

Deputation: Councillor's Briefing Session City of Joondalup 10 February 2009

- My name is Scott Kerr from Masterplan Town Planners; we're the consultants undertaking the planning work on behalf of Landcorp, the developers of the Joondalup Southern Business District. My colleague is Mr Jon Bailey representing Landcorp.
- The Joondalup Southern Business District comprises the land bounded by Joondalup Drive, Hodges Drive, the Freeway and Eddystone Avenue. It is subject to the Southern Business District Structure Plan which was adopted in 2005. Since then both subdivision and development approvals have been issued for parts of the site in accordance with the approved structure plan and earthworks undertaken to enable development to proceed. Concurrently a very detailed market assessment and marketing programme has been undertaken.
- We have been involved in ongoing discussions with City officers pertaining to the Draft Joondalup City Centre Structure Plan, although we were only able to sight details of the draft proposals when the matter was first presented to the Council in December. We have subsequently sought further liaison and discussion with City officers which initially was delayed because of Christmas/New Year and then had to be recently postponed due to circumstances beyond anyone's control.
- There are a number of elements contained within the documentation that we have seen that are of concern and it was hoped that further clarification and consideration of these elements would be able to be achieved via liaison with City officers prior to the matter again being considered by Councillors.
- Circumstances have not permitted this to happen and therefore we would like to suggest that the Council give consideration to a further deferral. I would like to emphasise Landcorps interest and willingness in working with the City on this matter and believe we can in co-operation make a positive contribution in this regard. There are, however, a number of anomalies that need to be given further consideration and it seems to us the most appropriate approach to doing this is prior to finalising a draft document for advertising.
- For example further clarification is needed in relation to the proposed new zonings to be applied over the Joondalup South Business Park area. It would seem that Business Park North and the Joondalup South area have been dealt with in the same manner under the Draft Joondalup City Centre Structure Plan, however, we would argue that they are quite different areas and therefore

should be considered differently. The Agenda report refers to Business Park North and states:

“...it is acknowledged that there are currently constraints in the Service Industrial area in regards to establishment of warehouse or service industrial style developments that incorporate a substantial office component. Given that offices are not currently a permitted use in the Service Industrial area, these types of developments cannot be approved, and Joondalup is missing out on ‘Business Park’ style developments.”

- In fact the “Business Park Style” of development referred to is clearly accommodated, promoted and intended to be developed at Joondalup South under the auspices of the existing Joondalup South Structure Plan and the effect of the current draft proposal would actually be to dilute that opportunity.
- We also can see the proposed intent of the application of the proposed “Business Boulevard” zone along Joondalup Drive but have to question the likelihood of this intent being achieved south of Hodges Drive. Joondalup Drive has a reserve width of at least 60m adjoining Joondalup South. The urban boulevard objective we understand to be the intent of the “Business Boulevard” zoning will prove hard to achieve for this portion of Joondalup Drive given this reservation and the traffic speeds that apply.
- The effect of this approach is also diluted by the fact that development on the eastern side of Joondalup Drive south of Lakeside Drive comprises existing low density residential uses while existing development already approved for the northern portion of the Joondalup South area does not reflect the proposals under the “Business Boulevard” zoning.
- The features I have just described, the fact the existing Structure plan has only relatively recently been approved and that further approvals have been progressed based on it, the fact that it will already deliver the type of development the agenda report itself states Joondalup is missing out on, all emphasise the uniqueness of the Joondalup South site.
- We strongly believe further consideration of how this should be dealt with under the proposed Draft City Centre Structure Plan is necessary and should be progressed prior to finalising a draft to go to advertising. At the very least, should the Council determine to proceed to advertising now, we politely request the deletion of the “Business Boulevard” zone within the Joondalup South site, south of Lakeside Drive. Jon Bailey will explain why this is so important.