



Joondalup Performing Arts and Cultural Facility

Briefing Paper





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1. Introduction

1.1 The City of Joondalup

The City is in the fast growing northwest corridor of Perth, with its southern boundary located just 15kms from the Central Business District of Perth. With a population of approximately 164,000 and a total land area of approximately 99 square kilometres, the City is one of the largest local governments in Western Australia by population.

The City was named the World's Most Liveable City of 2011 in its population category at the UN-endorsed annual International Awards for Liveable Communities. The LivCom Awards is a worldwide competition focusing on International Best Practice regarding the management of the local environment with the further objective of improving the quality of life of citizens through the creation of 'liveable communities'.

The Joondalup Performing Arts and Cultural Facility (JPACF) will represent a special milestone in the development of the City. Since its inception as the northern regional centre of Perth, the City has witnessed the construction of significant infrastructure including the Joondalup Health Campus, Edith Cowan University, West Coast Institute of Training, WA Police Academy, Arena Joondalup and the City Administration, Civic Centre and Library. The JPACF will add a new dimension to the City Centre and is a key component in the development of the region's cultural identity and social harmony through contemporary multicultural arts practice.

The facility will support the City's role as a Strategic Metropolitan Centre (Directions 2031 and Beyond, Department of Planning and WA Planning Commission, August 2010), and represent key enabling infrastructure as the City matures into a principle centre of activity within Perth's urban network. It will also activate the surrounding area, giving people an extra reason to visit and stay in the City Centre.

The development of the JPACF has been identified as a strategic initiative in the City's *Strategic Community Plan 2012-2022 (Joondalup 2022)*. The JPACF will also contribute to the success of the City's cultural program which aims to:

- Provide art and cultural experiences that develop a community's identity, diversity, heritage and tourism activity; and
- Offer a range of engaging and innovative cultural activities for residents and visitors, including visual arts, performing arts and cultural development programs.





1.2 Project History

The need for a performing arts and cultural facility for the Joondalup region was identified and defined in the 1992 Joondalup Cultural Plan.

Throughout the period 1996 – 2006 significant progress was made towards achieving this ambition including the purchase of a site for the facility. In August 2004 the City commenced negotiations to purchase a portion of land in the City of Joondalup city centre. Finalised in 2006, the contract of sale included special conditions limiting the use of the land to the provision of a cultural facility and associated activities.

Also throughout this period a number of studies and reports were produced identifying the need for a cultural facility in Joondalup. The studies indicated strong support from community and other stakeholders for the concept of a centrally-located performing arts centre containing a range of venues and facilities.

More recently the City has undertaken a comprehensive market analysis and feasibility study for the development of a performing arts and cultural facility in the City. This study has again reinforced the notion that there is currently a significant under provision of performing arts and cultural facilities within the northern corridor of Perth.

The City has recently affirmed its objectives of providing a performing arts and cultural facility for Joondalup by undertaking an architectural design competition for the delivery of a conceptual design. The two stage competition, currently in its second stage, has enabled some of the world's most talented architects to contribute to the design of the JPACF.

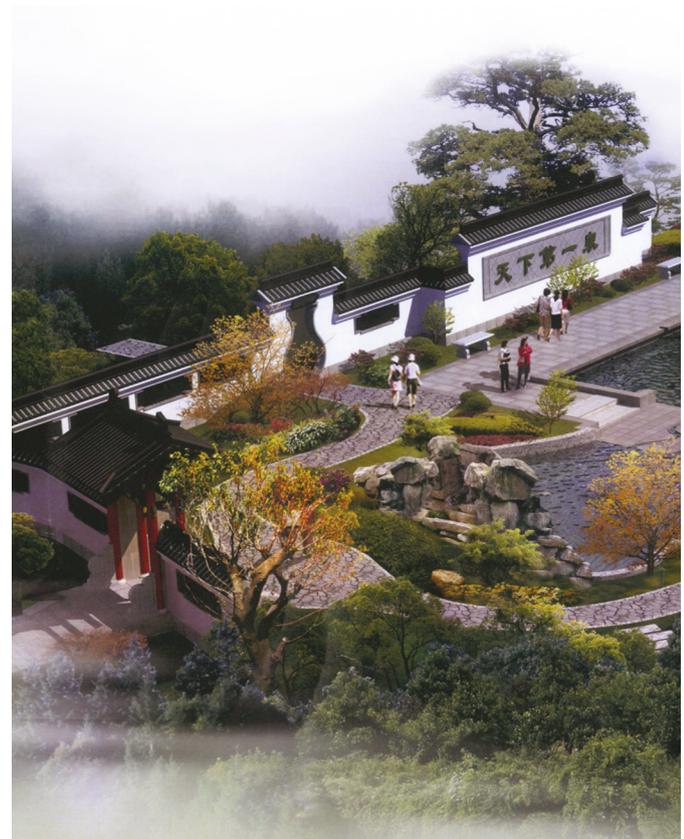
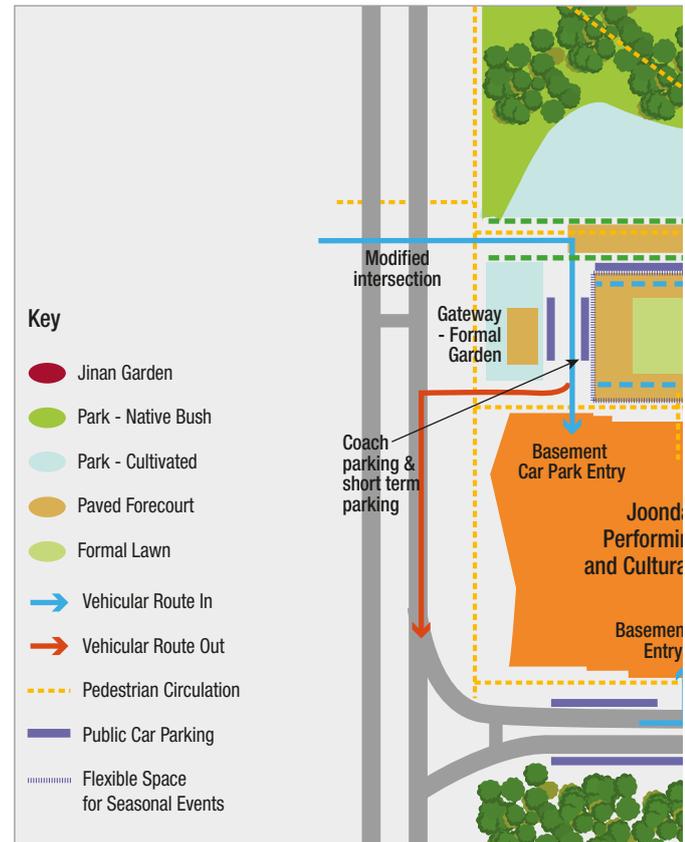
2. Project Details

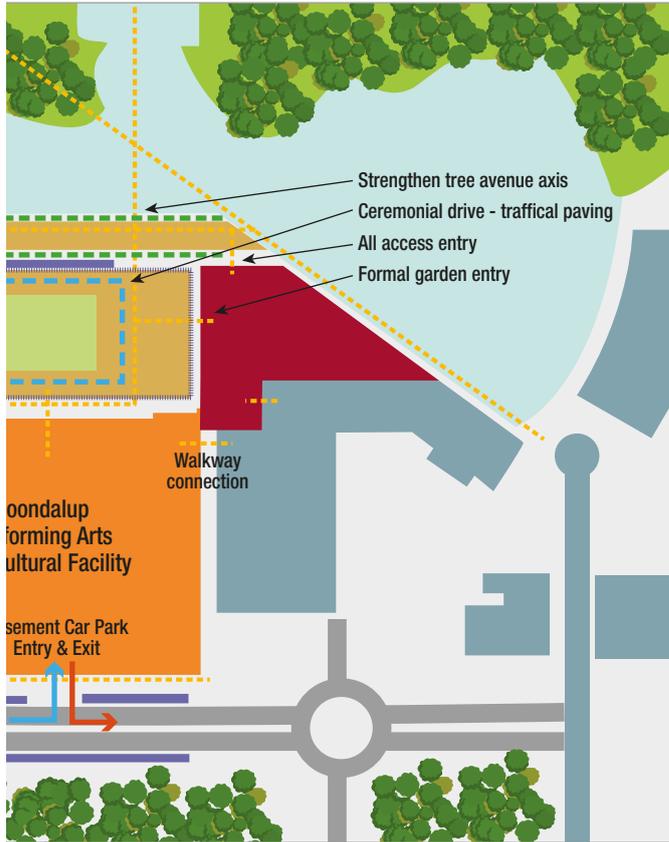
2.1 Site

The site is located in the Joondalup City Centre at 3 Teakle Court adjoining Central Park and the Joondalup Learning Precinct, consisting of the West Coast Institute of Training, Edith Cowan University and the Joondalup Police Academy. The site is located in close proximity to the Joondalup train station and the Civic Centre and Library.

The site is:

- Owned by the City in freehold
- Located at 3 Teakle Court, Joondalup
- Has an area of approximately 8,000m2
- Zoned “Central City Area” under the Metropolitan Region Scheme
- Zoned “Centre” under the City of Joondalup District Planning Scheme No 2





2.2 Jinan Garden

The City of Joondalup is engaged in an ongoing Sister City Relationship with Jinan Municipal People's Parliament of China which began in 2000. The City has endorsed a long term Relationship Plan to assist in guiding the growth and continuity of the Jinan-Joondalup Sister City Relationship.

The Plan highlighted four key focus areas for the relationship:

- Relationship management;
- Social-cultural exchange;
- Environmental exchange; and
- Economic exchange.

One of the key achievements resulting from this relationship is the City of Joondalup's plans to construct the Jinan Cultural Garden; to be incorporated with the Performing Arts and Cultural Facility in Joondalup.



Top: JPACF/Jinan Garden conceptual masterplan
Bottom: Artist's impression of Jinan Garden

2.3 Steering Committee

In September 2010, Council endorsed the terms of reference and composition of the Joondalup Performing Arts and Cultural Facility Steering Committee. The primary objective of the Steering Committee is to provide leadership for, and oversight of the planning and design of the Joondalup Performing Arts and Cultural Facility. The Committee consists of:

- Elected Members;
- Representatives from Edith Cowan University, WA Police Academy and the West Coast Institute of Training;
- External individuals with specialist expertise; and
- Representatives from community arts groups located within the City of Joondalup.

The Steering Committee meets on a regular basis to ensure progress on this project is maintained in line with Council and community expectations.

The terms of reference for the Steering Committee are:

- To provide advice and make recommendations to Council on:
 - The architectural design elements to be incorporated into the JPACF;
 - The core components to be included in the JPACF;
 - The capacity of the design features to be included in the JPACF; and
 - The options for the ongoing management and utilisation of the JPACF.





2.4 Project Philosophies and Parameters

The Steering Committee and the Council of the City of Joondalup have endorsed the following Project Philosophies and Parameters which articulate the philosophy/vision for the facility as:

- The provision of a world class, state of the art facility incorporating innovative and sustainable design, symbiotic with the existing natural and built environment;
- A place for the pursuit of activities such as:
 - performing arts
 - visual arts and crafts
 - film and media
 - cultural events.
- Able to host a mixture of commercial and community activities.
- The creation of an inclusive environment – a place to celebrate imagination and creativity.
- Inspiring individuals and the community to participate in culture and the arts.
- Reinforcing the Joondalup City Centre as the creative and education centre of the northern corridor.

3. Market Analysis and Feasibility Study

The Market Analysis and Feasibility Study (MAFS) was undertaken by the City of Joondalup and incorporates demand and supply analysis, accommodation schedule and concept design description, operations management, business framework and financial analysis.

The MAFS identified the primary catchment area for the JPACF as the City of Joondalup and the City of Wanneroo comprising a population of over 330,000. A secondary catchment takes in most of the northern metropolitan area, stretching south to the City of Stirling and east to the City of Swan. A further area of influence stretches out north into the Wheatbelt, including towns on the way north from Perth, such as Cervantes, Jurien, Dongara, and as far as Geraldton.

3.1 Demand and Supply

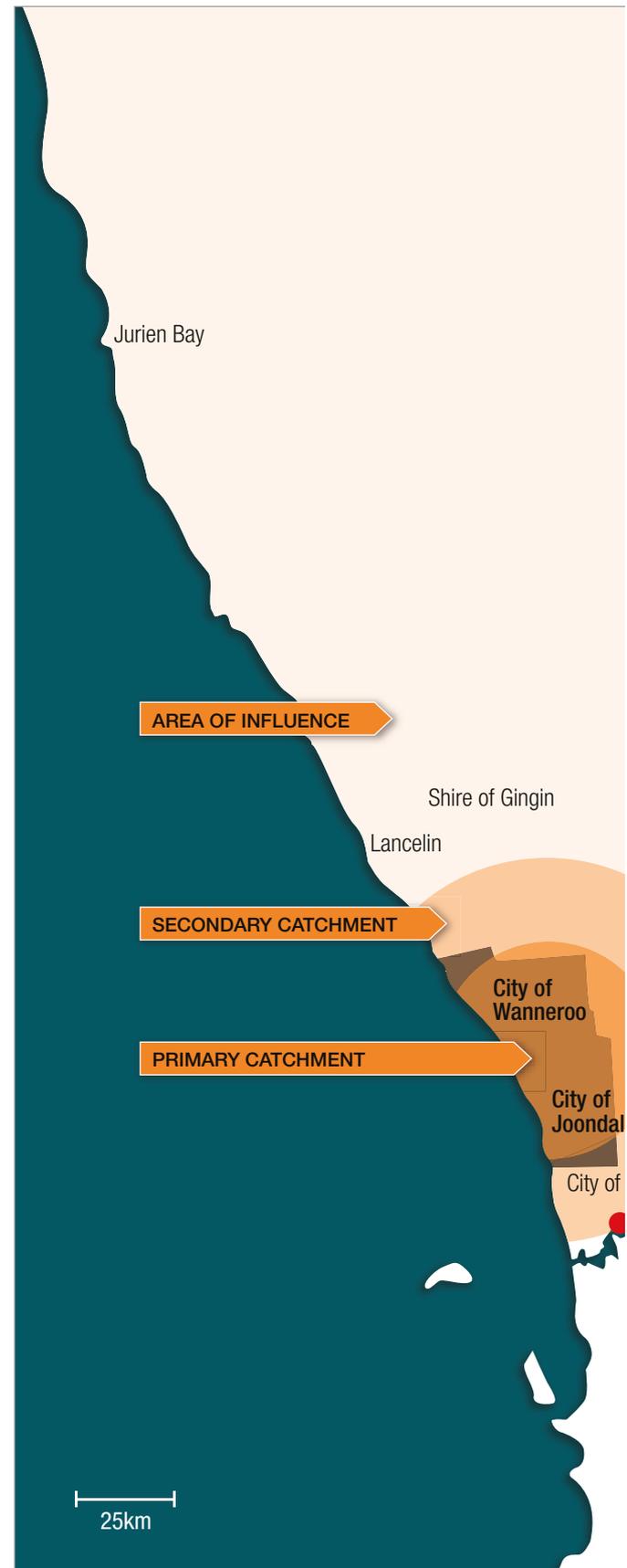
The study combined revealed preference and Australian Bureau of Statistics demand modelling to estimate current and future demand for the JPACF. Demand analysis indicates local residents are either travelling outside of the primary catchment area for their cultural pursuits or the activity is not occurring at all.

The MAFS contained data resulting from extensive consultation with Western Australian cultural organisations and art producers, local cultural organisations within the City, the existing school-based performing arts centres in the area, existing conference and function venues and the Perth Convention Bureau.

The results of the consultation reinforced the suggestion that there is a lack of facilities within the City and the northwest metropolitan region. Evidence exists that local groups travel considerable distances to access suitable facilities for performances and the like. A significant number of respondents consulted indicated their support for the development of a purpose-built performing arts centre, with a large primary performance space.

3.2 Design

A detailed design description was also developed, informed by the model program and the market analysis. The design description outlined in the study allows for considerable community cultural activity and activation and differs to that of a traditional performing arts facility. For the purposes of the study the design is referred to as an “Art Box”. Artistic impressions of what an Art Box design could look like on the development site have been prepared.



JPACF catchment area.



Shire of Chittering

City of Swan

City of Stirling

Perth

While an exact accommodation schedule is yet to be confirmed, the Art Box design proposed in response to the market analysis contains the following spaces:

- A lyric theatre of 850 seats, including a fly tower, of the highest mechanical standard, lighting and acoustic specifications;
- A 200 seat black box theatre to accommodate a variety of non-traditional theatre stagings and performances;
- A range of rehearsal spaces that could also serve as places for small performances and general community activities;
- Theatre support spaces such as box office, green room, make up and change areas, backstage workshops and storage;
- A foyer to serve both theatres that could also function as a reception and exhibition space;
- A dedicated art gallery;
- Spaces for the practice of fine art and crafts;
- Curatorial storage;
- Bar and catering facilities (the proximity to the West Coast Institute of Training Hospitality School should be factored into this activity);
- Offices and managerial spaces; and
- An undercroft car park to cater for staff, and patrons of the JPACF and day-time public parking.

The proposed accommodation schedule addresses the demand identified through the market analysis and defines the primary purpose of the JPACF as being the delivery of a wide range of performance activities including drama, dance and music and the provision of visual arts spaces. The proposed facility would also accommodate secondary functions such as conferences and civic receptions adding to its financial viability. In addition, the consideration of additional (multi-level) car-parking and commercial office space may assist with the financial viability of the facility.

3.3 Event Program

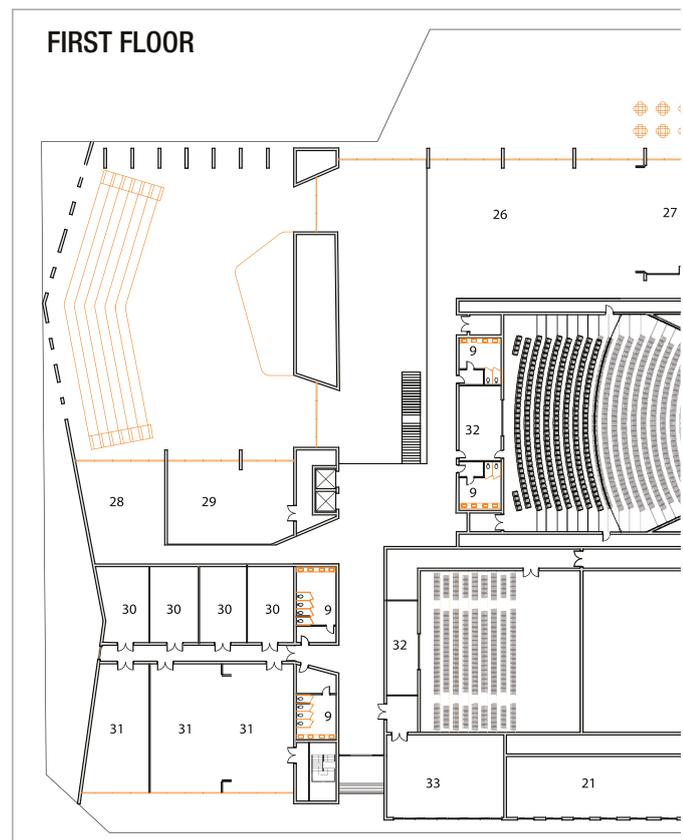
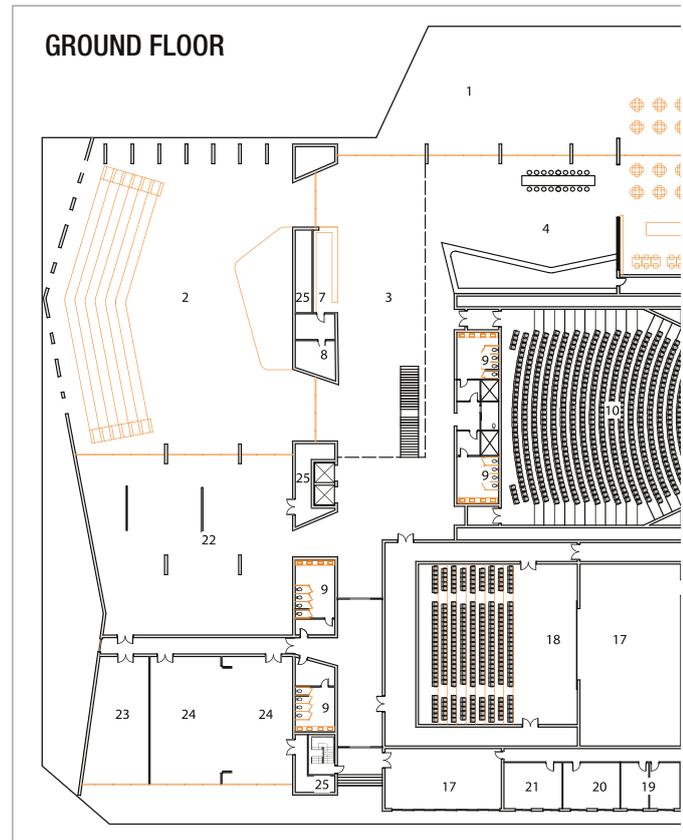
Based on the results of the market analysis a model program of events was developed connecting the results with the facility design. The model program is typical of programs run by existing facilities similar to that proposed for the JPACF and contains events including film, comedy, theatre, dance, music, visual arts and school activities.

4. Funding

The capital cost for the “Art Box” facility described above is in the vicinity of \$78 million. This figure would increase to approximately \$100.5 million with the inclusion of additional car parking and commercial office space which have the potential to provide additional revenue to the facility.

The JPACF Reserve was created by the City in 2000/2001 to assist with the design and development of a regional performing arts facility in the Joondalup city centre. The City recognises that it is not in a position to fund the construction of the facility in its entirety and that fund sourcing from the public or private sector will be required for part of the capital costs.

Further rigorous analysis of the ongoing operating contribution and the financing costs associated with the City’s contribution to constructing the facility is required. However, this analysis is dependent on the design and management options currently being consideration by the Committee and Council.



Top: Conceptual Floor Plan - Ground Floor
 Bottom: Conceptual Floor Plan - First, Second and Third Floors

5. Current Project Status

The City is currently undertaking an Architectural Design Competition for the development of a concept design for the JPACF.

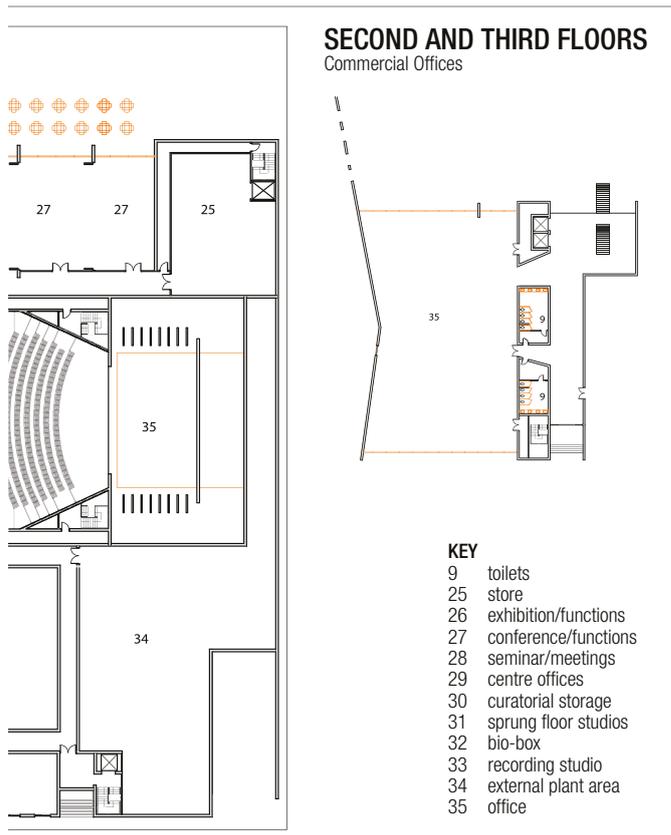
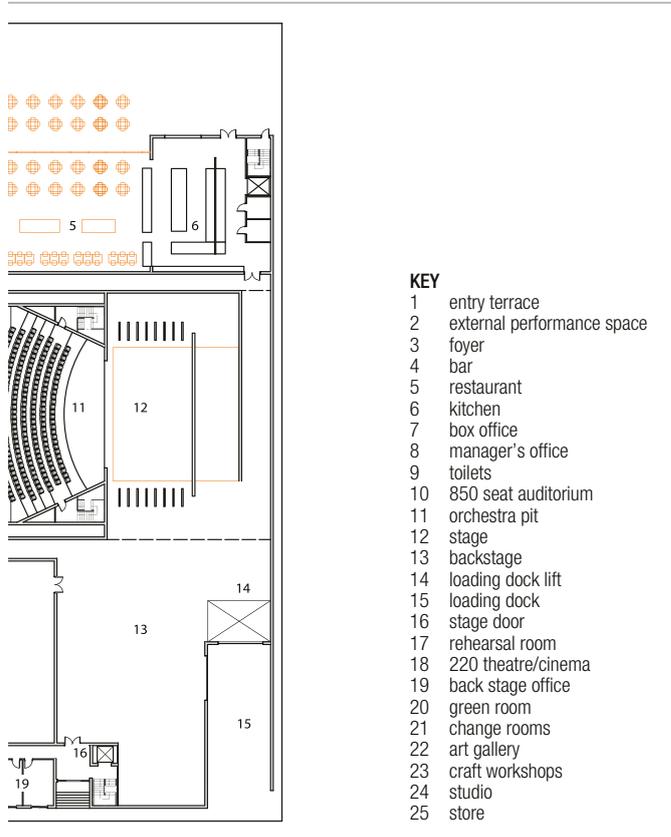
The two-stage competition commenced with a first stage expression of interest process to identify suitable participants in April 2013. A short-list of suitably qualified respondents were then asked to develop a concept design for the facility in the second stage.

The winning design is expected to be announced in August, 2013.

The selected Competition finalists represent both local and international talent and all have extensive experience in the design and delivery of performing arts facilities of comparable or larger size and complexity to the JPACF:

- Cook Robotham Architectural Bureau Pty Ltd / Iredale Pedersen Hook Pty Ltd (Kunsthau cultural facility in Graz, Austria)
- ARM Architecture (Hamer Hall Arts Centre, Melbourne Recital Centre, and MTC Theatre in Melbourne)
- Cox Howlett & Bailey Woodland (Albany Entertainment Centre & Queensland Performing Arts Centre)
- Kerry Hill Architects Pty Ltd (State Theatre of Western Australia)

The concept design, Market Analysis and Feasibility Study and a Social Impact Assessment will inform a robust business case for the development of this exciting, world class, regional performing arts and cultural facility.



6. Contact Details

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This document is available in alternate formats upon request.

Joondalup Performing Arts and Cultural Facility - Project Program.

| Task | By Whom | By When |
|---|---|-----------------------|
| Identification of project philosophies and parameters culminating in the preparation of a report to Council. | Project Team | Completed |
| Establishment of the Joondalup Performing Arts and Cultural Facility Steering Committee and preparation of Terms of Reference | CEO/Council | Completed |
| Market analysis and feasibility study including preliminary concept description undertaken by consultants. | Project Team | Completed |
| Presentation of market analysis and feasibility study including preliminary concept description to Committee/Council. | CEO/Consultants | Completed |
| Undertake negotiations with key stakeholders to determine opportunities for capital funding and/or partnerships. | Project Team/CEO/Council | Ongoing |
| Development of a conceptual design through an Architectural Design Competition. | Project Team/Architectural Advisor/Architects | May 2013 – April 2014 |
| Present the outcome of the Architectural Conceptual Design Competition to the JPACF Steering Committee for consideration and recommendations. | Project Team/Steering Committee | April 2014 |
| Recommendation on the Architectural Design Competition winner presented to Council for consideration. | Project Team/ Council | May 2014 |
| Undertake detailed site analysis. | Project Team/Consultants | June 2014 |
| Preparation of financial strategies for the construction and management of the facility. | Project Team/Project Manager/Project Sponsor | July 2014 |
| Undertake a social impact assessment of the JPACF. | Project Team/ Consultant | August 2014 |
| In accordance with Council decision, commence the development of a detailed design for the facility. | Project Team/Architect | September 2014 |