

PLANNING & SURVEY SOLUTIONS

City of Wanneroo – East Wanneroo Cell 6 Agreed Structure Plan (ASP 8)

Proposed Amendment No.42

Prepared by Harley Dykstra Pty Ltd for Sunshine Hill (Corporation) Pty Ltd

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Part One - Implementation

Amendment No.42 to the

East Wanneroo Cell 6 Agreed Structure Plan (ASP8)

Amendment No.42 to the

East Wanneroo Cell 6 Agreed Structure Plan (ASP8)

The City of Wanneroo, pursuant to its District Planning Scheme No.2, hereby amends the Agreed Structure Plan by:

1. Amending the zoning and coding of lots 1 & 2374 Wanneroo Road, Madeley from Residential R25 to Commercial and Residential R80, and revising the adjoining indicative road layout.

Record of Amendments Made to the East Wanneroo Cell 6 Structure Plan (ASP8)

TABLE OF AMENDMENT(S)

Amendment No.	Summary of Amendment	Finally Endorsed by City of Wanneroo	Finally Endorsed by WAPC
42	Amend the zoning and coding of lots 1 & 2374 Wanneroo Road, Madeley from Residential R25 to Commercial and Residential R80 and revising the adjoining indicative road layout.		

This Structure Plan Amendment is prepared under the provisions of the City of Wanneroo District Planning Scheme No. 2

IT IS CERTIFIED THAT THIS STRUCTURE PLAN AMENDMENT NO. 42 TO THE EAST WANNEROO CELL 6 AGREED STRUCTURE PLAN (AGREED STRUCTURE PLAN NO.8)

WAS APPROVED BY

RESOLUTION OF THE WESTERN AUSTRALIAN PLANNING COMMISSION ON

.....

Signed for and on behalf of the Western Australian Planning Commission

.....

an officer of the Commission duly authorised by the Commission pursuant to section 24 of the *Planning and Development Act 2005* for that purpose, in the presence of:

..... Witness

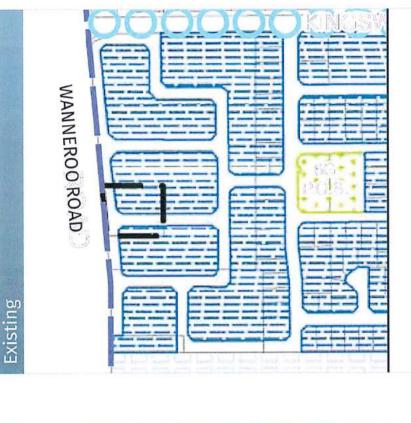
..... Date

..... Date of Expiry

Plan 1

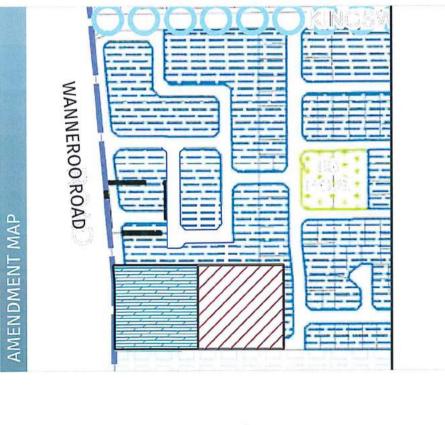
Structure Plan Map

AGREED STRUCTURE PLAN No.8 EAST WANNEROO CELL 6 AMENDMENT No.42



Lots 1 & 2374 Wanneroo Road Madely





Plan No. | 21290-06A Drawn | JPW 06/11/17

Part Two - Explanatory Report

Amendment No.42 to the

East Wanneroo Cell 6 Agreed Structure Plan (ASP8)



DOCUMENT CONTROL

Control Version	Date	Status	Distribution	Comment
	20/10/2017	Draft		
Prepared for:	Sunshine Hill (Corpo	ration) Pty	Ltd atf The Drpich F	amily Trust
Prepared by:	RD			
Reviewed by:	HD			
Date:	20/10/2017			
Job No:	21290			
Version:				

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1 INTRODUCTION

1.1 Introduction & Purpose

This Proposed Amendment to the Agreed East Wanneroo Cell 6 Structure Plan (LSP) has been prepared by Harley Dykstra on behalf of the landowners of Lots 1 & 2374 Wanneroo Road, Madeley (the subject land).

This report has been prepared in accordance with the Western Australian Planning Commission (WAPC) *Structure Plan Preparation Guidelines* and the City of Wanneroo *Local Planning Policy* 4.2 *Structure Planning*. The Amendment represents a logical change to an undeveloped area within Cell 6, having regard to site context and the adjacent Kingsway City Activity Centre Structure Plan.

The Amendment has been prepared with due regard to a 'Development Concept' for the land, and in collaboration with consultants who have provided technical input regarding the following matters:

- Retail Sustainability Assessment (Tactics 4)
- Traffic Impact Assessment (Transcore)

The Amendment has also been prepared in consultation with the Department of Planning and the City of Wanneroo's Planning and Economics staff.

1.2 Subject Land

Lots 1 & 2374 Wanneroo Road are located within the suburb of Madeley, approximately 23 mins (16 kms) north of the Perth CBD and immediately north of the Kingsway City Activity Centre **(Figure 1 Locality Plan)**. The subject land is approximately 200m north of the Wanneroo Road and Hepburn Avenue intersection.

The locality is characterised by established residential development further east, the Kingsway Shopping Centre to the south, and Medical Centre and Caravan Park to the north. The Cell 6 ASP8 ultimately contemplates residential subdivision of the Caravan Park land, while recognising the Medical Centre. West of the subject land (west of Wanneroo Road) are a mix of aged care residential villages and a Waldecks Garden Centre and Café. Wanneroo Road is the boundary between the City of Wanneroo to the east within which the land lies, and the City of Joondalup to the west.

The total site area is approximately 1.85ha. It has approximately 100m of frontage to Wanneroo Road with an internal depth of approximately 180m.



Lots 1 and 2374 have been previously cleared to support a garden centre, with only an area of former car park hardstand remaining. See **Figure 2 – Feature and Contour Survey Plan**. Since that time the land has remained vacant for several years. The site grades from the rear down toward Wanneroo Road. The rear half of the site lies at 38-40m contours, with the western or road front half at the 35-37m contour.

The subject land is registered in the ownership of Zarko and Tomica Drpich. Title particulars for the two properties are shown in **Table 1** below:

Table 1: Title Details

Lot	Volume	Folio	DP/ Diagram	Area (ha)
1	1194	444	20535	0.1765
2374	1194	452	128767	1.67
		Total:		1.85ha

Copies of the Certificates of Title are included within **Appendix A – Certificates of Title and Survey Plans.**



2 PROPOSAL DETAILS

2.1 Amendment Proposal

The Cell 6 ASP8, as currently approved (**Appendix B**), is proposed to be modified by:

Amending the zoning and coding of lots 1 & 2374 Wanneroo Road, Madeley from "Residential R25" to "Commercial" and "Residential R80", and revising the adjoining indicative road layout.

These changes are graphically depicted in **Appendix C**. The changes are explained as follows:

(a) Amend the zoning and coding of land from Residential R25 to Commercial and Residential R80.

This is the primary modification proposed to the Cell 6 ASP8 and reflects the identified opportunity to introduce a mixture of commercial and residential development on the land. The modification is intended to facilitate development of the subject land in a manner generally consistent with a "Development Concept" included in **Appendix D**. The Development Concept is discussed in further detail within this report in part 2.2.

The introduction of a commercial zoning will allow for limited commercial development at the Wanneroo Road front of the subject land. This portion of the land fronts Wanneroo Road and abuts a mixture of service station, car repair and other commercial developments on the KACSP land. As a result of this, and the significant level difference between the higher KACSP land and the subject land, the area has a lower level of amenity not suited to residential development. Given strong demand for commercial development as outlined this modification is logical and compliments the main KACSP land. The demand is evident in **Figure 3 Context Plan**, which highlights the lack of local showroom or large format retail in the immediate catchment area. Even with the ongoing growth of the Kingsway Activity Centre, a limited development in this location would be complimentary given the lack of existing offering. A Retail Sustainability Assessment has been completed in support of the proposal and is both summarised within this report and attached as **Appendix E**.

The increase of residential density on the land from R25 to R80 is in keeping with the property's location adjoining the Kingsway Shopping Centre and is a logical graduation down in density from the R180 contemplated in the KACSP. Development of the identified residential portion of the subject land is envisaged as occurring in a manner generally similar to the Development Concept.

Modification 1 better reflects the land's location adjoining the Kingsway Shopping Centre, and public transport route on Wanneroo Road. The limited commercial development and level of residential proposed are in keeping with the land's proximity to Kingsway, while recognising it as the primary centre. Uses and density are intended to be complementary to and supporting the KACSP.

(b) Modify the indicative road layout north of the subject land to reflect the zoning change in Modification 1 and the subject land being developed as a stand-alone development.



This modification has resulted from the indicative development concept for the subject land and the importance of retaining a legible road structure for land to the north. The road structure is modified to show the local road network as remaining within the adjoining caravan park land. This both allows the caravan park land to be developed independently, and allow for an overall reduction in road provision.

2.2 Development Concept

A preliminary development concept has been prepared to inform this proposed amendment to the Cell 6 ASP. The Development Concept is contained within Appendix D to this report, together with additional concept plan detail informing the residential portion of the land.

The Development Concept responds to the physical form of the land, falling toward Wanneroo Road, as well as the difference in visibility, accessibility and amenity across the site. Assessment of the site noted that:

Western Portion (Proposed Commercial)

- Commercial development of a large format retail nature is ideally suited to the front (western) portion of the land where visibility to Wanneroo Road and passing trade is high;
- Providing access, parking and other elements of the development are appropriately addressed at the development stage, the Wanneroo Road frontage of the land will provide a highly desirable location for commercial operators in support of the adjoining Kingsway Activity Centre;
- This western portion of the land is less suited to residential development where issues of road noise, adjoining commercial development and greater disconnect from the wider residential are evident;

Eastern Portion (Proposed Residential R80)

- Residential development of the eastern extent of the land to a density of R80 recognises the originally intended use of the land, while recognising the land is in close proximity to the Kingsway Centre;
- The eastern portion of the land can be reasonably developed with a level of connectivity to the wider residential area, while also enjoying a level of privacy from Wanneroo Road;
- Given the elevated levels at the rear of the site, development of two to three storeys may afford some wider views west toward areas of regional open space for the type of apartments suggested;
- As the eastern portion of the land sits elevated and away from Wanneroo Road, it has significantly less exposure. This, together with access and the overall depth of the property make it less suited to commercial use, while being ideal for residential as designed.

In light of the site review undertaken, the Development Concept appended to this report as Appendix D was completed. The Concept details can be summarised as:

East Wanneroo Cell 6 Agreed Structure Plan (ASP8)

Proposed Amendment, Lots 1 & 2374 Wanneroo Rd, Madeley



Western Portion (Proposed Commercial)

- A centrally located access point to maximise access/egress visibility and safety into the site (detail to be finalised at Development Application stage and subject to MRWA review);
- Provision of landscaped centrally located parking area in proximity to Wanneroo Road;
- Commercial Development as shown to provide for a range of larger format retail commercial operators;
- Limited access for staff and commercial deliveries to the rear of the site;
- Interface to the adjoining residential managed through landscaping and retaining given site levels.

Eastern Portion (Proposed Residential R80)

- Access from the existing extension of Old Trafford Avenue in accordance with the ASP;
- Internal private road loop to service residential apartments, parking and landscape areas;
- Potentially 88 apartments of over three levels, providing a mix of accommodation types not otherwise provided for in proximity to the Kingsway Activity Centre;
- Allocation of parking and landscaping to City of Wanneroo and Residential Design Code (R80).

It is important to that the Development Concept and supporting residential design concepts are indicative only but serve as a realistic development outcome for the site. The concept is subject to change but responds to the identified planning and design outcomes anticipated and represents a logical demonstration of the suitability of this proposed ASP amendment proposal. Any future development of the land for either part will be subject to separate detailed design and approval with relevant requirements at that time.



3 PLANNING CONSIDERATIONS

3.1 Metropolitan Region Scheme

The subject land is zoned "Urban" in the Metropolitan Region Scheme (MRS), as is the land generally surrounding the site to the east and south. Wanneroo Road, which abuts the site to the west, is identified as "Primary Regional Roads" reservation.

3.2 City of Wanneroo Town Planning Scheme No. 3

The subject land is zoned 'Urban Development' under the City of Wanneroo TPS3.

The land is currently presided over by an Agreed Structure Plan, being East Wanneroo Structure Plan Cell 6 (ASP). Under this Structure plan, the land is shown as of Residential R25.

Clause 3.4 of TPS3 outline the objectives and controls applying to the Urban Development Zone under TPS 3. Clause 3.14.4 in particular reaffirms that land use permissibility shall be determined in accordance with the relevant Structure Plan.

3.3 City of Wanneroo East Wanneroo - Cell 6 Agreed Structure Plan (ASP8)

The Cell 6 ASP8 has been adopted by both the City of Wanneroo and the WAPC to guide orderly and proper planning of the subject land and surrounds. A copy of the ASP as currently approved is included in **Appendix B**.

At its southwest corner, where the subject land lies, the approved LSP is characterised by recognition of the Kingsway Shopping Centre (shown as 'Landsdale District Shopping Centre') and associated planned community reserve. Immediately east of the District Centre the LSP recognises the Kingsway Reserve.

The subject land lies within a pocket of properties south of Kingsway Road and north of Kingsway Reserve and the Kingsway shopping Centre. This precinct is presently identified as Residential R25 within Cell 6.

The wider Cell 6 plan envisages the wider area further north of Kingsway Road and east within Cell 6 as being subdivided for residential purposes at a prevailing density of Residential R20. Areas of residential R30 and R40 have been provided surrounding locations of open space, schools and other key nodes. A component of R50 has been included on Wanneroo Road in the northwest of Cell 6. Both the City of Wanneroo and WAPC have consistently endorsed amendments to the original Cell 6 ASP to continue to refine the plan and in many instances, facilitate appropriate increases in residential density.



3.4 City of Wanneroo Kingsway City Activity Centre Structure Plan

The Kingsway Activity Centre Structure Plan (KACSP) was adopted in 2010 and covers the land immediately south of the subject land being the Kingsway Shopping Centre site. The KACSP guides development of this land including through the use of a Development Control Plan. The Development Control Plan outlines the mix of land uses applicable and:

- sets a limit of 32,000 square metres (nla) for shop/retail;
- identifies areas of mixed use development generally on the western (Wanneroo Road) front of the Activity Centre land;
- identifies residential land use on the east side of the main centre buildings;
- recognises the residential use should be in the form of multiple dwelling / mixed use development; at a residential density of R160; and
- provides for road and pedestrian connectivity to the residential development areas to the north of the KACSP area, including the subject land.

Since the adoption of the KACSP the development of Kingsway Shopping Centre has progressed gradually, though in somewhat of a departure from elements contemplated in the Development Control Plan. Development on the western part of the activity centre land (in proximity to Wanneroo Road) has been developed for a mix of fast-food, service station and other uses. While these uses are appropriate for the activity centre site, the landowners have not opted to develop residential mixed use. Similarly, at this time no development of the residential precinct has occurred on the east side of the land.

A retail sustainability assessment completed by Tactics4 (**Appendix E**) on behalf of the landowners, recognises that the proposed structure plan change includes only a limited commercial component which is complimentary to the larger main Kingsway Activity Centre. The KACSP is referenced further in that report.

3.5 City of Wanneroo Local Housing Strategy & Local Planning Policy 3.1: Local Housing Strategy Implementation

The Local Housing Strategy (LHS) was adopted by the City of Wanneroo to provide a framework for improving diversity in new residential areas, and to identify opportunities within established suburbs. The LHS particularly highlights locations with existing access to employment, transport, key arterial roads as well as education and community facilities and public amenity.

Local Planning Policy 3.1 (LPP3.1) provides the basis for implementation of the LHS and includes recommendations for particular areas identified. The policy also provides guidance on proposed infill developments outside of identified areas.

The subject land is not specifically identified in the housing precincts noted within the LHS, however it directly fits within the broader approach taken under the LHS of locating proposed increases in density where they have strong connectivity to key centres, transport and community



services and facilities. The subject land is, however, located in close proximity to public transport, the Kingsway Activity Centre and planned future community facilities and open space.

The following commentary addresses LPP3.1 and the objectives of the LHS as they relate to the proposed Residential R80 part of this Amendment:

The site ideally meets the criteria of "Other Infill Development" under LPP3.1, which provides for proposed increases in density on land not specifically identified in the LHS. Part 2 of LPP3.1 provides guidance as to the appropriateness of such proposals and the following assessment criteria:

- a) Is appropriate within the broader planning framework provided by the Structure Plan The proposed Amendment to recode a portion of the land from R25 to R80 is considered to be consistent with the broader framework for the locality. This should be considered having regard to both the Cell 6 ASP8 and Kingsway Activity Centre Structure Plans (KACSP) given the subject land lies to the southwest of the wider Cell 6 area and immediately abuts the KACSP. Some key considerations of relevance include:
 - The Cell 6 ASP has been consistently amended to reflect opportunities for increased residential density around activity areas, areas with access to community facilities and / or public open space. While these densities have varied from R30-r50, none of these locations enjoy the same direct access or proximity to the wider areas main activity centre, planned community facilities or key transport route. The subject site benefits from proximity to a combination of each of these elements.
 - The KACSP provides for residential development to occur across the site to a density of Residential 160. While no residential development has been undertaken by the landowner of the centre, the density was seen as entirely appropriate given the site is a main activity centre and the KACSP provides for a range of future community and civic facilities to be developed. The centre is well serviced by both the wider road network and public transport. The transition from R160 on the KACSP, to R80 on the subject land in a limited area, is seen as entirely appropriate.



b) Satisfies the criteria of Table 3 of the Policy relating to infill development and increased density

Criteria	Policy Application	Proposal
Easy access / close proximity to Activity Centres	 This criterion has been applied based on walkable distances as follows: a) R60 within 400m from an edge of an Activity Centre excluding Local centres b) R40 between 401m and 800m from an edge of an Activity Centre excluding Local Centres 	The subject site <u>immediately adjoins</u> , the Kingsway Activity Centre (KAC) where land is able to be developed for Residential R160. It is a 45metre walk from the proposed residential to the main pathways of the Kingsway Activity Centre. Residential R80 is proposed for a limited area of the subject land and is entirely appropriate given the transition in density proposed, and the wider under-utilisation of land arounds the KAC and Kingsway Sporting Grounds.
Easy access / close proximity to public transport with priority to rail nodes and bus interchanges	 This criterion has been applied based on walkable distances as follows: a) R80 within 250m from the entry of a rail station and R60 between 401m and 800m from the entry of a rail station; b) R60 within 250m of a high frequency bus route designated stops ('High Frequency Bus Routes' are defined as having a minimum of 2 services per hour during peak periods. 	Sporting Grounds.The subject land fronts WannerooRoad, which supports several busroutes as documented in theaccompanying Transport ImpactStatement. Currently, bus routes route389 provides hourly services past thesite on all days and more frequentservices during weekday AM and PMpeak periods. Bus route 450 providesservices with a frequency of 30minutes on weekdays (more frequentlyduring weekday peak periods) andhourly on weekends and publicholidays.The main bus stop embayment is lessthan 100m from the subject land onWanneroo Road and services the KAC.Ultimate further upgrading of this, toservice future development of the KACis contemplated in the KACSP.The above service frequency andchoice demonstrate the available ofhigh frequency public transport inclose proximity to the site.Furthermore, should the KAC bedeveloped as contemplated it isenvisaged that these existing highfrequency services could be upgradedboth in regard to frequency andfacilities at the KAC.



	While the proposed Residential R80 is above the policy provision suggested R60, it is a more appropriate density outcome for this site, having regard to the location and wider range of existing and planned services (in addition to just high frequency bus services).
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The Residential R80 proposed for the limited portion of the land is intended to provide for development of a specific area of the site, recognising its proximity to the KAS and transport. The proposal is entirely consistent with the objectives of LPP 3.1 for the above reasons.

c) Supports the objectives and recommendations of the Local Housing Strategy

The proposed amendment is entirely consistent with the broader objectives of the City of Wanneroo Local Housing Strategy. The underlying objectives as stated in LPP3.1 are noted as:

- 1. To address State Government policy to increase housing density within the existing urban footprint of the metropolitan region and meet State Government infill housing targets;
- 2. To address housing affordability within the City by providing a variety of housing stock;
- 3. To better utilise existing infrastructure and amenities in existing suburbs by providing additional dwellings in close proximity; and
- 4. To promote higher density developments in appropriate locations.

The proposed residential development of a portion of the subject land, is of a scale entirely in keeping with its location immediately adjacent to the KAC, while respecting the prevailing single residential development prevalent in the Cell 6 area. Notwithstanding the proposed Residential R80 density, the type of development shown in the "Development Concept" **Appendix D** shows 88 apartments to storeys. The height, scale and extent of the development are entirely appropriate given the mix of single and two-storey development prevalent in the wider area. More importantly, the proposal provides much needed housing diversity and density in a location ideally suited and entirely consistent with the above objectives.



4 OTHER KEY CONSIDERATIONS

4.1 Retail Sustainability

A review undertaken by Tactics 4 (**Appendix E**) of the market demand, characteristics and impacts of potential commercial (large format retail) development on the Wanneroo Road front of the subject land has been undertaken.

The review referenced the Development Concept for the land, noting that:

- Approximately 3,100m2 of large format retail space across 3-6 tenancies might be developed;
- The development would be expected to service a catchment of approximately 3.5km in all directions;
- The trade area has a current resident population of 92,000 which is expected to grow to 102,000 by 2026;
- The planned population growth and subsequent increase and capture of bulky goods spending between 2021 and 2026 will offset and loss of sales in neighbouring precincts;

The review concludes that the proposal is:

- A small-scale development;
- Has the potential to trade viably and sustainably in the location;
- Satisfies the objectives of state and local planning policy criteria;
- Will have no detrimental impact on the performance or role of the surrounding precincts;
- Compliments the current and future commercial offer in the Madeley District Centre (Kingsway Activity Centre);
- Will generate new employment for the centre.

As a limited boutique commercial proposal, the requested amendment to the Cell 6 ASP8 is reasonable and complimentary to the adjoining centre.

4.2 Transport and Movement

A Transport Impact Assessment completed by Transcore (**Appendix F**) considers the future traffic flows that would generate from planned commercial and residential development (based on the 'Development Concept'), together with access considerations and the wider transport and movement network. The key findings from the report are:

- The R25 residential zoning of the site is anticipated to generate weekday traffic flows of approximately 320 vehicles per day (vpd) in comparison to the proposed R80 residential on the eastern half of the site only generating a similar figure of 330 vpd. In both cases the residential traffic would utilise Old Trafford Avenue and the net effect from the proposed Amendment is negligible.
- The proposed commercial development on the western half of the site would attract daily traffic volumes of approximately 600vpd, but about 200vpd of this would be "pass-by"



trips already on Wanneroo Road. The net increase would be about 200vpd on Wanneroo Road north of the site, and 200vpd on Wanneroo Road south of the site. The report notes that these minor increases are not sufficient to warrant any further detail traffic analysis.

- The proposed commercial development would require repositioning of the existing driveway crossover currently provided from Wanneroo Road. It is anticipated that Main Roads WA would require a left-turn deceleration lane to be constructed for that crossover, similar to those currently provided for the Kingsway Medical Centre to the north, and the Kingsway Shopping Centre to the south.
- The site enjoys good public transport access with existing high frequency bus services and pedestrian access is available on both Old Trafford Avenue and Wanneroo Road.

In summary, notwithstanding further detailed design will be required to accommodate potential deceleration from Wanneroo Road (which can be documented at the detailed design stage), there are no traffic or transport impediments to the proposed Cell 6 ASP 8 Amendment as proposed.

4.3 Infrastructure Services

Based on preliminary investigations, the subject site is able to be serviced by all essential services. Detailed engineering and/or geotechnical reporting would be undertaken prior to development proposals being finalised.

- Siteworks: The site generally slopes from the eastern end (40m AHD) to Wanneroo Road (35m AHD) and is expected to be developed in two parts reflecting the division of land use shown on the Development concept. This approach also allows for central retaining to assist in achieving privacy between the land uses. Detailed site works analysis will occur at the development level stage. Limited site clearing will be required as the land has been historically cleared for previous use and remained vacant for many years.
- Stormwater Drainage: All stormwater will be managed in accordance with City of Wanneroo Guidelines and connected to the existing system as appropriate. Surface runoff can be contained on site in the two land use areas of the Development Concept. Detailed review of internal drainage requirements will be documented at the development stage.
- Sewer: An existing Water Corporation sewer main runs along the southern boundary of the subject land and is able to service the proposed development. This main already services residential development to the east off Old Trafford Avenue and the wider catchment.
- Water: Existing Water Corporation water services are available to the land in Wanneroo Road and to the rear (east) of the site off Old Trafford Avenue.
- Power: The existing network servicing the Cell 6 area is readily able to service the subject site. Detailed power requirements and the separation of residential and commercial demand levels will be documented at the development stage.
- Gas Services: Existing ATCO Gas infrastructure servicing the adjoining Cell 6 residential area can be extended to service the proposed residential development.



- Telecommunications: NBN services are available to the subject land. It is anticipated that an application would be formulated to NBN Co once detailed development planning is undertaken, this will allow service design independently for the proposed commercial and residential.



5 CONCLUSION

The proposed Amendment to the East Wanneroo Cell 6 (ASP8) Structure Plan is submitted to the City of Wanneroo to facilitate the zoning and coding of lots 1 & 2374 Wanneroo Road, Madeley from "Residential R25" to "Commercial" and "Residential R80", and revising the adjoining indicative road layout.

The report provides justification as to the appropriateness of the proposal and how the planned changes are consistent with both State and City of Wanneroo planning objectives. The proposal is able to be supported for the following reasons:

- The proposal is entirely consistent with the broader WAPC Planning Framework and its objectives to identify and encourage infill development within established residential areas;
- The identification of limited commercial use of the land is entirely in keeping with the land's location in immediate proximity to the Kingsway Activity Centre and the development of this nature will complement that Activity Centre;
- The recoding of the eastern portion of the land to Residential R80 is entirely appropriate having regard to the permitted R160 within the Kingsway Activity Centre area immediately adjacent;
- The increase in residential density is consistent with the objectives of the City of Wanneroo Housing Strategy and Lpp3.2;
- The subject land is particularly well located in proximity to public transport, the wider road network and existing and future planned facilities within the Kingsway Activity Centre;
- The sloping nature of the subject land and the lower order of amenity evident at the Wanneroo frontage suggests the split land use over the site is entirely appropriate and site responsive;
- The Development Concept provided demonstrates that the land can be developed as proposed by this Amendment in a manner that is appropriate in scale without impacting on surrounding land use or road network.

The support of the City of Wanneroo and Western Australian Planning Commission to endorse the Amendment as proposed is therefore sought.

APPENDIX A

Certificates of Title

East Wanneroo Cell 6 Agreed Structure Plan (ASP8) Proposed Amendment, Lots 1 & 2374 Wanneroo Road, Madeley

1406		1/D20535		
	AUSTRALIA	duplicate edition N/A	i date di plicate issued N/A	



REGISTER NUMBER

RECORD OF CERTIFICATE OF TITLE UNDER THE TRANSFER OF LAND ACT 1893

The person described in the first schedule is the registered proprietor of an estate in fee simple in the land described below subject to the reservations, conditions and depth limit contained in the original grant (if a grant issued) and to the limitations, interests, encumbrances and notifications shown in the second schedule.

WESTERN

REGISTRAR OF TITLES

LAND DESCRIPTION:

LOT 1 ON DIAGRAM 20535

REGISTERED PROPRIETOR: (FIRST SCHEDULE)

ZARKO DRPICH TOMICA DRPICH BOTH OF WANNEROO ROAD, WANNEROO AS JOINT TENANTS

(TT10829/1960) REGISTERED 27/6/1960

LIMITATIONS, INTERESTS, ENCUMBRANCES AND NOTIFICATIONS: (SECOND SCHEDULE)

1. TITLE EXCLUDES THE LAND SHOWN ON S.O. PLAN 13263.

Warning: A current search of the sketch of the land should be obtained where detail of position, dimensions or area of the lot is required. * Any entries preceded by an asterisk may not appear on the current edition of the duplicate certificate of title. Lot as described in the land description may be a lot or location.

-----END OF CERTIFICATE OF TITLE-----END OF CERTIFICATE OF TITLE-----

STATEMENTS:

The statements set out below are not intended to be nor should they be relied on as substitutes for inspection of the land and the relevant documents or for local government, legal, surveying or other professional advice.

SKETCH OF LAND: PREVIOUS TITLE: PROPERTY STREET ADDRESS: LOCAL GOVERNMENT AUTHORITY:

1194-444 (1/D20535) 1101-453 194 WANNEROO RD, MADELEY. CITY OF WANNEROO



WESTERN





1194

452

REGISTER NUMBER 2374/DP128767

RECORD OF CERTIFICATE OF TITLE UNDER THE TRANSFER OF LAND ACT 1893

The person described in the first schedule is the registered proprietor of an estate in fee simple in the land described below subject to the reservations, conditions and depth limit contained in the original grant (if a grant issued) and to the limitations, interests, encumbrances and notifications shown in the second schedule.

REGISTRAR OF TITLES

LOT 2374 ON DEPOSITED PLAN 128767

REGISTERED PROPRIETOR: (FIRST SCHEDULE)

LAND DESCRIPTION:

ZARKO DRPICH TOMICA DRPICH BOTH OF WANNEROO ROAD, WANNEROO AS JOINT TENANTS

(T T10829/1960) REGISTERED 27/6/1960

LIMITATIONS, INTERESTS, ENCUMBRANCES AND NOTIFICATIONS: (SECOND SCHEDULE)

1. THE LAND THE SUBJECT OF THIS CERTIFICATE OF TITLE EXCLUDES ALL PORTIONS OF THE LOT DESCRIBED ABOVE EXCEPT THAT PORTION SHOWN IN THE SKETCH OF THE SUPERSEDED PAPER VERSION OF THIS TITLE.

Warning: A current search of the sketch of the land should be obtained where detail of position, dimensions or area of the lot is required.
 * Any entries preceded by an asterisk may not appear on the current edition of the duplicate certificate of title.
 Lot as described in the land description may be a lot or location.

-----END OF CERTIFICATE OF TITLE-----

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SKETCH OF LAND:	1194-452 (2374/DP128767)
PREVIOUS TITLE:	1101-453
PROPERTY STREET ADDRESS:	200 WANNEROO RD, MADELEY.
LOCAL GOVERNMENT AUTHORITY:	CITY OF WANNEROO

NOTE 1: A000001A LAND PARCEL IDENTIFIER OF SWAN LOCATION 2374 (OR THE PART THEREOF) ON SUPERSEDED PAPER CERTIFICATE OF TITLE CHANGED TO LOT 2374 ON DEPOSITED PLAN 128767 ON 29-MAY-02 TO ENABLE ISSUE OF A DIGITAL CERTIFICATE OF TITLE.

END OF PAGE 1 - CONTINUED OVER



^{2.} TITLE EXCLUDES THE LAND SHOWN ON O.P. 13263.

REGISTER NUMBER: 2374/DP128767 VO

VOLUME/FOLIO: 1194-452

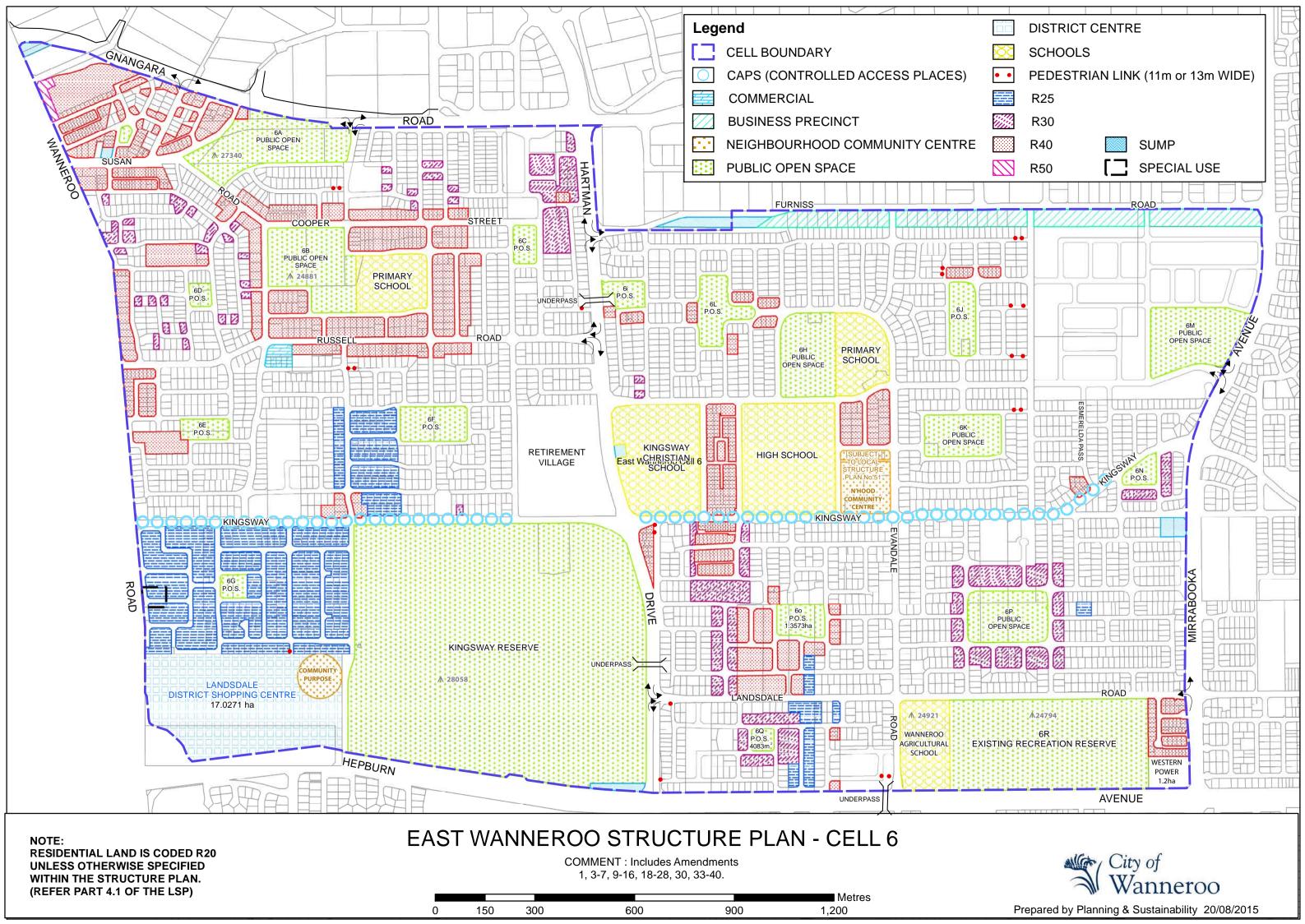
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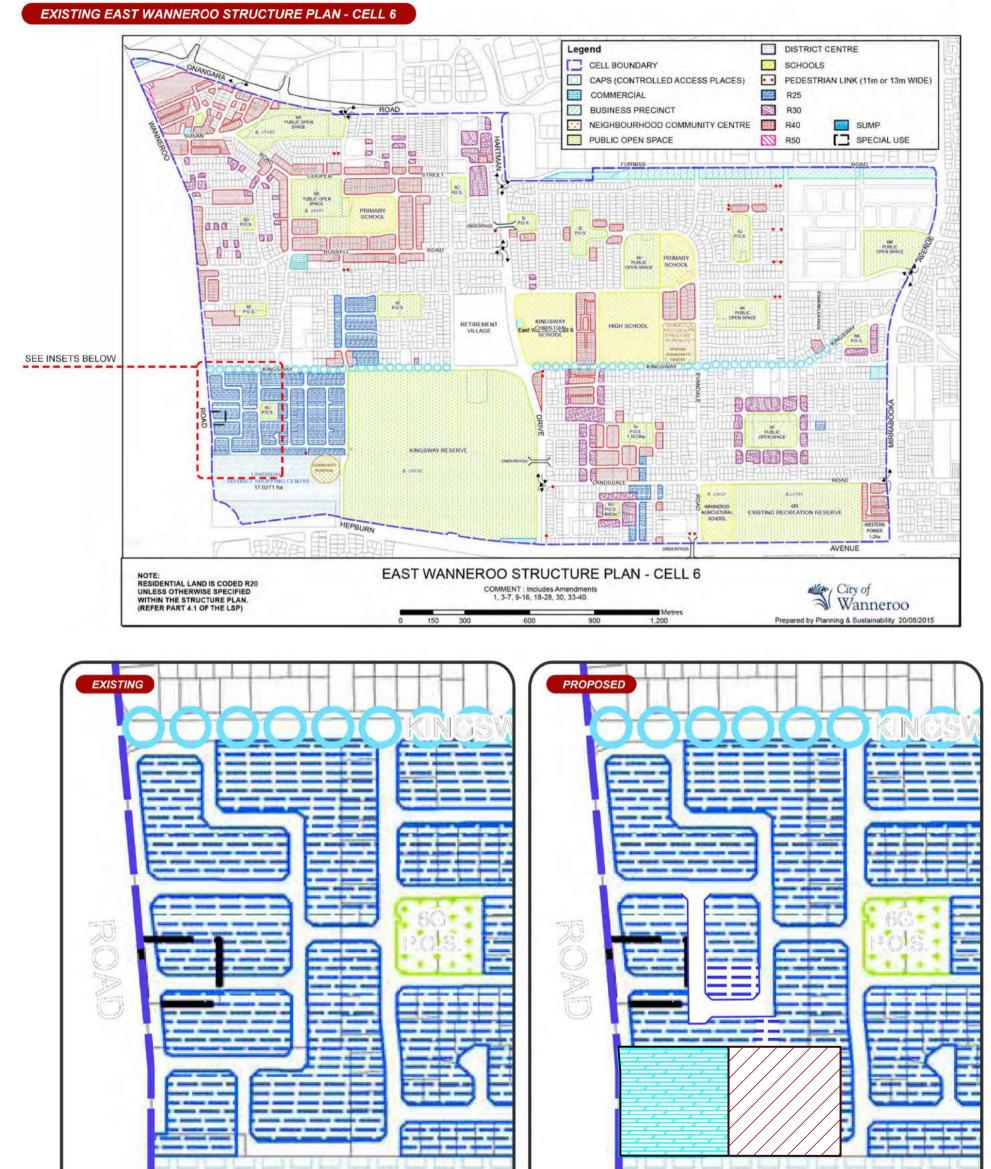
APPENDIX B

Agreed East Wanneroo Cell 6 (ASP 8) Structure Plan (Current Plan)



APPENDIX C

Proposed Amendment to Cell 6 (ASP 8) Structure Plan (Modified Plan)











Base data supplied by WATER CORPORATION / CITY OF WANNEROD

Projection PCG94

Areas and dimensions shown are subject to final survey calculations.

All carriageways are shown for illustrative purposes only and are subject to detailed

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EAST WANNEROO STRUCTURE PLAN - CELL 6

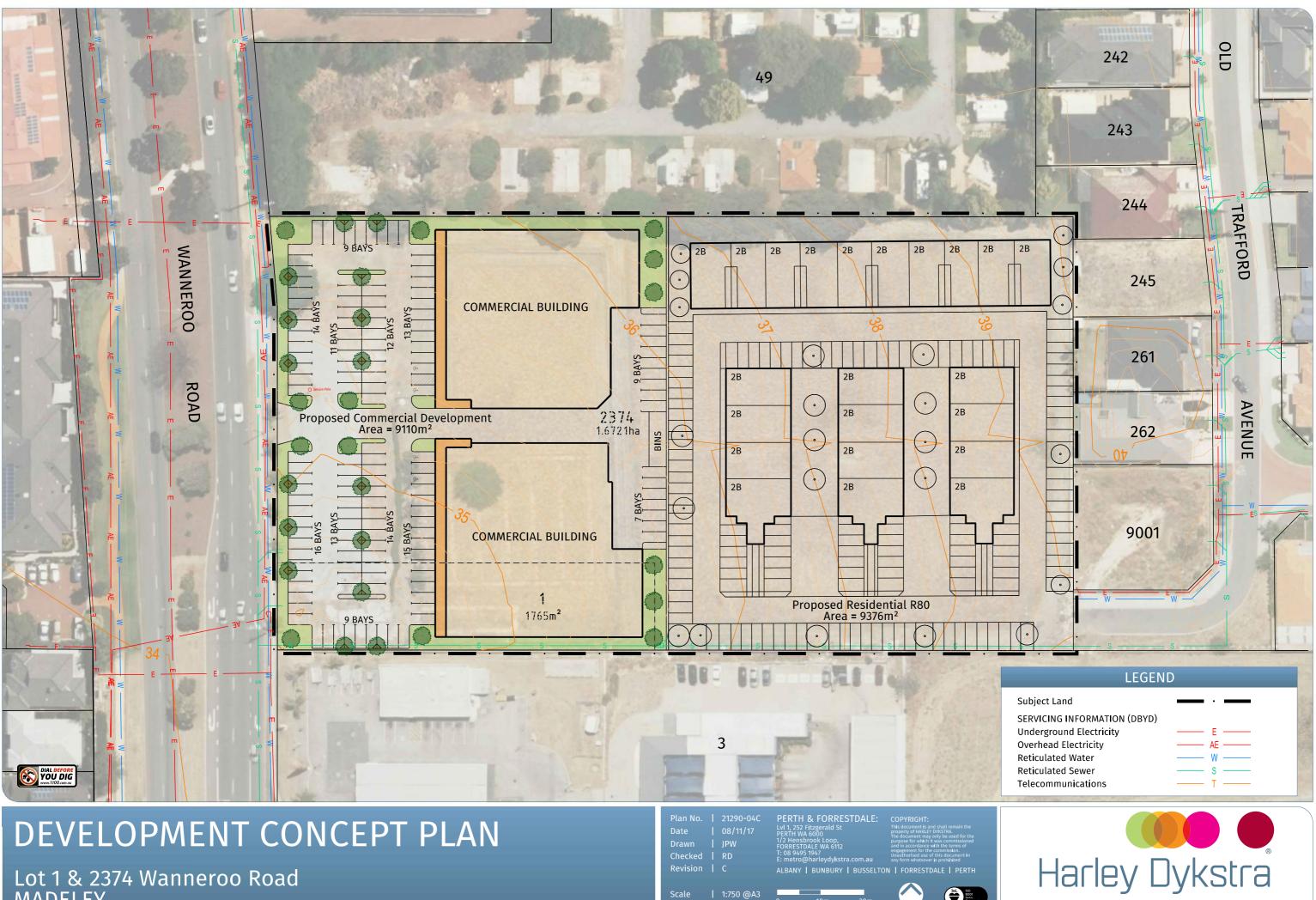
Wanneroo Road MADELY



APPENDIX D

Development Concept Plan

East Wanneroo Cell 6 Agreed Structure Plan (ASP8) Proposed Amendment, Lots 1 & 2374 Wanneroo Road, Madeley



Lot 1 & 2374 Wanneroo Road MADELEY

Plan No. Date Drawn Checked Revision	JPW RD	PERTH & FORRESTDALE: Lvl 1, 252 Fitzgerald St PERTH WA 6000 1/2 Hensbrook Loop, FORRESTDALE WA 6112 T: 08 9495 1947 COPYRIGHT: This document is and shall remain the tropproper of HARLEY DVSTRA. The document may only be used for the purpose for which it was commissioned and in accordance with the terms of engagement for the commission. Unawhorized use of this document in any form whatsover is prohibited ALBANY BUNBURY BUSSELTON FORRESTDALE PERTH
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PLANNING & SURVEY SOLUTIONS

APPENDIX E

Retail Sustainability Assessment (Tactics 4)

Taktics4 Lot 2374 Wanneroo Road, Madeley

Large Format Retail/ Bulky Goods/Showroom Sustainability Assessment

Harley Dykstra November 2017 1717

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Version Control

Document Name	Date	Description	Prepared
1717-Wanneroo Road-Retail Sustainability Assessment-Taktics4-Final-	Nov 2017	Final	GD
01			

Distribution Control

Document Name	Date	Distribution	Format	Delivery
1717-Wanneroo Road-Retail Sustainability Assessment-Taktics4-Final- 01	Nov 2017	RD - HD	PDF	email

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EXECUTIVE SUMMARY

This report assesses the market demand, characteristics and impacts of a proposal to develop a small Large Format/Bulky Goods/Showroom retail offer (bulky goods) on Wanneroo Road adjacent to the Madeley District Centre Core Activity Precinct.

Proposed Development

- The proposed development is expected to comprise 3,100sqm of bulky goods floor space creating between 3-6 tenancies;
- Tenancies are estimated to require a combined sales of \$12.4 M p.a. to be sustainable;

<u>Trade Area</u>

• The proposed development will predominantly service a trade area of approximately 3.5km in all directions

The trade area currently has a resident population of 92,000 people and is expected to grow to 102,000 residents by 2026;

 Residents in the trade area are estimated to have a spending capacity of \$174 M p.a. on bulky goods by 2021;

Market Capture

- Up to 20% (\$2.5M p.a.) of all sales (\$12.4M p.a.) for the proposed development are expected to be derived from outside the main trade area.
- The proposed development will therefore only need to capture 6% (\$10M p.a.) of all bulky goods spending (\$174M p.a.) from within the trade area to achieve its sustainable sales levels.

Economic impact

- This modelling suggests that 94% of all bulky goods spending generated by residents from within the trade area will continue to flow to businesses in neighbouring precincts
- Notwithstanding the very low impact on sales at neighbouring precincts (approximately \$3.3M p.a. from each of the four neighbouring precincts) the planned population growth and subsequent increase and capture of bulky goods spending of \$10M p.a. between 2021 and 2026 will offset any loss of sales by businesses in neighbouring precincts.

<u>Policy</u>

- The proposed development is consistent with the objectives and guidelines of all governing policies and strategies at a state and local government level.
- The proposed development should be supported by the relevant authorities.

1 INTRODUCTION

1.1 Purpose

This report forms part of a submission to the City of Wanneroo/Department of Planning to amend the "East Wanneroo Structure Plan - Cell 6".

1.2 **Proposed Development**

The proposed development is adjacent to the Madeley (Kingsway) District Centre on Wanneroo Road.

The site has a combined land area of 1.85 Ha (18,486 sqm). A development of this activity type would typically require a plot ratio of 33% in order to accommodate sufficient car parking, loading and amenity on the site. The total combined site could therefore physically accommodate over 6,150 sqm of bulky goods/showroom floor space.

However the valuable or prime proportion of the land for bulky goods is the front of the site closest to Wanneroo Road. Hence the plan /concept outlining the area of the site set aside for bulky goods showroom retail activity. This proportion of the site represents 0.91 Ha (9,110 sqm) which therefore has the physical capacity to accommodate 3,100 sqm of bulky goods showroom floor space.

A typical bulky goods retailer may typically trade from a store with a floor space between 500 sqm and 1,500sqm. The proposed development therefore has the potential to produce between 3 and 6 bulky goods/showroom tenants.

Industry averages indicate that bulky goods /showroom retailers require sales productivity levels of about 4,000/sqm p.a. to be viable and sustainable. The proposed development is therefore required to generate \$12.4M p.a. from its 3,100sqm of floor space to be viable and sustainable.

DEV			_
LC	and area	1.85 Ha	
Fre	ont half of site with exposure and access to Wanneroo Road	0.91 Ha	
Ту	pical Plot ratio for this development type	33%	
C	apacity of site	3,100 sqm	
Su	ustainable Sales Productivity	\$4,000/sqm p.a.	
Su	ustainable Sales	\$12.4M p.a.	
Takt	tics4 / Harley Dykstra Planning		

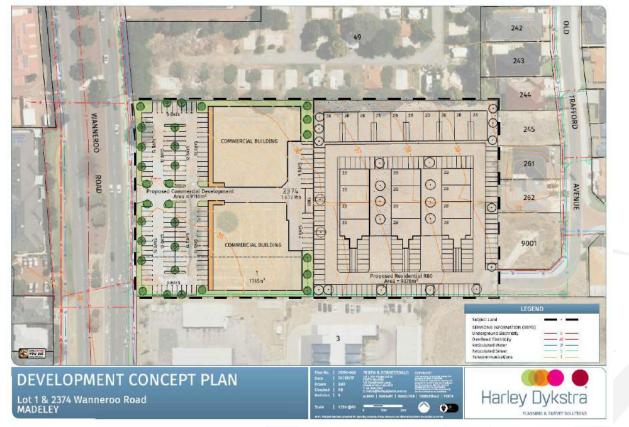
1.3 Definition

Large Format/Bulky Goods / Showroom retail (bulky goods) may be defined as primarily selling larger items which require a building with more floor space than a typical shop front because of the goods of a bulky nature that require a large area for handling, display or storage; or direct vehicle access to the site of the premises by the public for the purpose of loading goods into a vehicle after purchase or hire. Bulky goods might include:

- Automotive parts and accessories
- Camping and recreation equipment
- Electrical light fittings

- Animal and pet supplies
- Floor coverings
- Furnishings, bedding and Manchester
- Furniture
- Home entertainment goods
- Household appliances
- Office equipment supplies
- Party supplies
- Swimming pools and supplies
- Hardware
- Garden supplies

CONCEPT PLAN



Harley Dykstra Planning

2 POLICY INFLUENCES

A range of policy directions and market forces will influence the amount of sustainable bulky goods floor space on the site.

2.1 State Planning Policy 4.2 – Activity Centres Perth and Peel

Purpose

The main purpose of this policy is to specify broad planning requirements for the planning and development of new activity centres and the redevelopment and renewal of existing centres in Perth and Peel. It is mainly concerned with the distribution, function, broad land use and urban design criteria of activity centres, and with coordinating their land use and infrastructure planning.

Other purposes of the policy include the integration of activity centres ensuring they contain a range of activities to promote community benefits through infrastructure efficiency and economic benefits of business clusters; and lower transport energy use and associated carbon emissions.

The policy also reflects the Western Australian Planning Commission's (WAPC) intention to encourage and consolidate residential and commercial development in activity centres so that they contribute to a balanced network.

Relevant Bulky Goods Section

Relevant extracts of the SPP4.2 (mainly section 5.6.1 – Bulky Goods Retailing and Mixed Business) reveal that the site falls comfortably within the guiding characteristics for bulky goods retail.

5.6.1 Bulky goods retailing and mixed business

- (1) The responsible authority should ensure that shop-retail uses are located in a pedestrian friendly urban environment. In general, bulky goods retailing is unsuited to the walkable catchment or the core of activity centres given their size and car-parking requirements, low employment densities and need for freight vehicle access.
- (2) Bulky goods are displayed and sold from retail showrooms that typically comprise extensive display and storage areas with direct vehicle access and car parking. Bulky goods retailing does not include the sale of food, clothing or personal effects goods.
- (3) The responsible authority should promote clusters of bulky goods retail adjacent to, or in close proximity to activity centres and the regional road and public transport networks. This should maximise the use of infrastructure, including the shared use of car parking; limit the number of car trips; and economically support other activity centre business.
- (4) The encroachment of bulky goods retail into residential and industrial zones should be avoided. Furthermore, locating such development in an ad hoc manner or as ribbon development along regional roads is discouraged. Bulky goods retail should be developed with access and urban design controls so as not to interfere with traffic flow and safety, or detract from the amenity of public transport or the locality.
- (5) Local governments should review the land use permissibility of bulky goods retail to reduce its potential dispersal throughout industrial zones. Such development should be directed to select Mixed Business or equivalent zones with suitable road and public transport access. Local planning schemes and planning decision-making for bulky goods retail should include consideration of land requirements based on demonstrated future floor space needs and the need to retain affordable industrial land.
- (6) The preferred sequence of suitable locations is:
 - a. Edge-of-centre sites integrated with, but not within, the walkable catchment or core activity

centre precincts.

- b. Where it is demonstrated that sufficient suitable sites in or adjacent to activity centres are not available, out-of-centre mixed business or equivalent zones integrated with established and well-located bulky-goods nodes.
- c. In limited circumstances where it is demonstrated that sufficient suitable sites in or adjacent to activity centres or within or integrated with existing bulky-goods nodes are not available, other out-of-centre mixed business or equivalent zones.

The proposed development conforms to SPP4.2 policy in relation to the following key elements:

- It is located outside the core of activity for the Madeley District centre;
- It does not intend to provide food and clothing businesses;
- It promotes bulky goods retail adjacent to, or in close proximity to activity centres and the regional road and public transport networks;
- It maximises the use of infrastructure, including the shared use of car parking; limiting the number of car trips; and economically supports other activity centre business;
- It does not encroach into residential or industrial land and therefore reduces the potential loss of these land uses to inappropriate development;
- It is proposed having had due consideration to land requirements based on demonstrated future floor space needs;
- It is located in the preferred and suitable locations in an edge-of-centre site integrated with the core activity precinct.

There are three local policies directly related to proposed development.

2.2 City of Wanneroo - Local Planning Policy 3.2: Activity Centres

The purpose of this Policy is to provide guidance on the planning and development of activity centres in the City of Wanneroo through district, local and centre structure plans, amendments to DPS 2, detailed area plans and applications for planning approval.

This Policy:

- aims to produce quality urban design and facilitate the long term evolution and sustainability of activity centres; and
- provides a framework for implementing the principles and objectives of State Planning Policy 4.2: Activity Centres for Perth and Peel (SPP 4.2) and the Department of Planning's Structure Plan Preparation Guidelines

Section 2.3.3

The provisions of Section 5 of Table 3 do not apply to applications for detailed area plans pursuant to Part 9 of DPS 2 or applications for planning approval pursuant to Part 8 of DPS 2 where the proposal is for a Hardware Store or Showroom land use under DPS 2 that is located on an edge-of-centre site.

Local Planning Policy 3.2 fundamentally deals with urban design principles. Whereas the findings in this report are focused on market demand and broad land use planning principles. The findings in this report therefore fall largely outside the provisions of Local Planning Policy 3.2.

2.3 East Wanneroo Structure Plan – Cell 6

The East Wanneroo Structure Plan – Cell 6 guides the detailed planning for the area. The Structure Plan does not currently contain provision for commercial activity on the site. The findings in this report are designed to support the amendment of East Wanneroo Structure Plan – Cell 6 to include provision for a limited amount of Bulky goods floor space adjacent to the Madeley District centre to complement the centres role in the activity centres hierarchy.

2.4 Kingsway City Activity Centre Structure Plan No. 59 (August 2010).

The site is adjacent to the Lansdale District Centre which is developed around the Kingsway Shopping Centre on the corner of Wanneroo Road and Hepburn Avenue. The planning and design for activity in this centre is directed by the Kingsway City Activity Centre Structure Plan No. 59.

The Kingsway Shopping centre comprises an existing retail floor space of nearly 17,000sqm with total floor space on the site close to 22,000sqm.

The Centre has the potential to be developed to over 60,000 sqm of commercial floor space inclusive of 30,000 sqm of retail floor space.

The Centre has the potential to include up to 7,500sqm of other commercial or mixed business activity (which includes bulky goods/showroom activity.

The introduction of 3,100 sqm of bulky goods/showroom floor space fronting Wanneroo Road and adjacent to the Madeley District Centre will create a more diverse range of commercial activity and assist with the efficient distribution and placement of commercial activity throughout the centre in accordance with the objectives of the Kingsway City Activity Centre Structure Plan No. 59.

2.5 Summary

Landsdale is designated as a District Centre within SPP4.2 and City of Wanneroo Local Planning policy 3.2 – Local Planning Policy 3.2 – Activity Centres. The proposed development of 3,100sqm of bulky goods/showroom retail is consistent with all guiding policies and strategies.

3 MARKET INFLUENCES

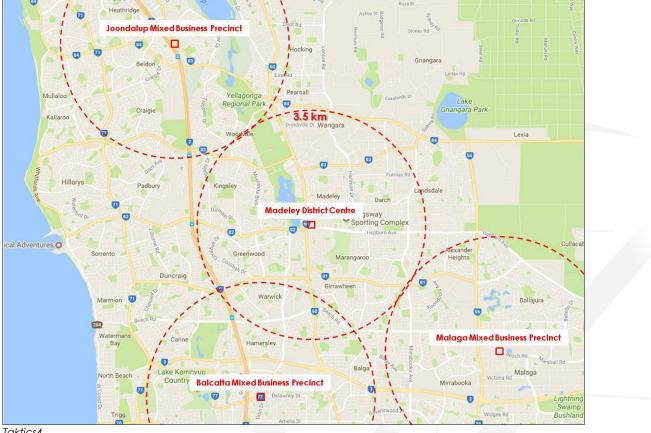
3.1 **Competitive Environment**

The distribution patterns for bulky goods retail chains across urban areas of Australia generally highlights a commercial demand for a distribution pattern in excess of 10km radius, resulting in bulky goods retail chains generally serving a 5 km catchment.

Bulky goods operators tend to gravitate to high traffic volume locations due to increased exposure and ease of access for customers. They are more often than not located along major road routes and in mixed business precincts. They are also predominant in industrial areas, which are of particular concern for government given the desire to retain industrial land uses and employment opportunities, especially in inner urban environments. The closest bulky goods/showroom precincts to the proposed site includes

- 1. Marshall Road, Malaga 8 km east
- 2. Erindale Road Balcatta 5 km south
- 3. Joondalup Drive Edgewater 8 km north

LOCALITY MAP – NEIGHBOURING BULKY GOODS PRECINCTS



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These three precincts are currently estimated to comprise 76,000sqm of bulky goods retail outlets. Three of the precincts contain in excess of 17,000sqm. The exception is Wangara which has an emphasis on new and used car retailing which is not included in the bulky goods definition.

NEIGHBOURING BULKY GOODS PRECINCTS

	Bulky goods floor space (sqm)
Edgewater (Joondalup Drive)	27,800
Malaga (Beach/Marshall Road)	17,700
Balcatta (Erindale Road)	19,150
All precincts	64,650

Planning and Land Use Employment Surveys (DPI 2014)

Marshall Road, Malaga

Malaga is located 8 km east of the site. Malaga is predominantly an industrial estate, with a proliferation of bulky goods retailing (17,700sqm) along Beach and Marshall Roads which is the main road through the precinct.

Erindale Road

Balcatta is located 5km south of the site. Balcatta is predominantly an industrial estate with a proliferation of bulky goods type retailing outlets (19,150 sqm) along Erindale Road which is the main road through the precinct.

Joondalup Drive, Edgewater

Edgewater is located 8km north west of the site. The Edgewater precinct is probably the only purpose developed bulky goods /showroom retailing precinct in the area. It has the largest amount of floor space of the precincts with 27,800 sqm all located with strong frontage or access along a 2km strip on the west side of Joondalup Drive starting at the corner of Ocean Reef Road.

Proposed Development

The proposed development is expected to create 3,100sqm of bulky goods retail. This small amount of additional bulky goods retail represents 4% of the existing total of floor space in the neighbouring precincts.

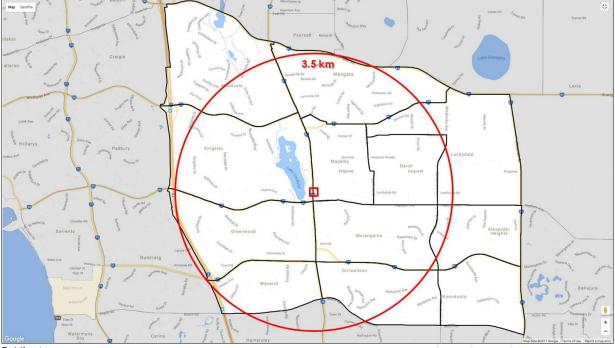
DISTRIBUTION OF BULKY GOODS FLOOR SPACE IN AREA

Precinct	Bulky goods Floor space (sqm)	Distribution (%)
Edgewater	27,800	41%
Malaga	17,700	26%
Balcatta	19,150	28%
All existing precincts	64,650	96%
Proposed development	3,000	4%
Precincts (including proposal)	67,650	100%

Planning and Land Use Employment Surveys (DPI 2014)

3.2 Trade Area

The plotting of the competitive locations shows a gap in the provision of bulky goods retail in the area. The area shows that the provision of bulky goods/showroom retail adjacent to the Madeley District Centre will effectively be able to service a trade area of about 3.5km. This trade area is smaller than usual and does not necessarily provide the opportunity for a major bulky goods retail precinct but it does provide an opportunity for a smaller complementary bulky goods precinct as part of a District Centre.



TRADE AREA

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3.3 Trade Area Population

The map shows that main trade area of 3.5km for the bulky goods activity may include 12 suburbs with a combined usual resident population of 92,417 people.

TRADE AREA POPULATION

Suburb	Population (2016)	
Madeley	6,083	
Alexander Heights	7,925	
Darch	7,088	
Greenwood (WA)	9,616	
Girrawheen	8,759	
Koondoola	4,056	
Kingsley	13,059	
Landsdale	12,208	
Marangaroo	10,587	
Wangara	38	
Warwick (WA)	3,735	
Woodvale (WA)	9,281	
Total	92,417	

Population and Household Census (ABS 2016)

Growth in these suburbs, especially to the immediate north and east, is estimated to increase the usual resident population by a further 5% over each of the next 5 year periods. The trade area population is therefore estimated to increase to 97,000 by 2021 and 102,000 by 2026.

3.4 Bulky Goods Retail Spending Capacity

The demographic profiles for the usual resident population in the trade area are consistent with the average retail spending profiles within the household expenditure patterns developed from the Household expenditure survey (ABS 2009.10 – updated for CPI).

AVERAGE PER CAPITA BULKY GOODS RETAIL SPENDING PROFILES

Spending Category	Spending per capita
Bulky Goods Retail	\$1,793 p.a.
Other Retail	\$8,874 p.a.
Total Retail	\$10,667 p.a.

Household Expenditure Survey (ABS 2009/10) Retail CPI Index (ABS 2009-current)

The profiles indicate that the population within the trade area represent an average spending profile in relation to household retail spending patterns. These profiles suggest an average of \$10,667 per capita on all retail spending, creating a total available spending capacity of \$986M p.a. across all retail sectors.

Retail spending on goods typically spent at bulky goods retail businesses by this profile group typically equates to nearly 17% of all household retail spending.

The average retail spending on goods typically sold from bulky goods retail floor space is therefore estimated to be \$1,800 per capita p.a. This spending profile represents an available spending capacity of \$166M p.a. generated by usual resident population within the trade area.

Forecast population growth in the trade area is expected to result in the available spending capacity for bulky goods retail to ultimately increase to \$174M p.a. by 2021 and \$182M p.a. by 2026.

AVAILABLE BULKY GOODS SPENDING CAPACITY BY CATCHMENT BY PERIOD

	2016	2021	2026
Bulky Goods Retail	\$166M p.a.	\$174M p.a.	\$182M p.a.
Other Retail	\$820M p.a.	\$861M p.a.	\$904M p.a.
Total Retail	\$986M p.a.	\$1,035M p.a.	\$1,086M p.a.

Household Expenditure Survey (ABS 2009/10) Retail CPI Index (ABS 2009-current)

4.1 **Market Potential**

Not all of this bulky goods retail spending capacity will be captured by the proposed activity. The proximity of other precincts and businesses will capture a proportion of spending from the trade area. In addition, some of the proposed centres sales will be derived from outside the designated trade area.

Typical retail/shopfronts are usually expected to generate up to 5%-10% of their trade from outside their designated catchments, from customers such as employees, passing trade and people visiting friends and families. The destination and dedicated nature and low frequency of the goods sold in bulky goods stores means that it is reasonable to expect an even higher level of its sales may be derived from passing trade from outside the designated catchment. Given the high volumes of traffic on Wanneroo Road and the significant population base developing rapidly north of the proposed development it is reasonable to expect that the proposed development would capture sales of up to 20% from beyond its designated trade area.

We estimate that the proposed development would need to capture just 6% from the trade area, allowing for 20% of sales to be derived from beyond the trade area due to the traffic volumes and exposure to non trade area residents on Wanneroo Road.

According to industry sales and operational sources proposed development will need to capture \$12.4 M p.a. from its 3,100sqm of floor space (at \$4,000/sqm p.a.) to be viable. The proposed development would therefore need to capture nearly \$10M p.a. from the trade area given the expectation that 20% (\$2.5M p.a.) would be captured from outside the designated trade area.

We therefore estimate that the proposed development would need to capture just 6% (\$10.4M p.a.) of the bulky goods spending capacity (\$174M p.a.) available from the trade area in 2021, allowing 94% of this spending (\$164M p.a.) to continue to gravitate to businesses in the other precincts.

BULKY GOODS SALES CONTRIBUTION AND MARKET CAPTURE (2021)

Bulky goods Spending capacity	\$174M p.a.
Market capture of proposed development	6%
Sales from catchment	\$10M p.a.
Sales from outside catchment (20% of sales)	\$2.5M p.a.
Total sales	\$12.4M p.a.
Taktics/ retail modelling	

Taktics4 retail modelling

This market capture is very reasonable given that the proposed development represents just 4% of the total bulky goods floor space in the region.

4.2 Economic Impact Assessment

The total sales for the proposed development represent just 6% of total bulky goods spending within the designated trade area. Subsequently 94% of all remaining bulky goods spending is expected to gravitate to businesses in surrounding precincts.

On average this may equate to less than \$3.3 M p.a. being derived from each of the other precincts. The exact amount in each precinct would vary on the specific nature of the tenancies involved at both Madeley and the existing precincts. However, given that the floor space for each centre is expected to be between 500-100sqm per tenancy. The highest amount that a single tenant may be able to capture from another precinct is \$2.0M - \$4.0M p.a.

It is estimated that the surrounding bulky goods precincts are currently capable of achieving over \$258M p.a. in sales which means that the overall impacts are expected to be less than 4%. These impacts are relatively minor and not capable of creating a detrimental impact on the delivery and future performance of the precincts.

ECONOMIC IMPACT ON EXISTING PRECINCTS

Precinct	Estimated Sales (\$M p.a.)	Potential loss of sales to Madeley (\$M p.a.)	Potential Level of impact on sales
Edgewater	\$111.2	\$3.3	3.0%
Malaga	\$70.8	\$3.3	4.7%
Balcatta	\$76.6	\$3.3	4.4%
All existing precincts	\$258.6	\$10.0	3.9%
From other centres/trade areas	-	\$2.4	-
Taktics/ modelling			

Taktics4 modelling

However, population and subsequent increases in available bulky goods spending by more than \$10M p.a. over each five year period means that any sales impact on surrounding centres and businesses is able to be offset by additional available spending capacity in the medium to long term.

Employment

Bulky goods retailers generate an average of one employee per 100 sqm of floor space. The proposed development will therefore generate up to 31 retail and management positions in the trade area. This employment type is especially important for the local labourforce including younger adults who are less mobile and have a greater propensity for part time employment.

4.3 Summary

The proposed development:

- represents a small scale development
- has the potential to trade viably and sustainably in the location
- satisfies the objectives of state and local planning policy for the area
- will have no detrimental impact on the performance or role of the surrounding precincts
- complement the current and future commercial offer in the Madeley District Centre
- generate employment for the centre

APPENDIX F

Transport Impact Assessment (Transcore)

East Wanneroo Cell 6 Agreed Structure Plan (ASP8) Proposed Amendment, Lots 1 & 2374 Wanneroo Road, Madeley



Lots 1 & 2374 Wanneroo Road, Madeley

Proposed Structure Plan Amendment

Transport Impact Assessment

PREPARED FOR: The Drpich Family Trust Sunshine Hill (Corporation) Pty Ltd

November 2017

Document history and status

Author	Revision	Approved by	Date	Revision type
R White	r01	B Bordbar	17/10/2017	Draft
R White	r01a	B Bordbar	7/11/2017	Final
R White	r01b	B Bordbar	8/11/2017	Minor revision

File name:	t17156-rw-r01b.docx					
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Project:	Lots 1 & 2374 Wanneroo Road, Madeley					
Document revision:	r01b					
Project number:	t17.156					

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1.0 Introduction

This Transport Impact Assessment has been prepared by Transcore on behalf of the Drpich Family Trust Sunshine Hill (Corporation) Pty Ltd with regard to a proposed amendment to the City of Wanneroo *East Wanneroo Structure Plan – Cell 6*.

The particular focus of this report is Lots 1 & 2374 Wanneroo Road, Madeley, which were proposed to be all future R25 residential zoning but are now proposed for commercial development on the western half fronting Wanneroo Road and R80 residential development on the eastern half. This would require a modification to the existing Structure Plan to permit commercial development and increased residential density on this site.

The subject site (Lots 1 & 2374) is located on the eastern side of Wanneroo Road adjacent to the Kingsway City Shopping Centre site, as shown in **Figure 1**.



Figure 1: Site location

This report includes analysis of the future traffic flows that would be generated by future commercial and residential development of this site and the access arrangements proposed for future development of this site.

2.0 Proposed Structure Plan Amendment

The relevant portion of the existing *East Wanneroo Structure Plan – Cell 6* is illustrated in **Figure 2** and a larger copy (including the legend, etc.) is provided at **Appendix A**. Figure 2 also illustrates the proposed amendment on the subject site.



Figure 2: Existing Structure Plan and Proposed Amendment

Lots 1 & 2374 are currently zoned for R25 residential development. Their combined site area of approximately 1.85ha would therefore allow development of about 35 to 40 dwellings at R25 density when the road network shown on the existing structure plan is taken into consideration.

The proposed development concept plan for the subject site is illustrated in **Appendix B.**

The proposed R80 residential development component is envisaged as three levels of residential apartments with parking at ground level. It is anticipated this residential development would accommodate approximately 66 dwelling units and approximately 130 parking spaces. It would be accessed from the existing southwest end of Old Trafford Avenue.

The proposed commercial development site area of 9110m² is anticipated to be developed at a plot ratio of 40% which indicates commercial floor area of approximately 3,644m² GFA. Approximately 142 parking spaces are indicated for this commercial development on the proposed development concept plan. It is

proposed that access to this commercial site would be via a driveway crossover on Wanneroo Road (involving relocation of the existing Wanneroo Road driveway crossover currently serving the subject site as shown in the development concept plan at **Appendix B**).

3.0 Existing Situation

3.1 Existing Land Use

It is understood that Lots 1 & 2374 have previously been used for horticultural purposes and there are no existing dwellings on these lots, as shown in **Figure 3**. There is an old paved parking area along the western portion of the site with an existing driveway crossover on Wanneroo Road providing access to that parking area, as can be seen in **Figure 3**. In addition, Old Trafford Road terminates at the eastern boundary of the subject site.



Figure 3: Existing land use

Surrounding land uses consist of Kingsway City Shopping Centre south of the subject site with a service station and fast food outlets along the Wanneroo Road frontage of the Kingsway City site, Kingsway Tourist Park (caravan park) abutting the

subject site on the north side and a medical centre (recently increased in size) about 40m north of the subject site.

Immediately to the east of the subject site and northward along Old Trafford Road is existing residential development and on the western side of Wanneroo Road opposite the subject site are aged care facilities, residential development and Waldecks plant nursery.

3.2 Existing Road Network

Wanneroo Road is a Main Road under the care and control of Main Roads WA. It is classified as a primary distributor in the MRWA functional road hierarchy and is covered by a Primary Regional Roads reservation (a red road) in the Metropolitan Region Scheme (as shown in **Figure 1**).

Wanneroo Road is currently constructed as a dual carriageway road, two lanes in each direction with a 12m wide central median. It has a posted speed limit of 70km/h in this vicinity.

There are no median openings on Wanneroo Road directly opposite the subject site so access to the site is restricted to left in / left out only. However, there are existing U-turn facilities in the Wanneroo Road median approximately 50m and 270m south of the subject site and 190m north of the subject site, which currently provide U-turn access for other commercial development including the Waldecks nursery on the western side of Wanneroo Road and the medical centre north of the subject site, as shown in **Figure 4**.

A July 2015 Main Roads WA traffic count on Wanneroo Road (north of Hepburn Avenue) recorded average weekday traffic flows of 42,324 vehicles per day (vpd) with average weekday AM peak hour traffic flows of 2830vph, average weekday PM peak of 3514vph and Saturday midday peak of 3251vph. In the last ten years Wanneroo Road traffic flows at this location have fluctuated up and down, ranging from 44,821vpd in September 2007 down to 41,132vpd in May 2011, with no consistent pattern of traffic growth evident during this period.

Old Trafford Avenue is classified as an access road in the MRWA functional road hierarchy and is a local road under the care and control of the City of Wanneroo. The northern half of Old Trafford Avenue has a 7.2m carriageway width but the southern half narrows to 6m carriageway width. The default built up area speed limit of 50km/h applies on Old Trafford Avenue. Old Trafford Avenue bends westward at its southern end and terminates at the eastern boundary of the subject site.

At its northern end Old Trafford Avenue connects to the east west road named Kingsway as a T-intersection and standard T-intersection give way rules apply. Kingsway connects to Wanneroo Road at an existing signalised intersection approximately 290m north of the subject site.

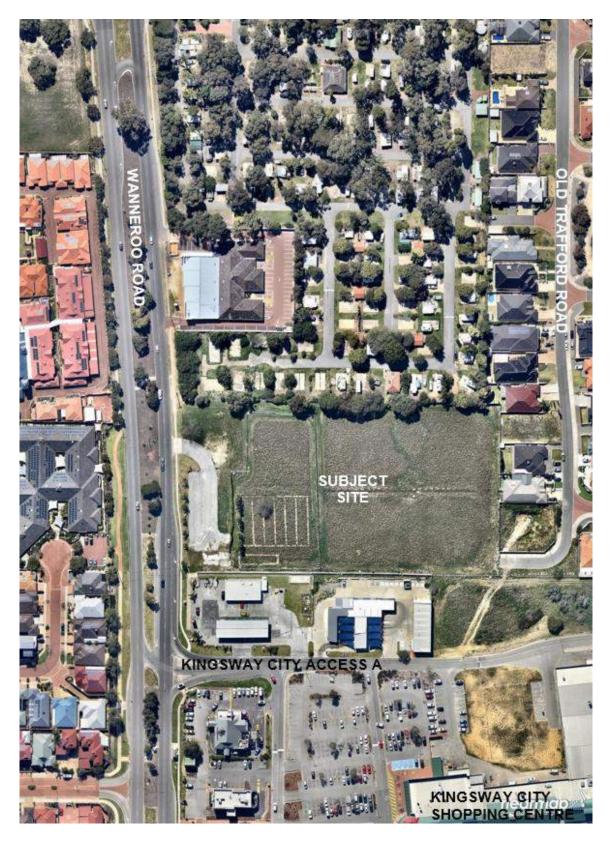


Figure 4: Existing roads and access

Kingsway is a two-lane, undivided, Local Distributor road with carriageway width of approximately 7.4 metres and a posted speed limit of 60km/h. It has controlled access place (CAP) service roads providing driveway access to most of the adjacent residential development. Kingsway runs eastward from Wanneroo Road and is

approximately 750m north of Hepburn Avenue. The Wanneroo Rd / Kingsway / Woodlake Retreat intersection is a 4-way intersection controlled by traffic signals. Traffic count information indicates Kingsway was carrying daily traffic flows of approximately 9,000 vpd at Wanneroo Road in 2013.

3.3 Public Transport

There are existing bus stop embayments on Wanneroo Road adjacent to Kingsway City shopping centre, approximately 100m south of the subject site. There are two bus routes that pass the subject site on Wanneroo Road as shown in **Figure 5**. These are routes 389 (Perth to Wanneroo) and 450 (Warwick Station to Landsdale).

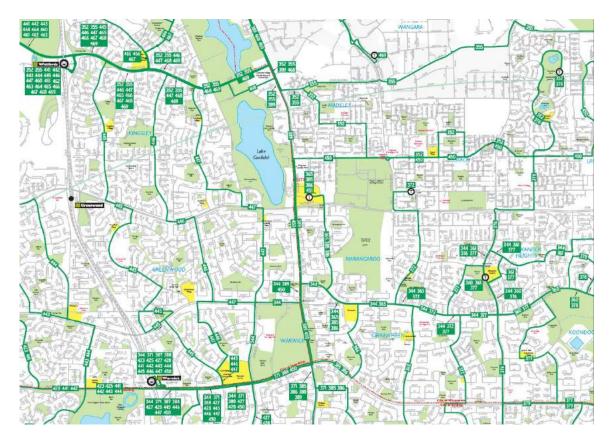


Figure 5: Existing bus routes

Currently, bus routes 389 provides hourly services past the subject site on all days and more frequent services during weekday AM and PM peak periods. Bus route 450 provides services with a frequency of 30 minutes on weekdays (more frequently during weekday peak periods) and hourly on weekends and public holidays.

3.4 Pedestrian and Cyclist Facilities

The Department of Transport's Perth Bike Map series (see **Figure 6**) shows that there is a good network of shared paths on the surrounding road network. This includes a 2m wide path on the western side of Wanneroo Rd and a 1.2m path on the eastern side of Wanneroo Road adjacent to the subject site, and 2.5m wide

paths on the eastern side of Old Trafford Avenue and southern side of Kingsway. The closest pedestrian crossing point on Wanneroo Road is just 15m north of the subject site.

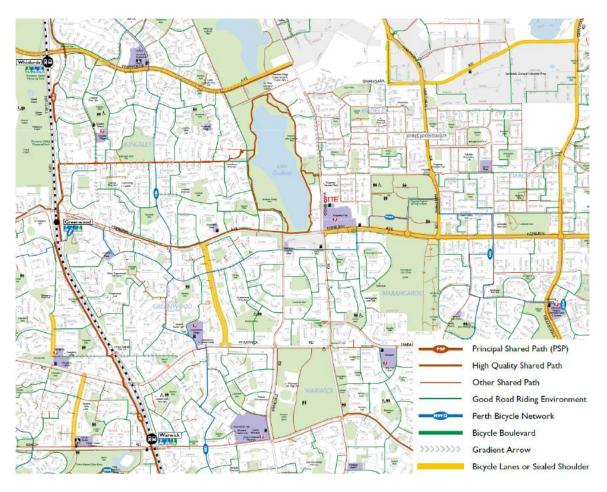


Figure 6: Bike map

3.5 Changes to Surrounding Road Network

The intersection of Wanneroo Road and Hepburn Avenue is ultimately planned to be grade separated. The land affected by this future interchange is shown by the red Primary Regional Roads reservation in the Metropolitan Region Scheme map, as can be seen in **Figure 1**. At this stage, no time frame is available for this future grade separated intersection.

The ultimate stage of development of the adjacent Kingsway City shopping centre site is anticipated to be generally as outlined in the approved *Kingsway City Activity Centre Structure Plan* (2010). **Figure 7** shows the general layout of land uses anticipated in the structure plan.

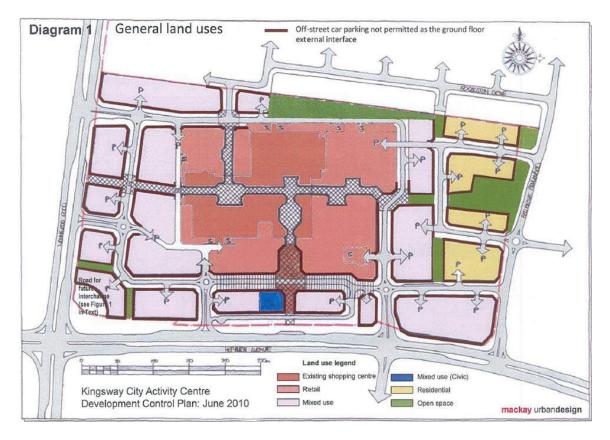


Figure 7: Kingsway City Activity Centre Structure Plan (2010)

Figure 7 also illustrates a number of other planned or potential future changes to the road network around the Kingsway City site, as follows:

- The Kingsway City northern driveway to Wanneroo Road (referred to as Access A) is shown as a full movement T-intersection, whereas there is currently no right turn lane on Wanneroo Road and the right turn into Access A is currently not permitted. Construction of that right turn lane is planned to be completed this financial year and will involve partial signalisation of that driveway intersection on Wanneroo Road, meaning that southbound traffic on Wanneroo road will be controlled by traffic signals but northbound traffic on Wanneroo Road median for traffic that turns right out from Kingsway City to accelerate and merge with northbound Wanneroo Road traffic.
- Bellerive Boulevard will ultimately be extended along the eastern boundary of the Kingsway City site to complete that road link from Kingsway to Hepburn Avenue.
- The structure plan also shows a potential future connection from Old Trafford Avenue to the Kingsway City site in future, however previous discussions with City of Wanneroo have indicated there is some resistance to this potential future road connection due to perceived traffic impacts on the local residential area, so that potential future connection is not certain.

4.0 **Proposed Transport Network**

4.1 Vehicle Access

The proposed development concept plan for the subject site is illustrated in **Appendix B** and reproduced in **Figure 8** below.



Figure 8: Development concept

The proposed R80 residential development component is envisaged as three levels of residential apartments with parking at ground level. It would be accessed from the existing southwest end of Old Trafford Avenue. The internal movement network within this part of the site would be carpark circulation roadways and parking aisles, not part of the public road network.

The proposed commercial development component is proposed to be accessed via a driveway crossover on Wanneroo Road with a central carpark circulation roadway through to the rear of the commercial development. This would not be proposed as a public road. It is anticipated that a left turn deceleration lane would be required on Wanneroo Road for this driveway, similar to those currently provided for the medical centre north of the subject site and for Kingsway City shopping centre.

4.2 Public Transport

Existing bus services on Wanneroo Road close to the subject site are described in section 3.3 of this report. No additional public transport services are proposed within the subject site.

4.3 Pedestrian and Cyclist Facilities

The proposed residential development concept plan includes a footpath connection from the existing path on the northern side of the southwest extension of Old Trafford Avenue and provides footpaths alongside the car park circulation roadways for pedestrian access to the residential units.

No direct pedestrian access is proposed from the subject site into the Kingsway City shopping centre site but it is understood that a development proposal on the vacant portion of the Kingsway City site abutting Old Trafford Avenue southeast of the subject site will provide a pedestrian and cyclist connection from Old Trafford Avenue into the Kingsway City site.

The proposed commercial development component includes a pedestrian walkway along the western frontage of the future commercial buildings and it would be appropriate to include a footpath link alongside the central circulation roadway to connect to the existing footpath on Wanneroo Road.

5.0 Analysis of the Transport Network

5.1 Assessment Period

For this assessment it is assumed that rezoning and development of the subject site could be completed by 2020, so that is the base year for the initial assessment.

The post-development assessment year that has been adopted for this analysis is 2031, which is consistent with the planning horizon generally adopted in current strategic planning and regional transport modelling such as the Main Roads WA regional operational model (ROM).

For residential development the appropriate periods for assessment are weekday AM and PM peak periods. For commercial development the busiest periods are typically weekday PM peak and Saturday midday peak periods.

5.2 Traffic generation and distribution

For typical suburban residential development the appropriate daily traffic generation rate is 8 vehicle trips per day (vpd) per dwelling, which corresponds to the peak hour trip generation rate of 0.8 vehicles per hour per dwelling recommended in the Western Australian Planning Commission (WAPC) *Transport Impact Assessment Guidelines* (2016). This rate is used for the R25 residential development of the current LSP in this transport assessment.

The NSW *Guide to Traffic Generating Developments* (2002) provides trip rates for medium density residential flat buildings which are more appropriate for the proposed R80 residential land use. For smaller units and flats (up to two bedrooms) it indicates daily trip rates of 4-5vpd per dwelling and weekday peak hour 0.4-0.5vph per dwelling. For larger units and townhouses (three or more bedrooms) it indicates daily trip rates of 5.0-6.5vpd per dwelling and weekday peak hour 0.5-0.65vph per dwelling. The concept plan indicates two bedroom units are anticipated, so a trip rate of 5vpd or 0.5vph per dwelling will be used in this assessment.

For the purposes of this transport assessment the proposed commercial development is assumed to be predominantly bulky goods showroom type development. The NSW *Guide to Traffic Generating Developments - Updated Traffic Surveys* (TDT 2013/04a) indicates a weekday trip rate of 17vpd per 100m² GFA, weekday PM peak trip rate of 2.7vph per 100m² GFA, a Saturday trip rate of 19vpd per 100m² GFA and Saturday peak trip rate of 3.9vph per 100m² GFA.

Time Period	Current SP R25 Residential (approx. 40 dwellings)	Proposed R80 Residential (approx. 66 dwelling units)	Proposed Commercial (approximately 3,600m ² GFA)	
Weekday total traffic (vpd)	320vpd	330vpd	612vpd	
Weekday AM peak (in/out vph)	8 / 24	8 / 25	Negligible	
Weekday PM peak (in/out vph)	20 / 12	21 / 12	47 / 48	
Saturday peak (in/out vph)	17 /15	18 / 15	70 / 70	

Table 1: Traffic Generation

In the current structure plan all of traffic generated by R25 residential development on the subject site would travel via Old Trafford Avenue, and so would the traffic generated by the R80 residential component in the proposed amendment. Comparison of these components in **Table 1** indicates there would be negligible difference between the residential traffic generation in the existing structure plan and in the proposed amendment. In other words, the proposed amendment would not have any significant impact in the surrounding residential precinct along Old Trafford Avenue, so no further analysis of Old Trafford Avenue will be undertaken in this report.

For the commercial development component **Table 1** indicates that the Saturday midday peak period is the period of highest traffic generation from the proposed development.

Wanneroo Road peak hour southbound traffic flows recorded in April 2015 were 1808vph (Thursday AM peak), 1672vph (Thursday PM peak) and 1663vph (Saturday midday peak). Traffic generation of the anticipated bulky goods showroom commercial development is negligible before 9am on weekdays and highest during the Saturday peak period, so the Saturday peak hour will be adopted as the assessment period for Wanneroo Road in this report.

It should also be noted that not all of traffic attracted to the proposed commercial development on the subject site will be completely new trips on the surrounding road network. Some of those trips will be vehicles that would already be passing the subject site as part of another trip and stop in at this site along the way instead of undertaking completely separate trips for each purpose. The ITE Trip Generation Manual (9th Edition) indicates that this pass-by trip component can be a quarter of trips for some bulky goods showrooms and as much as half of the trips for others. An average of about 35% pass-by trips has been calculated from six types of bulky goods showrooms listed in that publication.

5.3 Traffic Flow Forecasts

Transcore has previously obtained ROM traffic model projections for this area from Main Roads WA for traffic studies undertaken in relation to Kingsway City. The ROM model estimated weekday southbound traffic flows on this section of Wanneroo Road as 20,200vpd in 2011 increasing to 23,200vpd in 2021 and 25,900vpd in 2031. These figures are compatible with the actual southbound average weekday traffic flow of 21,585vpd recorded by MRWA in April 2015.

The ROM traffic projections indicate a projected growth rate of 1.4% per year over this period. It is therefore estimated that the 2015 southbound Saturday peak traffic flow of 1663vph on Wanneroo Rd would increase to approximately 1780vph in 2020 and 2,040vph in 2031.

After taking into consideration the pass-by trips the Saturday peak hour traffic movements at the proposed commercial development driveway crossover on Wanneroo Road are as follows:

- 4 70vph left turn in;
- 4 70vph left turn out;
- ↓ 1755vph southbound through traffic on Wanneroo Rd in 2020; and
- 4 1995vph southbound through traffic on Wanneroo Rd in 2031.

The 2015 traffic count indicated approximately 7.5% of the traffic on Wanneroo Road are heavy vehicles.

5.4 Intersection Analysis

Intersection capacity analysis has been undertaken for the proposed left in / left out driveway crossover intersection on Wanneroo Road 2031 Saturday peak hour flows documented above.

Capacity analysis of this intersection has been undertaken using the SIDRA computer software package. SIDRA is an intersection modelling tool commonly used by traffic engineers for all types of intersections. SIDRA outputs are presented in the form of Degree of Saturation, Level of Service, Average Delay and 95% Queue. These characteristics are defined as follows:

- Degree of Saturation is the ratio of the arrival traffic flow to the capacity of the approach during the same period. The Degree of Saturation ranges from close to zero for infrequent traffic flow up to one for saturated flow or capacity.
- Level of Service is the qualitative measure describing operational conditions within a traffic stream and the perception by motorists and/or passengers. In general, there are 6 levels of service, designated from A to F, with Level of Service A representing the best operating condition (i.e. free flow) and Level of Service F the worst (i.e. forced or breakdown flow).
- Average Delay is the average of all travel time delays for vehicles through the intersection.

♣ 95% Queue is the queue length below which 95% of all observed queue lengths fall.

The results of the SIDRA analysis are summarised in Appendix C.

The SIDRA analysis indicates that the proposed left in / left out driveway intersection will operate at level of service A (the best possible level of service) under the projected 2031 Saturday peak hour traffic flows, with minimal queues and delays and plenty of spare capacity to accommodate higher demand, if required.

5.5 Development Traffic Impact

As noted in section 5.2, in the current structure plan all of traffic generated by R25 residential development on the subject site would travel via Old Trafford Avenue, and so would the traffic generated by the R80 residential component in the proposed amendment. Comparison of these components in Table 1 indicates there would be negligible difference between the residential traffic generation in the existing structure plan and in the proposed amendment. In other words, the proposed amendment would not have any significant impact in the surrounding residential precinct along Old Trafford Avenue.

The traffic flow forecasts in section 5.3 indicate that the proposed commercial development component would add new traffic flows of approximately 45vph on Wanneroo Road north of the site and 45vph on Wanneroo Rd south of the site during the peak period of traffic generation from the proposed development (Saturday peak period). Existing southbound traffic flows on Wanneroo Road were 1663vph in April 2015 and are anticipated to increase to about 2040vph in 2031, so the traffic increase associated with the proposed commercial development is only in the order of 2.2% of the 2031 traffic flows.

The WAPC Transport Impact Assessment Guidelines (2016) provides guidance on the assessment of traffic impacts:

"As a general guide, an increase in traffic of less than 10 percent of capacity would not normally be likely to have a material impact on any particular section of road, but increases over 10 percent may. All sections of road with an increase greater than 10 percent of capacity should therefore be included in the analysis. For ease of assessment, an increase of 100 vehicles per hour for any lane can be considered as equating to around 10 percent of capacity. Therefore any section of road where the development traffic would increase flows by more than 100 vehicles per hour for any lane should be included in the analysis."

The net traffic increase of the proposed amendment would be less than 100 vehicles per hour and traffic increases per lane would be significantly lower than that level. Therefore the traffic increases associated with the proposed amendment will be substantially less than the quoted WAPC threshold (100vph per lane) and therefore does not warrant further analysis.

6.0 Conclusions

This Transport Impact Assessment relates to a proposed amendment to the City of Wanneroo *East Wanneroo Structure Plan – Cell* 6.

The particular focus of this report is Lots 1 & 2374 Wanneroo Road, Madeley, which were proposed to be all future R25 residential zoning but are now proposed for commercial development on the western half fronting Wanneroo Road and R80 residential development on the eastern half. This would require a modification to the existing Structure Plan to permit commercial development and increased residential density on this site.

The R25 residential zoning of the subject site is anticipated to generate weekday traffic flows of approximately 320 vehicles per day (vpd) In comparison the proposed R80 residential zoning of the eastern half of the site would generate a similar figure of 330vpd. In both cases this residential traffic generation would utilise Old Trafford Avenue for access to the site, so the net effect of the proposed amendment on the residential environment along Old Trafford Avenue is negligible.

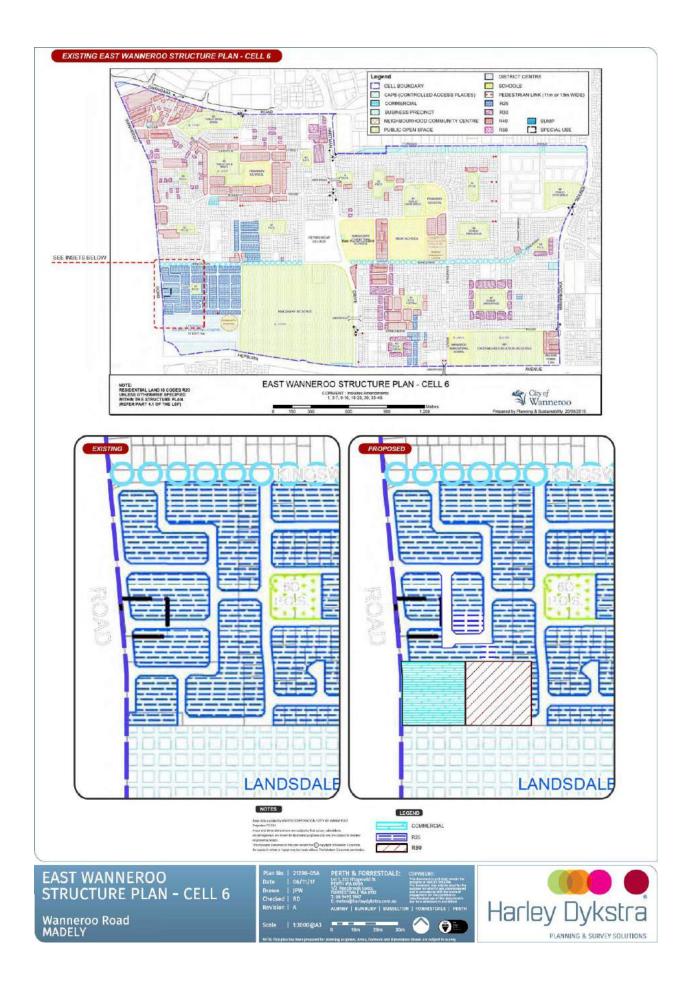
The proposed commercial development rezoning on the western half of the subject site would attract daily traffic flows of approximately 600vpd but about 200vpd of that total would be pass-by trips already on Wanneroo Road. The net increase in traffic would be about 200vpd on Wanneroo Road north of the site and 200vpd on Wanneroo Road south of the site, which is not a significant enough increase to warrant any further detailed traffic analysis.

The proposed commercial development would include repositioning of the existing driveway crossover that currently provides access to the subject site on Wanneroo Road and it is anticipated that Main Roads WA would require a left turn deceleration lane to be constructed for that driveway crossover, similar to those currently provided for the Kingsway medical centre north of the subject site and Kingsway City shopping centre to the south.

The subject site currently has good public transport access with existing bus services on Wanneroo Road, and satisfactory pedestrian access is provided by the existing footpaths on Wanneroo Road and Old Trafford Avenue.

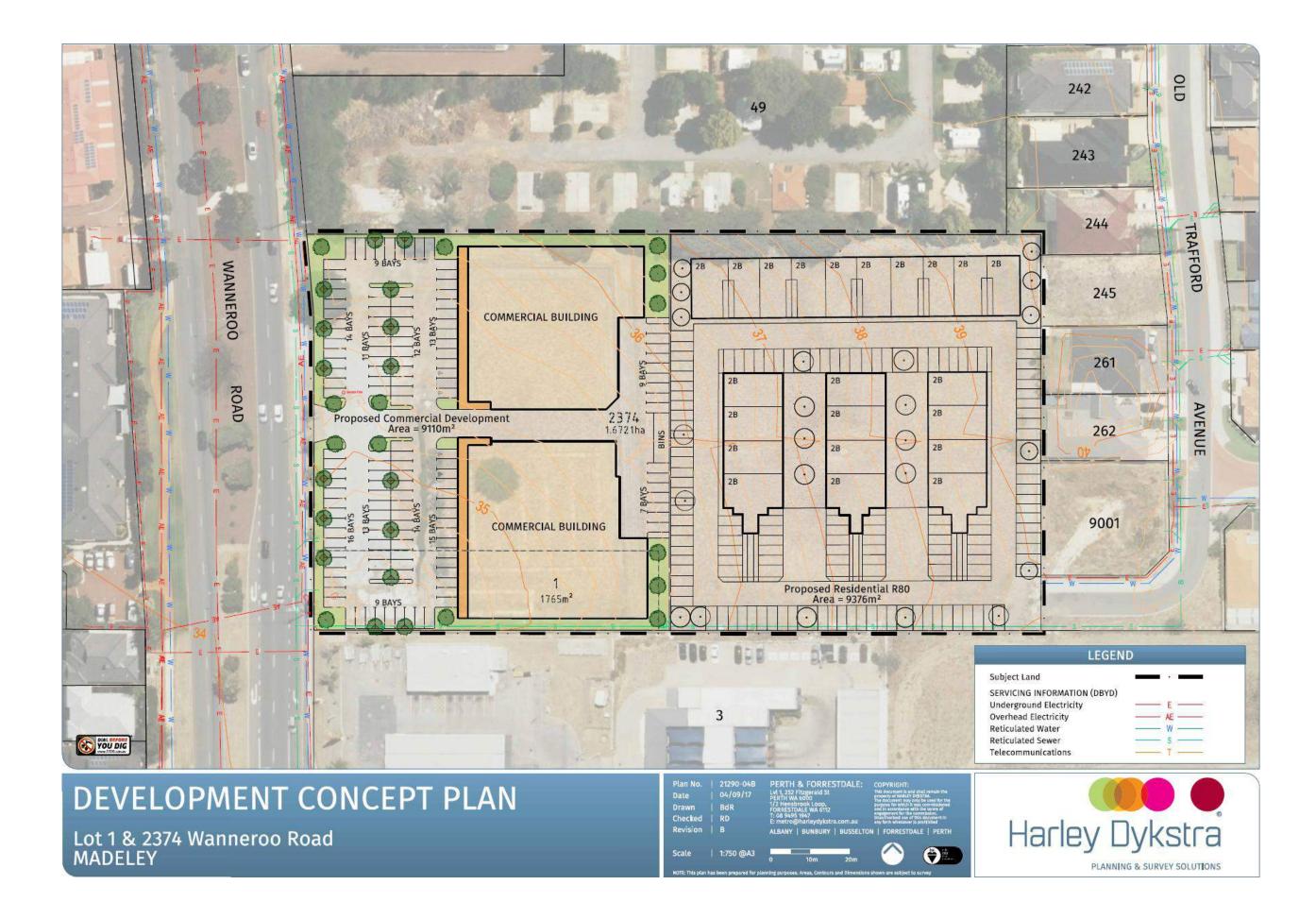
Appendix A

East Wanneroo Structure Plan – Cell 6 – Proposed Amendment



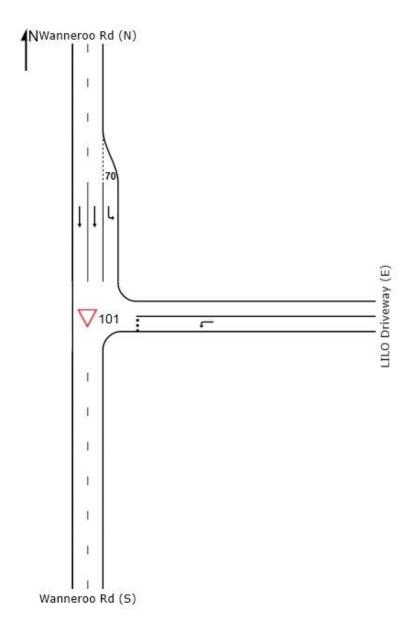
Appendix B

Proposed Development Concept Plan Lots 1 & 2374 Wanneroo Road, Madeley



Appendix C

SIDRA Intersection Analysis



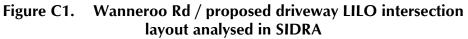


Table C1.SIDRA results - Wanneroo Rd / proposed driveway LILO intersection- 2031 Saturday peak with proposed commercial development

Movement Performance - Vehicles											
Mov ID	OD Mov	Demand Total veh/h	Flows HV %	Deg. Satn v/c	Average Delay sec	Level of Service	95% Back (Vehicles veh	of Queue Distance m	Prop. Queued	Effective Stop Rate per veh	Average Speed km/h
East: I	LILO Drive	way (E)									
4	L2	70	1.0	0.142	9.1	LOS A	0.5	3.8	0.73	0.82	36.7
Appro	ach	70	1.0	0.142	9.1	LOS A	0.5	3.8	0.73	0.82	36.7
North: Wanneroo Rd (N)											
7	L2	70	1.0	0.038	6.4	LOS A	0.0	0.0	0.00	0.61	59.4
8	T1	1995	7.5	0.531	0.1	LOS A	0.0	0.0	0.00	0.00	69.7
Appro	ach	2065	7.3	0.531	0.3	NA	0.0	0.0	0.00	0.02	69.3
All Vel	hicles	2135	7.1	0.531	0.6	NA	0.5	3.8	0.02	0.05	67.4