

Appendix 1 refers

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[Attach1sfmc270410.pdf](#)

ITEM 2 JOONDALUP REGIONAL CULTURAL FACILITY - PROJECT PHILOSOPHY AND PARAMETERS

WARD: All

RESPONSIBLE DIRECTOR: Mr Garry Hunt
Office of the CEO

FILE NUMBER: 07019

ATTACHMENTS: Attachment 1 Map of Lot 1001 Kendrew Crescent, Joondalup

PURPOSE/EXECUTIVE SUMMARY

To enable Council and the Strategic Financial Management Committee to affirm the philosophies and parameters on which the project will be based to assist in clarifying and confirming its future direction.

BACKGROUND

The need for a performing arts facility for the Joondalup region was defined in the 1992 Joondalup Cultural Plan (Item G91127 refers) which was commissioned by the former City of Wanneroo and LandCorp. The plan indicated that the facilities should be located adjacent to the Administration Centre; with the provision of the Regional Library and the Civic buildings being Stage 1 of the project.

There have been a number of subsequent studies and reports produced identifying the need for a cultural facility in Joondalup including:

- 1996: Hames Sharley – Planning and Architectural Brief
- 2000: Australian Pacific Projects – Feasibility Study for the Establishment of Performing Arts Facilities in the City of Joondalup (Stages 1 – 3)
- 2003: Walne & Alexander – Joondalup Performing Arts Centre: Resourcing Study.

Each of these and other reports indicate strong support on the part of the community and other stakeholders for the concept of a centrally-located performing arts centre containing a range of venues and facilities.

Throughout the period 1996 – 2004 further significant progress was made on the project including:

- Liaison with key government stakeholders.
- Presentation to the public of a feasibility study.
- Formation of a Joondalup Regional Performing Arts Steering Committee.
- Commissioning of consultants to prepare a concept design and other relevant studies with the outcome being the endorsement of a concept design for the facility (Item C56-0403 refers).

- Identification of West Coast Institute of Training (formerly TAFE) land adjacent to Central Park and facing Grand Boulevard as the preferred site (Item CJ310-02/12 refers).
- Decision by Council to refer to the proposed facility as a “cultural facility” in lieu of Joondalup Regional Performing Arts Centre (Item CJ174-08/04 refers).
- Discussions with the Department of Education and Training and West Coast Institute of Training regarding the acquisition of land.

In August 2004 (Item CJ248-11/04 refers) the Commissioners authorised the City to commence negotiations for a contract of sale between the City and the Department of Education and Training for the purchase of a portion of Lot 500 Kendrew Crescent, Joondalup - the cultural facility site (refer Attachment 1). These negotiations were completed in 2006 (Item CJ194-10/06 refers). The settlement price for the land was \$583,999.65 and the contract of sale contained the following special conditions:

- (a) Restricts the use of the site to that of cultural facility and associated activities. Should the City propose development on the site that is not consistent with the use under which it is provided, then the DET reserves the right to repurchase the land at a future date at the market valuation at that date;
- (b) Requires the City to advise the DET of any proposed development on the site prior to seeking development approval, outlining the connection between the proposed development and the cultural facility and associated activities use. The DET will have 120 days to respond to the City.

The site is 7999 sq metres in area and is now Lot 1001 Kendrew Crescent and has the street address 3 Teakle Court, Joondalup (site plan attached).

Due to financial considerations, the project was not included in the Strategic Financial Plan 2005/06-2008/09 and was deferred pending further research and investigation as to the requirements of a cultural facility being established in the northern corridor.

In June 2008 briefing meetings on the proposed cultural facility were held with the following:

- Vice Chancellor, Edith Cowan University
- Principal, WA Police Academy
- Managing Director, West Coast Institute of Training

The purpose of the briefing meetings was to:

- Outline the proposal for a cultural facility;
- Invite Joondalup Learning Precinct Members to submit to any options for long term joint facilities to be incorporated in the facility;
- Gain a positive response from all parties.

The project has been recommended in line with the City's Strategic Plan 2008 – 2011 (Key Focus Area: the Built Environment / 4.2.2 Develop a concept for a Cultural Centre at Lot 1001, Kendrew Crescent, Joondalup).

It should also be noted that the City of Joondalup has been identified as a “primary centre” by the State Government (Ref: Directions 2031 - Draft Spatial Framework for Perth and Peel, June 2009) due to its central location, relative to Perth central area, and access to high-order public transport infrastructure. Primary centres are described as “...the preferred location for investment in high order public and employment generating infrastructure...” The Framework further states that “...primary centres must build on their existing assets and invest in the attributes that influence the locational decisions of these businesses, including accessibility, land availability, local amenity, communications and technology, and the availability of skilled labour” (Ref: Directions 2031 - Draft Spatial Framework for Perth and Peel, June 2009).

At a meeting with City officers in March 2010, officers from Edith Cowan University advised of the university’s forward plans for the development of a large auditorium, capable of hosting events such as ceremonies and small concerts. The proposed site for this auditorium is close to the Joondalup Regional Cultural Facility site. While the university’s proposal is at the very early planning stage, the opportunity exists for discussions on the similarities between the scope of both projects and the potential establishment of partnerships.

DETAILS

The purpose of the project philosophy and parameters is to articulate, for historical purposes, the intent of Council progressing the project and address the objectives of the project and why it is proposed.

1. Philosophy/Project Vision

The City has long recognised the need for a Joondalup Regional Cultural Facility. Located with clearly defined linkages to the educational, commercial/retail, transport and civic precincts, the provision of a Regional Cultural Facility would fill a major gap in the amenities and services provided in the City Centre.

The overarching philosophy for the development of the Joondalup Regional Cultural Facility on Lot 1001 Kendrew Crescent is a place for the pursuit of activities such as performing arts, visual arts and crafts, film and media, writing and cultural events for the community of Perth’s northern corridor. The Facility aspires to:

- create synergies with the existing educational institutions and reinforce the Joondalup City Centre as the creative and educational centre of the northern corridor;
- provide a world class, state of the art centre incorporating innovative and sustainable design, that is architecturally symbiotic with the existing natural and built environment;
- project an ambience of cultural significance, providing an easily recognised entry statement to the City that creates strong visual and physical linkages to existing and future civic buildings, educational precinct, green areas and transport hub.
- become a place to celebrate imagination and creativity, inspiring individuals and the community to take part in the arts and raise the aspirations of all users.
- create an inclusive environment where people of all ages and levels of cultural awareness can develop and nurture a strong sense of the possibilities that the arts can provide.
- provide a facility that can host a mixture of commercial and community activities that supports the viability and attraction of the venue.

2. Key Parameters

Governance

Any planning for a development on City owned or managed land, including Lot 1001 Kendrew Crescent, Joondalup, should incorporate high ethical standards; probity, legal and legislative compliance and transparency are of vital importance. To ensure these objectives are achieved the City will be required to undertake:

- Implementation of sound probity to ensure transparency of process and decision making;
- Internal audit review and monitoring;
- Development of comprehensive and robust Business Cases/Plans and financial analyses;
- Risk management assessment and monitoring;
- Legal and statutory compliance.

Through its appointment of suitably qualified consultants and peer review panels in the areas of planning, the environment, financing, engineering and infrastructure the City attempts to ensure that any proposed development meets community, legislative and sustainability expectations.

Adherence to the City's internal mechanisms for new development projects must also be recognised as essential to the success and timely delivery of the project.

Land Use and Built Form

The City understands that any development on Lot 1001 Kendrew Crescent, Joondalup must be in accordance with the special conditions of the land purchase and as such has recognised this site as the preferred site for the development of the Facility .

The site offers a unique opportunity for the City to develop the Facility amid an established educational precinct well known to City residents, workers and visitors. The design principles utilised and resulting built form of the Facility should create clear and defined linkages between these institutions, Central Park, the City Civic precinct and other City Centre locations. The use of contemporary architecture reflecting innovation in design and materials used will create a civic presence with a strong sense of arrival and add considerable value to the public domain.

To ensure maximum usage for a wide variety of cultural events/activities, facilities provided should be highly adaptable and incorporate the latest relevant design principles.

Previous research has identified the need for a facility in the northern Perth region with the ability to accommodate a seated audience of between 800 to 1500 persons able to cater for a range of cultural genres (Australian Pacific Projects, 2000; Feasibility Study for the Establishment of Performing Arts Facilities in the City of Joondalup (Stages 1 – 3) and Walne, G and Alexander, P, 2002; Joondalup Regional Performing Arts Centre – Resourcing Study). To ensure the validity of this data further research into the needs of the community will be required; however facilities provided should reflect the primary focus of the Facility as a cultural facility that recognises the diversity of users and activities and consideration should be given to the inclusion of the following core components:

- **Theatre / auditoriums / cinema** with required supporting features such as raked seating, fly tower, loading dock, dressing rooms, greenrooms, storage space for props, costumes, equipment.

- **Rehearsal space**
- **Dance studio**
- **Exhibition space**
- **Art workshop / studio space**
- **Recording studio**
- **Multimedia studio / editing suite**

The City should also recognise and validate the importance of the inclusion of additional components, complementary to those above, which aim to increase the Facility's capacity to attract users and visitors and maximise operating hours. These additional components may include:

- **Function / meeting / breakout rooms of various sizes** suitable for arts purposes, conferences, seminars and meeting hire
- **Bar / café / catering facilities**
- **Courtyard or gardens suitable for functions**
- **Box office / customer service desk**
- **Foyer space** for use as an art gallery or function space
- **Office space, storage and a facilities** for centre management or community groups
- **Amphitheatre** linked to Central Park
- **Sculpture garden**

It should be recognised by the City that the opportunity exists for the development of a design for the Facility which is flexible and able to grow with the needs of the community.

The use of digital technology to connect with audiences in new and exciting ways will play an important role in the design and creativity of the Facility.

As part of the overall land use strategy, the provision of adequate car parking (in accordance with the relevant City policies) should be recognised.

Fiscal Responsibility and Commerciality

It is clear that the City does not have the financial or resource capacity to bring the development of a Regional Cultural Facility to fruition without a significant financial contribution from the State and/or Federal Governments. This contribution may be in the form of a joint venture partnership or financial input from other sources such as grants or Lotteries Commission funding.

In recognition of the Facility being commercially focussed, a range of suitable and flexible management options should be considered. The City will be required to prepare a Business Plan which takes into consideration the varied needs of each identified user group whilst recognising that the facility may not always operate in a cost neutral environment. An operating subsidy may be required that identifies the value of the contribution by the City towards the various groups/organisation who utilise it. Whilst attempting to maintain a high degree of commerciality, it should be understood that the provision of facilities of this nature form part of the City's charter to provide community facilities to its ratepayers.

Notwithstanding the above, access to the Facility would be on a "user pays" basis wherever possible however the City should attempt to provide an element of community use that would be subsidised where the City identifies that the social benefits derived take precedence over commercial outcomes.

In an attempt to increase the commercial viability of the Facility, the inclusion of activities not principally recognised as “cultural” would allow the Facility to be more widely utilised by groups/ entities. For example:

- Graduations and other school events,
- General commercial / community room hire,
- Conferences,
- Functions including corporate, community and private, such as weddings.

The use of the Facility as a home base for an established company/group may assist in creating a profile and recognition. However to ensure equitable access by all users, the City should guarantee that no one group or entity has exclusive use to the entire Facility.

Sustainability Considerations

By utilising up-to-date urban design, architectural and construction techniques the Facility can be a showcase for innovation in design that aims to achieve best practice in environmentally sustainable principles, whilst maintaining a contemporary, cultural ambience.

- The City should be committed to the utilisation of up-to-date best practice architectural and construction techniques and innovative environmentally sustainable design which provides the opportunity to show leadership in sustainable developments including: energy reduction, efficiency and supply;
- design efficiency to reduce water consumption and utilising alternative sources (eg rainwater);
- environmental impact.

Innovation in these areas includes benefits such as lower operational costs and the creation of a healthy meeting and working place.

Liaison Protocol

The identification of strategic user groups should be acknowledged by the City as an intrinsic component of the project. A strong understanding of the requirements of the individual user groups should be recognised as important to the overall success of the Facility. Ongoing liaison with the identified user groups throughout the development of the project is required to ensure their needs are recognised and, if aligned to the needs of the City, incorporated into the Facility.

The strategic value and implicit importance of community consultation in the development of the Facility should be recognised. To facilitate this a community consultation plan, in accordance with the City’s Public Participation Policy and Strategy, should be prepared and implemented.

3. Summary

It is viewed appropriate and necessary that Council and the Strategic Financial Management Committee considers and affirms a philosophy for the Joondalup Regional Cultural Facility and endorses parameters for the project as outlined above and summarised below:

1. Philosophy/Project Vision

- Provide a world class, state of the art facility; incorporating innovative and sustainable design, symbiotic with the existing natural and built environment that is a place for the pursuit of activities such as performing arts, visual arts and crafts, film and media and cultural events for the community of Perth's northern corridor.
- Provide a facility that can host a mixture of commercial and community activities that creates an inclusive environment that becomes a place to celebrate imagination and creativity, inspiring individuals and the community to take part in the arts and raise the aspirations of all users.
- Reinforce the Joondalup City Centre as the creative and educational centre of the northern corridor.

2. Development Parameters

Governance

- Incorporation of high ethical standards;
- Probity, legal and legislative compliance;
- Appointment of suitably qualified consultants;
- Consistency with existing City strategies and plans;

Land Use and Built Form

- Adherence to the special conditions of the land purchase of Lot 1001 Kendrew Crescent;
- Utilisation of design principles that create clear and defined linkages to the established educational precinct, the City Civic Centre and other City Centre locations;
- Utilisation of contemporary architecture reflecting innovation in design and materials that create a civic presence with a strong sense of arrival that will add considerable value to the public domain;
- Provision of a wide range of highly adaptable and flexible facilities incorporating latest design principles including digital technologies;
- Creation of a facility for a seated audience of between 800 to 1500 persons;
- Inclusion of complementary components which aim to increase the Facility's capacity and usage;
- Provision of adequate car parking (in accordance with the relevant City policies);

Fiscal Responsibility and Commerciality

- Recognition that the development of the Facility will require State and/or Federal Government support in the form of a joint venture partnership or grants;
- Consideration of a range of management options in recognition that the Facility is a commercial operation and the preparation of a Business Plan;
- Recognition that the facility may not always operate in a cost neutral environment and that an operating subsidy may be required that identifies the value of the contribution by the City towards the groups/organisations that utilise it;
- Operation of the facility on a "user pays" basis wherever possible and practical with provision for an element of subsidised community use;

- Utilisation of the facility for activities not principally recognised as “cultural” and consideration of the facility as a home base for a company/group;
- Assurance of equitable access by all users and a guarantee that no one group or entity has exclusive use of the entire facility.

Sustainability Considerations

- Achievement of best practice in environmentally sustainable design principles whilst maintaining a contemporary, cultural ambience;
- Implementation of architectural and construction techniques that show leadership in environmentally sustainable developments;

Liaison Protocol

- Identification of, and ongoing liaison with, strategic user groups and a strong understanding of the requirements of individual user groups;
- Development of a public participation strategy in accordance with the City’s Public Participation Policy and Strategy.

Issues and options considered:

Not applicable.

Legislation/Strategic Plan/Policy Implications

Legislation Not applicable.

Strategic Plan

Key Focus Area: The Built Environment

Objective 4.2 To progress a range of innovative and high quality urban development project within the City

Strategy 4.2.2 Develop a concept for a Cultural Centre at Lot 1001, Kendrew Crescent, Joondalup.

Policy The Regional Cultural Facility will be developed in accordance with the City’s policies and procedures

Risk Management considerations:

A detailed Risk Management Assessment Report outlining the risks apparent to the project will be prepared and updated as the project progresses.

Financial/Budget Implications:

The City has allocated \$170,000 in the 2009/10 budget towards the costs of engagement of consultants and other costs to assist with site assessment feasibility plans, design concepts and financial modelling.

For actual construction of the Facility, provisionally \$35 million has been allocated in Council’s 20 year Strategic Financial Plan with \$10 million of these funds to be sourced from Government Grants and the balance from reserves associated with land development.

Regional Significance:

The construction of the Joondalup Regional Cultural Facility will enhance the City Centre as the major commercial, educational, recreational and arts and culture centre for the northern corridor of the Perth metropolitan area.

Sustainability implications:

Consideration of whole of life cycle costings for the development will be included in the Business Case/Plan financial analysis.

Consultation:

All community consultation will be in accordance with the City's Public Participation Policy and Strategy.

COMMENT

Not applicable.

VOTING REQUIREMENTS

Simple majority

OFFICER'S RECOMMENDATION: That the Strategic Financial Management Committee RECOMMENDS that Council ENDORSES the Joondalup Regional Cultural Facility Project Philosophy and Parameters in order to articulate for the record and for historical purposes the intent and purpose of the council in progressing the project:

1 Philosophy/Project Vision

- Provide a world class, state of the art facility; incorporating innovative and sustainable design, symbiotic with the existing natural and built environment that is a place for the pursuit of activities such as performing arts, visual arts and crafts, film and media and cultural events for the community of Perth's northern corridor.
- Provide a facility that can host a mixture of commercial and community activities that creates an inclusive environment that becomes a place to celebrate imagination and creativity, inspiring individuals and the community to take part in the arts and raise the aspirations of all users.
- Reinforce the Joondalup City Centre as the creative and educational centre of the northern corridor.

2 Development Parameters**Governance**

- Incorporation of high ethical standards;
- Probity, legal and legislative compliance;
- Appointment of suitably qualified consultants;
- Consistency with existing City strategies and plans;

Land Use and Built Form

- Adherence to the special conditions of the land purchase of Lot 1001 Kendrew Crescent;
- Utilisation of design principles that create clear and defined linkages to the established educational precinct, the City Civic Centre and other City Centre locations;
- Utilisation of contemporary architecture reflecting innovation in design and materials that create a civic presence with a strong sense of arrival that will add considerable value to the public domain;
- Provision of a wide range of highly adaptable and flexible facilities incorporating latest design principles including digital technologies;
- Creation of a facility for a seated audience of between 800 to 1500 persons;
- Inclusion of complementary components which aim to increase the Facility's capacity and usage;
- Provision of adequate car parking (in accordance with the relevant City policies);

Fiscal Responsibility and Commerciality

- Recognition that the development of the Facility will require State and/or Federal Government support in the form of a joint venture partnership or grants;
- Consideration of a range of management options in recognition that the Facility is a commercial operation and the preparation of a Business Plan;
- Recognition that the facility may not always operate in a cost neutral environment and that an operating subsidy may be required that identifies the value of the contribution by the City towards the groups/organisations that utilise it;
- Operation of the facility on a "user pays" basis wherever possible and practical with provision for an element of subsidised community use;
- Utilisation of the facility for activities not principally recognised as "cultural" and consideration of the facility as a home base for a company/group;
- Assurance of equitable access by all users and a guarantee that no one group or entity has exclusive use of the entire facility.

Sustainability Considerations

- Achievement of best practice in environmentally sustainable design principles whilst maintaining a contemporary, cultural ambience;
- Implementation of architectural and construction techniques that show leadership in environmentally sustainable developments;

Liaison Protocol

- Identification of, and ongoing liaison with, strategic user groups and a strong understanding of the requirements of individual user groups;
- Development of a public participation strategy in accordance with the City's Public Participation Policy and Strategy.

Cr Chester left the Room at 1930 hrs and returned at 1939 hrs.

MOVED Mayor Pickard, **SECONDED** Cr Norman that the Strategic Financial Management Committee **RECOMMENDS** that Council:

1 **ENDORSES** the Joondalup Regional Cultural Facility Project Philosophy and Parameters in order to articulate for the record and for historical purposes the intent and purpose of the council in progressing the project:

(a) Philosophy/Project Vision

- Provide a world class, state of the art facility; incorporating innovative and sustainable design, symbiotic with the existing natural and built environment that is a place for the pursuit of activities such as performing arts, visual arts and crafts, film and media and cultural events for the community of Perth's northern corridor.
- Provide a facility that can host a mixture of commercial and community activities that creates an inclusive environment that becomes a place to celebrate imagination and creativity, inspiring individuals and the community to take part in culture and the arts and raise the aspirations of all users.
- Reinforce the Joondalup City Centre as the creative and educational centre of the northern corridor.

(b) Development Parameters

Governance

- Incorporation of high ethical standards;
- Probity, legal and legislative compliance;
- Appointment of suitably qualified consultants;
- Consistency with adopted Council strategies and plans.

Land Use and Built Form

- Adherence to the special conditions of the land purchase of Lot 1001 Kendrew Crescent;
- Utilisation of design principles that create clear and defined linkages to the established educational precinct, the City Civic Centre and other City Centre locations;
- Utilisation of contemporary architecture reflecting innovation in design and materials that create a civic presence with a strong sense of arrival that will add considerable value to the public domain;
- Provision of a wide range of highly adaptable and flexible facilities incorporating latest design principles including digital technologies;
- Inclusion of complementary components which aim to increase the Facility's capacity and usage;
- Provision of adequate car parking (in accordance with the relevant City policies);

Fiscal Responsibility and Commerciality

- **Recognition that the development of the Facility will require State and/or Federal Government financial support.**
- **Consideration of a range of management options in recognition that the Facility is a commercial operation and the preparation of a Business Plan;**
- **Recognition that the facility may not always operate in a cost neutral environment and that an operating subsidy may be required that identifies the value of the contribution by the City towards the groups/organisations that utilise it;**
- **Operation of the facility on a “user pays” basis wherever possible and practical with provision for an element of subsidised community use;**
- **Utilisation of the facility for activities not principally recognised as “cultural” and consideration of the facility as a home base for suitable entities;**
- **Assurance of equitable access by all users and a guarantee that no one group or entity has exclusive use of the entire facility.**

Sustainability Considerations

- **Achievement of best practice in environmentally sustainable design principles whilst maintaining a contemporary, cultural ambience;**
- **Implementation of architectural and construction techniques that show leadership in environmentally sustainable developments;**

Liaison Protocol

- **Identification of, and ongoing liaison with, strategic user groups and a strong understanding of the requirements of individual user groups;**
- **Development of a public participation strategy in accordance with the City’s Public Participation Policy and Strategy.**

- 2 REFERS to the proposed facility as the Joondalup Performing Arts and Cultural Facility;**
- 3 ESTABLISHES a Joondalup Performing Arts and Cultural Facility Steering Committee and requests the Chief Executive Officer to prepare appropriate Terms of Reference for consideration by Council.**

The Motion was Put and

CARRIED (7/0)

In favour of the Motion: Crs Amphlett, Corr, Fishwick, McLean, Norman, Taylor and Mayor Pickard

MOVED Cr Fishwick, SECONDED Cr Norman that the Strategic Financial Management Committee RECOMMENDS to Council the creation of a facility that is capable of catering for the needs of a regional centre.

The Motion was Put and

CARRIED (7/0)

In favour of the Motion: Crs Amphlett, Corr, Fishwick, McLean, Norman, Taylor and Mayor Pickard

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