in turn allows more specialised types of shops at the upper end to reach the threshold of support they need to survive (which is why upper end shops are not usually found in neighbourhood shopping centres). The third factor is that there are only a limited number of major traders in Australia and it is vital to a centres commercial success to be able to attract as many of them as possible to it.</p> <p>As regards parking problems. The provision of 1710 parking bays of Grand Boulevard with convenient access to the CBD as a whole will benefit the community, local businesses as well as serving the centre.</p>	
3	Robertsday, Town Planning Consultants to Westfield Limited (Shopping centre developers/owners)	1	The extension increasing the floor area from 42,0785 m2 to 71,128.7 m2 would result in Lakeside having three major discount department stores and three major supermarkets (by inference an undesirable situation).	Having three major supermarkets and discount departments stores will be a benefit to Joondalup by increasing competitiveness through easy comparison shopping. The resulting increase in drawing power to the centre will benefit all business in the Strategic Regional Centre not only those in Lakeside Shopping Centre itself.	Disagree with inference
		2	Applying on Centres Policy Appendix 4	This is correct, but not unexpected or	

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			categories to the calculation of retail floor area the expansion increase the floorspace for policy purposes for the whole Strategic Regional Centre to 77,672 m2 This is slightly less than the 80,0000 m2 imposed by the Western Australian Planning Commission's Centres Policy (SPP 4.2)	premature. Given that the expansion will open end 2007, the 77,672 m2 for the whole Strategic Regional Centre accords almost exactly with retail modelling undertaken for the Western Australian Planning Commission in the formulation of the current Centres policy. (The actual figures modelled were 72,000 m2 for 2006 rising to 90,000 by 2011 – Draft Metropolitan Centres Policy 1997).	
		3	An increase in the total (retail) floorspace area of Joondalup above 80,000 m2 has major implications including the requirement under the City's Centres Strategy for a structure plan to guide growth up to 100,000 m2 of floorspace and the requirement for WAPC approval. Westfield would also be concerned id retail exceeded 80,000 m2 without these requirements being addressed, as any increase has the potential to impact on the viability and competitiveness of other centres in the north west corridor, including Westfield's Whitford City Centre	Conditional upon the approval of the application for expansion of Lakeside Shopping Centre as proposed, the City must shortly undertake a reassessment of the ceiling to retail floor area it wishes to set for the future and seek endorsement from the Western Australian Planning Commission and would be subject to an economic impact assessment. The ultimate amount of retail envisaged for the centre is 100,000 m2, although Strategic Regional Centres should not be restricted in size if further expansion can be supported. As regard a structure plan, the currently approved structure plan (namely the Joondalup City centre Development Plan and Manual) accommodates expansion to over 100,000 m2.	Note

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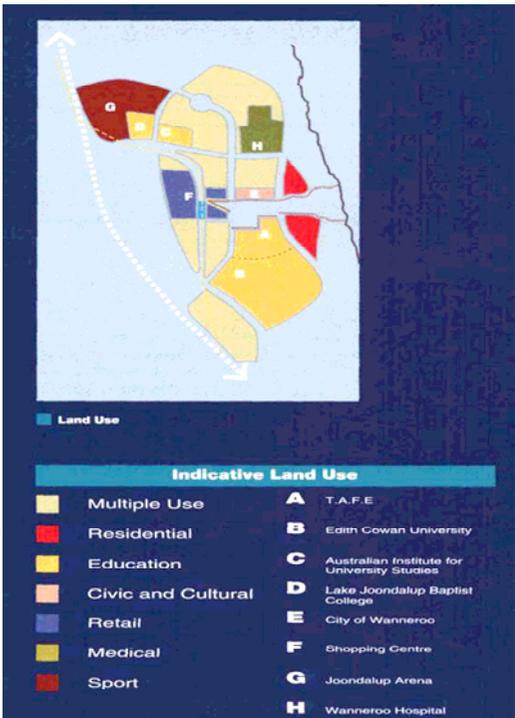
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		4	There is concern about the percentage of shop/retail that is allocated to the traditional retail format of the Lakeside Joondalup Shopping Centre (65,392 or 84%) compared with the limited area available for more innovative retailing outside this shopping centre (12,280 or 16%).	It was always the intention that the bulk of the retailing in Joondalup Strategic Regional Centre would be on the Lakeside Shopping Centre site, both east and west of the railway line. (See response to Submission 1, Issue 2) The expansion falls within the CBD precinct of the Strategic Regional Centre and has been designed accordingly with shop fronts at street front in addition to those in internal malls. It would not be possible to accommodate the amount of retail floor area required to ever reach the 80,000 target with shopping on the Lakeside site the CBD confined to street front shops.	
		5	Retailing located outside the shopping centre has greater capacity to perform functions that are more consistent with the higher order function intended for Joondalup, including main street retailing, mixed use development and retail outlets that can be accessed outside normal business hours and that are highly attuned to pedestrian access and activity.	It is assumed that this submission refers to the internal shops oriented to the internal malls. However, in addition to these internal shops the intention for Lakeside Shopping Centre both in the short term and long term to provide almost continuous street front shopping along Grand Boulevard and Boas Avenue. It is difficult to envisage a better solution.	Disagree
		6	Contrary to the WAPC Centres Policy strategic objective that Joondalup Strategic	This submission appears to assume that Lakeside Shopping Centre comprises the	

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			<p>Regional Centre be a sophisticated, multifunctional transit oriented centre that offers a broad range of facilities and services, second only to Perth CBD, we contend that the proposed extension to Lakeside is typical of suburban shopping centre development with limited capacity to contribute to the intended function of Joondalup.</p>	<p>Strategic Regional Centre which is entirely wrong. The Centres Policy refers to the Joondalup Strategic Regional Centre as a whole.</p>  <p>Source: Joondalup City Centre Development Plan and Manual</p>	<p>Disagree</p>

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				<p>There are seven precincts within the Strategic Regional Centre each designed to have a different character and different emphasis on land use.</p> <p>With regard to the diagram above it was never the intention that the multifunctional land uses in the Strategic Regional Centre should be spread in a randomly diffuse way throughout. There was always the intention that they be organised. The proposed expansion of Lakeside as a predominantly retail centre but with some offices accords with the adopted planning strategy for the Strategic Regional Centre as a whole. The expansion area itself comprises less than 15% of the area of the CBD, which is one of seven precincts, which itself is subdivided into sub-precinct policy areas. The site on which the existing Lakeside Shopping Centre and the proposed expansion fall is designated as a retail/shopping centre site – see ‘F’ on diagram above)</p>	
		7	The expansion does not meet the City of Joondalup Centres Strategy objective for Joondalup Centres as:	The same response as for issue 6 applies. It should also be noted that the Centres Strategy envisaged primacy at Joondalup	

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			<i>"...the primary commercial social and cultural centre for the North West corridor, and as a city in the suburbs' and the preferred location for major offices and retailing as well as a rich mix of leisure, entertainment, recreation and community facilities."</i>	Strategic Regional Centre as having about twice the amount of retail floor area (100,000) as Whitford City (55,000)	Disagree
		8	The proposed extension does not meet the objectives of the Joondalup City Centre Development Plan and Manual for the CBD precinct (in which the expansion is located), namely: <i>"The Central Business District is intended to epitomise the urbanity of a bustling city. There will be an intensely developed mix of city centre activities within a "pedestrianised" environment where street level entertainment facilities will predominate. There will be an emphasis on specialty shops, cinemas, personal service establishments, restaurants, al fresco dining, offices and residential accommodation. The combination will contribute to a 24 hour character with nightlife focused upon entertainment, leisure, arts and cultural activities."</i>	The same answer as for issue 6 applies. In fact the assessment of the Development Application shows that the proposed expansion with its street front shops and treatment of 'Station Square' as a public palace substantially meets the design objectives in the Development Plan and manual – which is the adopted structure plan for the Strategic Regional Centre.	Disagree
		9	Westfield objects to the proposed	The expansion of Lakeside Shopping	

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			extension on the grounds that it does not contribute to Joondalup’s Strategic Regional Centre status, but rather would duplicate the form of convenience retailing intended for surrounding centres. This would significantly affect the viability and competitiveness of these centres, which include Whitford City, Ocean Keys Shopping Centre and Currambine Market Place.	Centre does enhance Joondalup’s Strategic Regional Centre status by making it the primary retailing centre in the north west corridor. This is a strategic objective in all documents and plans which have related to the development of the north west corridor and Joondalup. See also response to issue No. 6. With regard to viability, the floor areas of the centres named has been restricted by policies aimed at ensuring that Joondalup achieves primacy while retaining sufficient trade potential to support the other centres.	Disagree with objection
		10	If the City resolves to endorse this proposal, Westfield trusts that a level playing field is extended to these other centres, whereby a similar level of support is extended should market conditions determine that there future expansion is necessary to remain commercially viable.	The objective for the Joondalup Strategic Regional Centre is that it be the primary commercial centre in the North West Corridor comprising the cities of Joondalup and Wanneroo. Notwithstanding this if it can be demonstrated on service grounds (rather than competitive advantage) that there is a need for expansion at any existing centre in Joondalup, it will be considered by the Council on its merits.	Note
4	Ray Goldstein, Business Proprietor, Grand Boulevard.	1	The proposed extensions seem a very exciting proposition.	There is no doubt the extensions will add to the vitality of Grand Boulevard and Boas Avenue as they extend activity into the heart of the CBD.	Note

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		2	Joondalup is growing and the shopping centre must expand too to avoid shoppers going further afield. When shoppers do not frequent local shopping centres all businesses fail – not just the retailers.	There is also no doubt that by being a stronger centre Joondalup will draw more customers including those who now travel to outer centres to the betterment of all businesses in the city	Note
		3	The additional parking to be provided is long overdue to alleviate parking difficulties in the Joondalup Business Area	The additional 1710 car bays planned as part of the expansion will be convenient for visitors to the whole of the CBD businesses – not only the expanded centre itself.	Note
5	John D Hughan, Company Director	1	As proprietors of an adjoining commercial complex in Boas Avenue, the expansion of the Lakeside Shopping Centre is welcomed, which will no doubt cater for the increasing needs of the district population by providing more comprehensive shopping and/or business and medical services	Welcome for the proposal noted. The answers given to the three issues in submission 4 apply.	Note
		2	The expansion is in conformity with the original planning of the Joondalup City Centre and has this company's full support for approval from Council and implementation.	Full support noted. The expansion substantially conforms to the planning intent for this part of the CBD in the original planning – which has now mostly been carried through to the Joondalup City Centre Development Plan and Manual.	Note
6	Fleur Gowland (local resident)	1	The existing Lakeside Shopping Centre has the same sorts of shops as Whitfords.	While there will be considerable duplication of shop types in the expanded centre to	

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			If the purpose of the expansion is to further increase the number of shops that already exist in the local area, eg at Whitfords, then it is not considered a priority. What is required is more alternatives in terms of coffee shops, boutiques stores like those that exist in Fremantle, gift shops and healthy food outlets.	those found in the existing Lakeside Shopping Centre and other centres, it is probable that the added strength of the centre will attract more specialist shops such as boutiques, gift shops and healthy food outlets. It is likely that the expansion will also add vitality to the reset of the CBD along Grand Boulevard and Boas Avenue which will then attract a greater diversity of restaurants, cafes and coffee shops.	Note
		2	The council should work on encouraging small business in the area by reducing the high price of rent in the area rather than spend more on developing an already poor selection of local shops. The roadside along Grand Boulevard would be perfect for this purpose.	There is little the Council can do to directly control rentals of private properties. However, by increasing the amount of shops that become available for tenants, rentals will have to become more competitive and this, in turn, will open up opportunities for aspirant and more diverse traders to enter the market.	Note
		3	There was no opportunity provided for direct input or consultation on the proposed expansion.	In the case of development applications where the proposal accords with the zoning and policies for the development of the land, the best the Council can do by way of general consultation with the community is through the advertising it has carried out. The process provides the chance for those people interested enough to have a say before the applications is determined by the Council. Submissions can and	Note

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				sometimes do make a difference to the outcome of an application.	
7	Rosalind M Baxter (Mrs) Local Resident	1	The proposed expansion looks fantastic, is long overdue, will help alleviate parking shortages and has the support of my family, work colleagues and myself.	The responses to issues 1-3 of Submission 6, which outline the benefits of the proposal can be applied to this issue.	Note
8	Albert Purnomo (Inner City Resident and Business Proprietor at Currambine Shopping Centre.	1	The proposed expansion is welcomed but there is concern regarding the increased traffic that will result – particularly as it affects traffic flows on Joondalup Drive at the entrance exit to the existing centre.	The responses to issues 1-3 of Submission 6, which outline the benefits of the proposal can be applied to this issue. With regard to traffic congestion on Joondalup Drive it must be noted that much of the traffic is through traffic. Once the Mitchell Freeway is extended north to Burns Beach Road there will be a significant reduction in traffic along Joondalup Drive. Also much of the traffic using the expanded part of the centre will approach via Grand Boulevard and Collier Pass – so that not much more shopping centre traffic will be added to Joondalup Drive.	Note
		2	When will the Council allow expansion of Currambine shopping centre, desirably to include a Big W on land adjacent land set aside for it? The tenants at Currambine want expansion to strengthen the centre to protect/enhance their businesses.	This issue is not directly related to the application. It is however noted that the upper limit is set at 10,000 m2 of retail floorspace. The 2001/2 Commercial Survey showed that only 5,817m2 of retail floorspace (including one vacant shop of	Note.

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Subm. No.	Author	Issue No	Summary of Issue	Summary Response	Recommendation
				144 m2) exists at Currambine. Therefore expansion potential exists for 4,153 m2 of retail plus any ancillary uses the Council deems suitable. This could almost double the size of the existing centre and could include a small discount department store such as a 'Country Target' store.	
Late Submsion	Michael Caiacob	1	Having two (or any service entries) off Boas Avenue is undesirable because it will detract from and have a detrimental effect on Boas Avenue as a " high volume pedestrian area". Mixing trucks and pedestrians is not good. Access to service areas should be off Grand Boulevard.	Agreed that service access off Boas Avenue is not ideal. This issue was the major issue in the assessment of this proposal. Every attempt was made to find alternative solutions using either Collier Pass and/or the northern left in – left out access off Grand Boulevard as entries to service yards on the southern side of the centre. In the end it was evident that the functional disadvantages of the latter (i.e. service yards on the southern side of the centre) outweighed the amenity considerations in Boas Avenue. It has been agreed however that access to the eastern service area (closest to Grand Boulevard) by heavy articulated vehicles will be outside trading hours. The western service yard will only cater for smaller rigid trucks.	