

# City of Kalamunda

## ACTIVITY CENTRES STRATEGY

Community Engagement Report





## Activity Centres Strategy

### Community Engagement Report

Commercial Activity Centres serve a critical role for the City of Kalamunda community as places for socialising, working and living and as places where the community can access local services, shops and community facilities. These centres are important places for community life. The City of Kalamunda's [Activity Centres Strategy](#) will aim to provide an overarching strategy for both smaller and larger centres and encompasses a number of areas in Council including strategic planning, economic development and asset planning and development. This approach identifies ways to support activity centres and their stakeholders, ensuring planning for economic viability and ongoing improvements and support.

The City of Kalamunda's Activity Centres Strategy will ensure that activity centres within the City are delivered to optimise community benefit by providing direction to guide the future development and enhancement of amenity. The Strategy will guide Council, its officers and applicants when considering the planning of activity centres through statutory and strategic planning processes. The Strategy builds on the priorities of the City's Strategic Community Plan by supporting the local economy and using the land and assets sustainably, diversely and effectively. The Strategy has the following overarching vision: The City of Kalamunda will have a network of commercial activity centres that are characterised by their diversity, flexibility and unique character.

This revised Activity Centres Strategy (the strategy) seeks to maintain these key guiding objectives and provide updated information that has changed or evolved since 2010. In addition to these objectives the Strategy will:

- Ensure compliance with up-to-date strategic land use policy and economic analysis which applies to Perth and the City, with a specific focus on the detailed commercial and retail planning for Forreestfield North.
- Reflect best practice land use planning and provide a robust framework for local commercial and activity centres.
- Investigate and prepare precinct improvement documentation.

At present, there is no Activity Centres Strategy endorsed by the City. It is considered important to have a Strategy of this kind to guide future strategic and statutory planning decision making for commercial, mixed use, and surrounding land use and development. The City's Economic Development Strategy, adopted in December 2017, has helped to inform the Strategy.

Consultation ran from 22 May to 26 June 2020 and was supported by an integrated marketing campaign; published on the City's online engagement platform, the City's website and promoted via the City's social media channels. Additionally, the City ran two advertisements in the local newspaper The ECHO, advertising the survey on the Engage platform and the City's online information session held on Tuesday the 9<sup>th</sup> of June 2020. Additionally, copies of the survey along with the Activity Centres infographic were hand delivered to shops established within the major shopping centres within the City.

The survey received 17 responses over the duration of the engagement. The online information session achieved 8 attendees from the City's commercial community.



### Project Infographic

**Activity Centres Strategy**

The City had a **2018** population of **60,739** this is predicted to rise to **76,179** by **2036**

There was a total of **14,480** persons working in the City in **2016** (by place of work)

**25%** of the resident workforce works in the Kalamunda Local Government Area, followed by Perth inner areas

To maintain the current employment self-sufficiency ratios, around **4,500 - 4,800** new jobs will be required in the City by **2036**, and more if employment self-sufficiency is to be increased

[www.engage.kalamunda.wa.gov.au/activity-centre-strategy](http://www.engage.kalamunda.wa.gov.au/activity-centre-strategy)

The City of Kalamunda logo is located in the bottom right corner of the infographic.



View the Activity Centres Online Information Session at:

<https://www.youtube.com/watch?v=8HgnaG3rBJ0&t=12s>

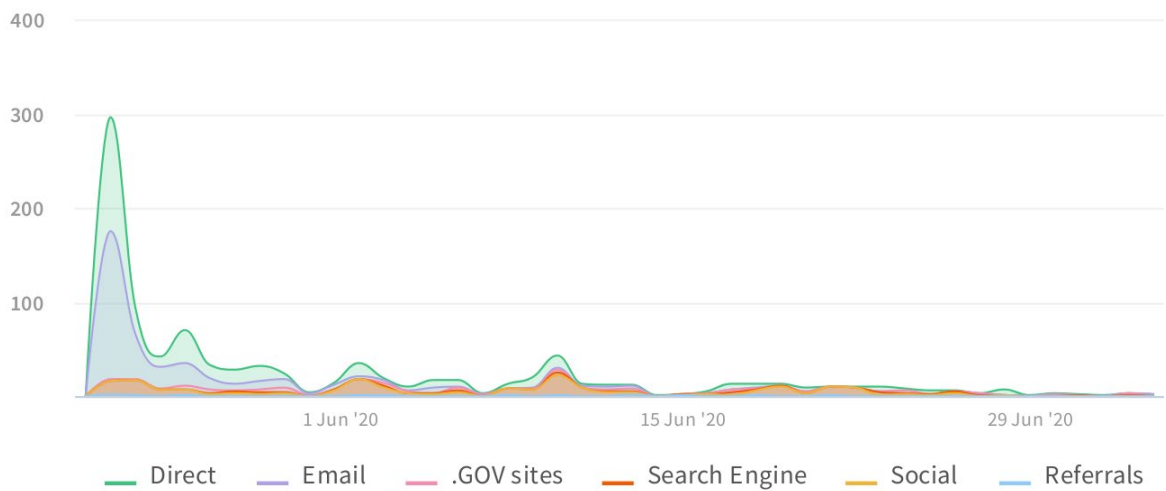




Traffic Source

### Visits by Channel

Engage Kalamunda from 21 May '20 to 03 Jul '20



TRAFFIC CHANNEL	AWARE VISITS	INFORMED VISITS(%)	ENGAGED VISITS(%)
DIRECT	361	176 (48.8%)	15 (4.2%)
SOCIAL	190	52 (27.4%)	3 (1.6%)
EMAIL	324	256 (79%)	6 (1.9%)
SEARCH ENGINE	33	17 (51.5%)	0 (0%)
.GOV SITES	58	53 (91.4%)	1 (1.7%)
REFERRALS	13	7 (53.8%)	0 (0%)



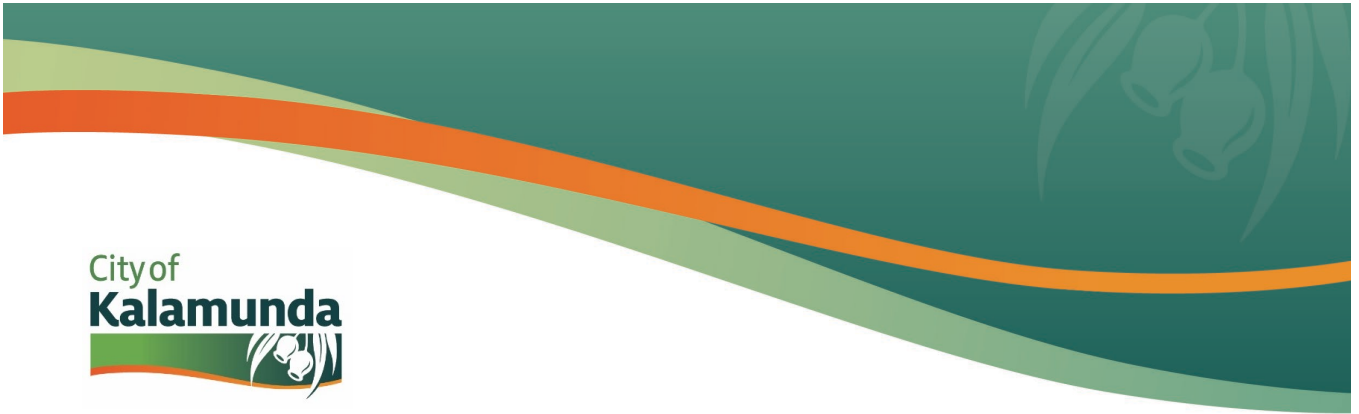
## Visitors Summary

Engage Kalamunda from 21 May '20 to 03 Jul '20

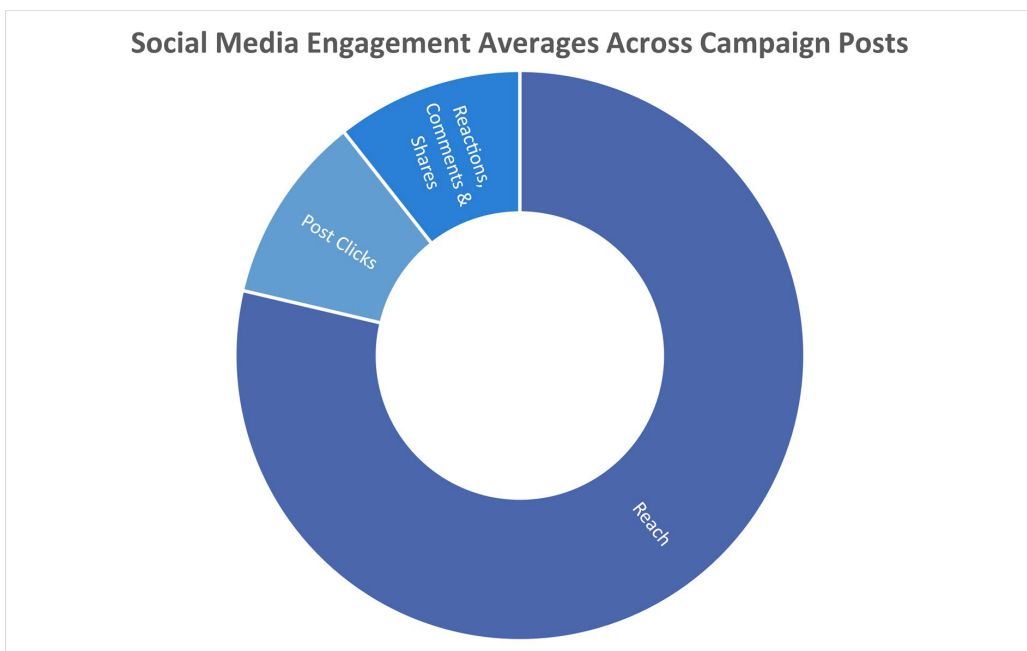


### Highlights

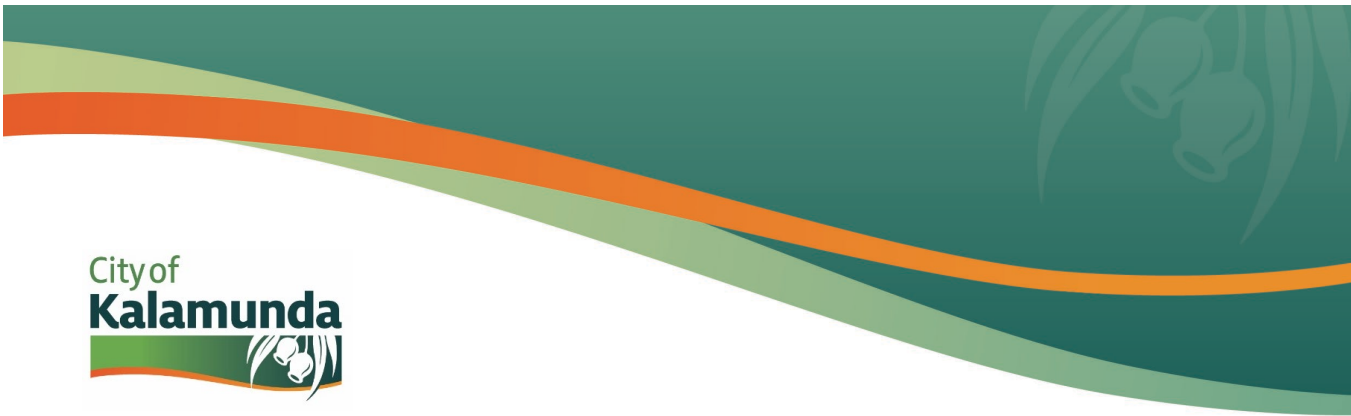
TOTAL VISITS	MAX VISITORS PER DAY	NEW REGISTRATIONS
979	232	13
ENGAGED VISITORS	INFORMED VISITORS	AWARE VISITORS
24	383	714



Social Media Engagement Averages Across Campaign Posts



	Reach	Post Clicks	Reactions, comments & shares
Average	2,185	298	295



Insert Top performing posts

1.

**City of Kalamunda**  
Published by Buffer [?] · 22 May · 🌐

🛒👉 What do you think about the commercial activity centres in the City of Kalamunda? Do they serve your needs? Are you a local business owner? We'd like to 🙋 from you!

The City has prepared an Activity Centres Strategy and we wish to engage with the community with regards to understanding what you would like out of this strategy.

Have your say today, and sign up for our online workshop... [See more](#)

**Performance for your post**

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**4,324** People Reached

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**72** Reactions, comments & shares 📊

<b>21</b> 👍 Like	<b>21</b> On post	<b>0</b> On shares
<b>1</b> 😂 Haha	<b>1</b> On post	<b>0</b> On shares
<b>1</b> 😡 Angry	<b>1</b> On post	<b>0</b> On shares
<b>46</b> Comments	<b>42</b> On Post	<b>4</b> On Shares
<b>3</b> Shares	<b>3</b> On Post	<b>0</b> On Shares

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**805** Post Clicks

<b>81</b> Photo views	<b>23</b> Link clicks 📊	<b>701</b> Other Clicks 📊
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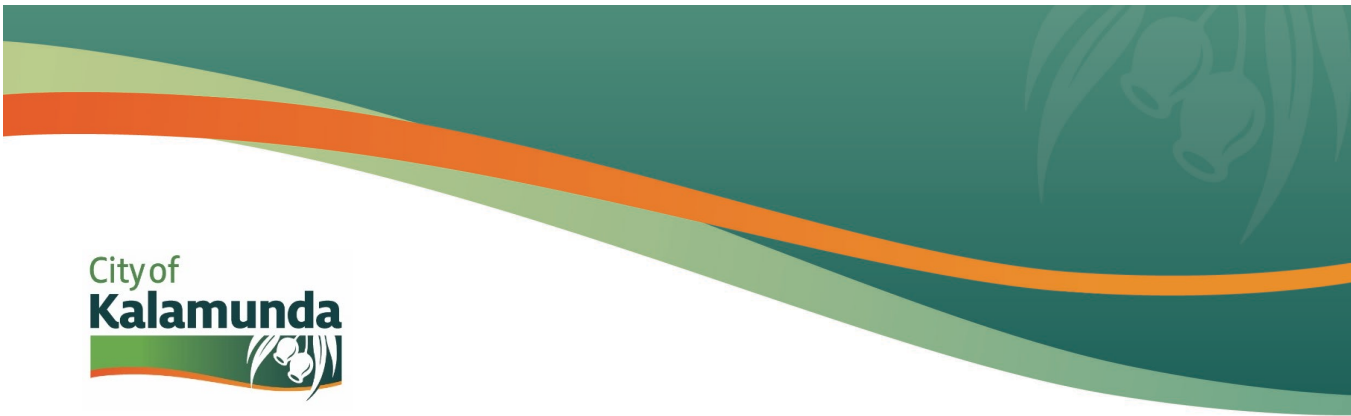
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**NEGATIVE FEEDBACK**

<b>1</b> Hide post	<b>0</b> Hide all posts
<b>0</b> Report as spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts





2.

**City of Kalamunda**

Published by Buffer [?] · 7 June · 🌐

⋮

How should we support and grow our commercial sector in the City of Kalamunda!?! 🙋🏻

👉 At present, there is no Activity Centres Strategy endorsed by the City. It is considered important to have a Strategy of this kind to guide future strategic and statutory planning decision making for commercial, mixed use, and surrounding land use and development.

Join our online workshop to help shape this strategy:.... See more

**Performance for your post**

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**1,801** People Reached

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**10** Reactions, comments & shares 📊

<b>5</b>	<b>4</b>	<b>1</b>
👍 Like	🗨 On post	🔗 On shares
<b>1</b>	<b>1</b>	<b>0</b>
❤️ Love	🗨 On post	🔗 On shares
<b>1</b>	<b>1</b>	<b>0</b>
😡 Angry	🗨 On post	🔗 On shares
<b>2</b>	<b>2</b>	<b>0</b>
💬 Comments	🗨 On Post	🔗 On Shares
<b>1</b>	<b>1</b>	<b>0</b>
📄 Shares	🗨 On Post	🔗 On Shares

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**65** Post Clicks

<b>24</b>	<b>10</b>	<b>31</b>
📄 Photo views	🔗 Link clicks 📊	🔗 Other Clicks 📊

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**NEGATIVE FEEDBACK**

1 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

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Reported stats may be delayed from what appears on posts



## Social Media Post Comments

**Caption** 🛒👤 What do you think about the commercial activity centres in the City of Kalamunda? Do they serve your needs? Are you a local business owner? We'd like to 🗣️ from you!

The City has prepared an Activity Centres Strategy and we wish to engage with the community with regards to understanding what you would like out of this strategy.

Have your say today, and sign up for our online workshop:

📅 Tuesday, 9 June 2020

🕒 10am – 11am

For more information and to have your say today:

🌐 <http://www.engage.kalamunda.wa.gov.au/activity-centre-strategy>

**Comments** Karina Doyle

If this picture had a play ground, sand pit , paved area , stand for musicians to perform, tables and seats for food & coffee provided by nearby eateries it would be a welcoming place for families To spend time

Replies:

Hannah Retel

Excellent suggestions

Cayley Schilling

Karina Doyle I agree!!! 🙌

Karina Doyle

Hannah Retel Thank you. Just a first idea that can be expanded



Peta Crane

Yes stand for musicians, tables n chairs for mingling tho suggest no playground n sand pit ...are ppl going to supervise the lil kids ... I go to shop n catch up with friends....

Yrs ago our Saturday morning was families walking up Haynes Street catching up etc ...it was safe, happy n friendly....

Keep the old English shop fronts....it's our heritage....yes lots of seniors tho a wonderful growing community with younger families...

One BIG request pls pls make it fully accessible for those limited mobility and sight etc....plzzz xxx

Heike Flynn

There are amazing shop opportunities and over the years I've seen many come and go. Even considered running one myself.

Common denominator in the demise of all of them is the exorbitant rent.

Personally I feel that we lost some amazing individual shops that have been replaced by generic chain stores

Leaving no vibe

Pretty boring really

Replies:

Peta Smith

Heike Flynn totally agree... mind you, the generic chain stores might be the only ones that can afford the rents. Kalamunda really does have potential but it's ruined by bland pop up concrete buildings and ugly commercialism everywhere whereas it should have been a focus on local artisans and produce... it could have been a tourist and gourmet haven

Hannah Retel



Empty shopfronts, crippling commercial rents ... so much potential, but stuck in a no man's land.

Someone described it recently as similar to the slow demise of Subiaco. Perhaps like Freo as well. We all love living here, I don't want to leave but definitely a centre with little vivacious retail activity, not for lack of trying from local retailers might I add.

Edit: And also not indicative of the tastes of the locals, we are mostly pretty well-traveled, educated & with decent taste I'd wager. We also have some amazing shops & services. Why so many empty shops & excruciating rents, dull streetscape overall is a puzzle, hopefully the shire can step in somehow. Absolutely love living in the Kalamunda district btw.

Replies:

Councillor Janelle Sewell

Hannah Retel, valid feedback. Thanks.

Hannah Retel

It would be a great achievement to be the Shire crew that genuinely moves above politics and revitalizes the village. Happy to support genuine steps forward

Rebekah Wilson

A lack of consistent design guidelines has allowed for a mishmash of ugly shop fronts and buildings throughout the town centre. The shops in this photo are told they can't put anything out the front in case someone trips or falls (god forbid they can't deviate around them!) and the result is that many of them look as if they aren't even open when they are. There's nothing to draw customers in... The shops we have seem to be directed mainly at the older members of our community which sends younger people elsewhere to spend their money. The City might want to take a little jaunt down to Maylands and have a look at the progressive and beautifully aesthetic approach they've taken to mixed usage down there...

Replies:

Cayley Schilling




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Rebekah Wilson I agree. I think Kalamunda used to be a place where there was predominantly a larger number of the older community, but if my street alone is a good example of the community in Kalamunda then in the last few years a much larger number of young families has been replacing those numbers.

Amanda Allthelittlethingsau

Rebekah Wilson our household is one of those 'younger generations ' and yes, I often frequent back to Maylands if I want to enjoy a good Cafe and an area to explore with a unique and vibrant atmosphere.

Sharee Lovegrove

Rebekah Wilson Maylands also has excellent access to public transport for a great number of people. More frequent bus services up and down the hill and out to Carmel, Bickley, Pickering Brook might have an effect

Hannah Retel

Nailed it.

Steve Bunn

As much as I like patch work quilting it would be nice if the council could decide on a homogenous paving scheme for pedestrian areas. I understand that holes have to be dug for services but the number of different colors used for bitumen over the years has left many scars on the landscape.

Jodie Sinclair

It needs to draw people in to explore further. Like a good garden, it should meander and hide and make you want to go in. One of the gumnut fountains with seating would be nice. Allow cafes and food shops to spill out into the area. Encourage unique and beautiful shops and discourage the chain shops.

I really think beautiful gardens bring people in.

Tash Adams

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Yes, agree, nature play areas for children of all ages, more native plants, not white square flower planters plonked on footpaths for people to trip over. The different cross walks cause much confusion. The one by Crabbs can't be seen until its too late.

Cherie Parker

Signs everywhere-footpath, intersections sides of road.A few years ago the shire said they would stop that.Be nice if they actually followed what they said. Especially about listening to what the community has stated it wants. And of course keeping the village feel.

Replies:

Mark Beeby

Cherie Parker it's obvious you are not a local retailer. Making negative baseless comments from a faceless Facebook account. This is why the council is being proactive and have posted this for community feedback.

Cherie Parker

Mark Beeby I think my name identifies me clearly. My comments are based on reading council minutes and the councils past Town Center Planning and attending council meetings.I support local businesses regularly. I have seen plenty of community feedback disappear into obscurity. I would be happy to see signs on buildings, just not on the footpath. The visual pollution around Kalamunda seems to me be getting worse. Which is why I made those negative comments.

Amanda Allthelittlethingsau

We live in the hills, we have a unique location and environment which should be emphasised.

Why do we still insist on planting roses and non natives in our verges and street scape?

There are no nature playground areas for children of different ages, yes right up to early teens.

Look recently at the open space area on the corner of Andrew st, this was utilised during the isolation period, and the kids built themselves bike jumps and used the natural vegetation to build a fortress.



They need areas where they can use their imagination and have free rein to engage with nature and create something they can use (however I don't agree with the amount of rubbish nor any disstruction of natural habitat)

Yes there are plenty of bush tracks to explore, but these areas should not be used for that purpose.

The Kalamunda town centre lacks vibrancy

Lia Simmonds

Needs a really good nature play kids playground- will bring in families who will then provide foot traffic to this mall

Marty Allen

This is still relevant.....there is zero energy in the streetscapes or the planning. If you want interesting and vibrant people to visit the town you need to make it interesting and vibrant. We currently have neither.

<https://theworstofperth.com/2014/08/02/kalamunda-australias-ugliest-town-centre/>

Leigh Andrea

Pave Haynes street and have alfresco piazza ...

The Friday night markets are so successful so keep the feeling during the week.

Jeremy Mark Glavota

Sleepy times for the next decade

Replies:

Councillor Janelle Sewell

Jeremy Mark Glavota, I sincerely hope that's not the case.

Hannah Retel

I hope not too!

Clint Wilson



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Kalamunda shire must look past their own snouts to move forward. Time for fresh blood and fresh ideas. These old geezers have gotten stale.

Simon Bates

So much potential

But

You know

Chris Proctor

Why not make Haynes Street a pedestrian precinct with lots of cafe tables, greenery and interesting retail outlets.

Replies:

Hannah Retel

I've wondered this too but that street provides valuable parking in a precinct where parking is a big issue, I don't wonder that this is why the idea has never pushed ahead before

Steve Bunn

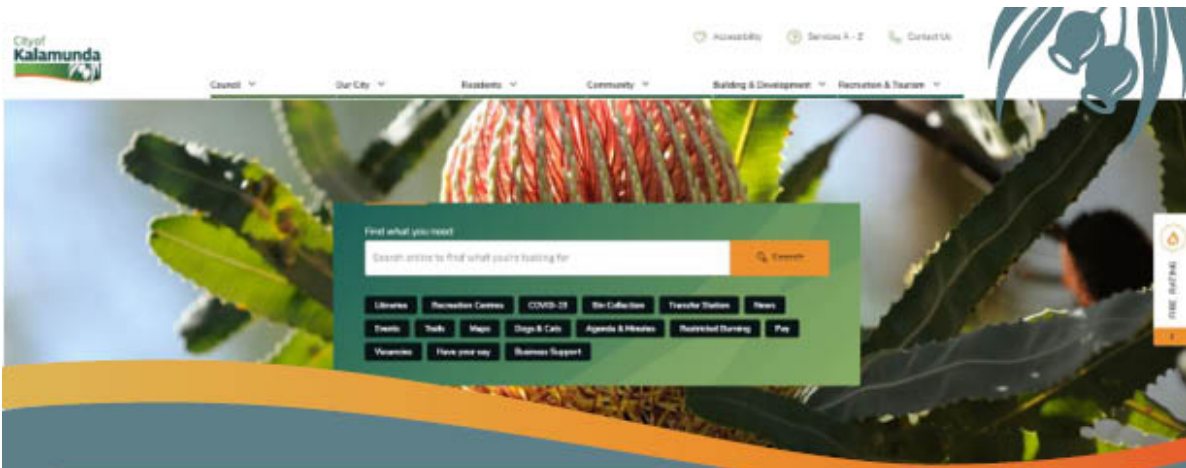
The parking bays are not wide enough in the under cover parking area.

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### Website statistics



The screenshot shows the City of Kalamunda website homepage. At the top, there is a navigation menu with links for Council, Our City, Residents, Community, Building & Development, and Recreation & Tourism. A search bar is prominently displayed in the center, with the text "First what you need" and "Search online to find what you're looking for". Below the search bar, there are several buttons for quick access to services like Libraries, Recreation Centres, COVID-19, Bin Collection, Transfer Station, News, Events, Tools, Maps, Shops & Cash, Agenda & Minutes, Restricted Hunting, Fees, Venues, Have your say, and Business Support. The background of the homepage features a close-up image of a kangaroo's head.

During the engagement period the website received **9,211** unique visitors, compared to **9,549** of the same period of time preceeding the consult. This includes **14** unique visitors to the News article.



## Community Submissions

Submitting Party	Submission
Element on behalf of Hawaiian	<ol style="list-style-type: none"> <li>1. Element act on behalf of Hyde Park Management Ltd, being the landowner Hawaiian's Forrestfield located at Lot 102 Strelitzia Avenue and Lot 109 Hale Road, Forrestfield.</li> <li>2. Element are engaged to provide a submission on the Activity Centres Strategy (ACS). element and Hawaiian have also met with the City of Kalamunda to assist in the preparation of this submission.</li> <li>3. District Centre Classification and Shop / Retail Floorspace - The designation of Hawaiian's Forrestfield as a District Centre under the Strategy is supported. It is noted under State Planning Policy 4.2 Activity Centres for Perth and Peel (SPP4.2) a District Centre is assigned retail floor space NLA of 20,000m2.</li> <li>4. The ACS indicates that floorspace for the Forrestfield District Centre is anticipated to be 17,000m2 by 2036. The ACS recommends at Clause 4.6 Table 5 that this floorspace figure be applied. It is noted that the 17,000m2 spans across Hawaiian's Forrestfield as well as adjoining properties fronting Hale Road.</li> <li>5. Hawaiian consider that the floorspace for the Forrestfield District Centre should reflect the 20,000m2 provided for a District Centre under SPP4.2. That is, table 5 of SPP4.2 requires an Activity Centre Structure Plan when shop/retail floorspace exceeds 20,000m2 NLA. It is therefore requested that the indicative floorspace for the Forrestfield District Centre be increased to 20,000m2.</li> <li>6. This will allow for expansion of the Forrestfield District Centre to 20,000m2 to the requirement of SPP4.2 without being inconsistent with the recommendations of the ACS.</li> <li>7. It is further requested that this floorspace in allocated to Hawaiian's Forrestfield to allow for shop / retail expansion in a coordinated and consolidated manner.</li> <li>8. Activity Centre Plan - The ACS advises that an Activity Centre Plan (ACP) is proposed to be prepared in 2021 / 2022 for the Forrestfield District Centre. It is understood pending budget allocation that the ACP should commence preparation mid 2021 with an external consultant to be engaged to prepare the ACP.</li> <li>9. Hawaiian supports the preparation of an ACP for the Forrestfield District Centre and surrounding locality. It is considered that given the demographic analysis undertaken as part of the ACS indicates 25% population growth to 2036 for Forrestfield that an ACP is critical in ensuring that a framework is in place to allow for the expansion of the Forrestfield District Centre.</li> </ol>



10. Increased residential densities should be considered surrounding the Forrestfield District Centre as part of the ACP preparation. Increased residential densities will assist in supporting the ongoing vibrancy viability of the Forrestfield District Centre by providing greater residential catchment. This is particularly important given the likelihood of competing Centres, such as Forrestfield North, being established in the short to medium term.
11. As part of the preparation of the ACP a retail sustainability assessment (RSA) is required to be prepared in accordance with SPP4.2. The RSA will inform the extent of shop / retail floorspace that is sustainable within the Forrestfield District Centre. It is considered that the shop / retail floorspace specified in the ACS should be considered as a guide at this juncture, and the RSA inform the final shop / retail floorspace for the Forrestfield District Centre. The RSA will provide a more detailed and focussed assessment relevant to the Forrestfield District Centre. In this regard, it is understood that with the preparation of the Kalamunda District Centre ACP that the shop / retail floorspace outcome was more than initially envisaged.
12. Given that Hawaiian is likely to be the major landholder affected by the preparation of the ACP it is requested that early engagement with the City and appointed consultant is undertaken.
13. Out of Centre Development - Hawaiian owns and manages a number of Shopping Centres throughout the Perth Metropolitan Region.
14. Recently, a number of out of centre developments have been proposed in the vicinity of Hawaiian Centres. As an example, within the City of Kalamunda, the Outline Development Plan (ODP) amendments being sought to the Wattle Grove Urban Cell U9 ODP are a significant concern. The amendments propose to modify the designated zoning of Lots 192, 193 and 194 (No. 310, 318 and 326) Hale Road, Wattle Grove from 'Mixed Use' to 'Commercial' to facilitate a significant increase in shop/retail floorspace. This proposal has the potential to undermine the established activity centres.
15. Out of centre development has the potential to impact upon the established hierarchy of activity centres and result in the loss of quality of service and diversity of uses. Out of centre development dilutes and disperses the concentration of such uses external to activity centres. Loss of quality of service offer within a Shopping Centre leads to degradation and less attractive Centres as landowners are discouraged from investment.
16. Recently, Hawaiian has experienced the approval of a full line supermarket and specialty stores totalling approximately 3,500m<sup>2</sup> shop / retail NLA and 6,500m<sup>2</sup> floorspace (in total) within 800m and 1.3km of two District Centres, including Hawaiian's Mezz Shopping Centre. The approval of this proposal is estimated to



have a financial impact of \$7.2 million on Hawaiian's Mezz Shopping Centre and a \$42.0 million impact on surrounding Centres. The above-mentioned proposal took advantage of a shop being a permitted use in the Commercial zone, where the Commercial zone was not intended to facilitate shop / retail floorspace to the equivalent of a stand-alone Neighbourhood Centre.

17. It is requested that the City consider that where a shop use is a permitted use outside of defined activity centres that limitations on shop / retail NLA floorspace be put in place, or alternatively provisions be incorporated in the Local Planning Strategy or Local Planning Scheme to discourage ad hoc retail development.
18. The above is requested to provide a level of protection against opportunistic and ad hoc development of shop / retail floorspace outside of the hierarchy of established Centres. As above, approval of out of centre development has significant potential to degrade the level of services and activities in established Centres. This is should not simply be discounted on the grounds of commercial completion but in the context of Clause 67(v) of the Deemed Provisions of the Planning and Development (Local Planning Schemes) Regulations 2015. That is, the potential loss of community service of benefit resulting from the development other than the loss that may result in economic competition.
19. Concomitant to the above, any proposed new expansions or new activity centres should be required to prepare an RSA under the ACS. We note that an RSA should be required as set out within SPP4.2.
20. As the City would be aware shopping centres have been significant impacted upon due to COVID 19.
21. The approval of out of centre development, as described above, further exacerbates COVID 19 impacts.
22. Tonkin Highway and Hale Road Intersection Upgrades - As the City is aware Main Roads WA are upgrading the intersection of Tonkin Highway and Hale Road. Whilst not directly related to the ACS, the upgrades have potential to impact on the Forrestfield District Centre.
23. The first iteration of the interchange design did not contemplate access to or from Hale Road to Tonkin Highway as currently can be facilitated.
24. More recently MRWA have revised the intersection design to accommodate access to Hale Road from Tonkin Highway travelling to and from the north. Access to Hale Road to and from the south is currently not facilitated. Restriction of access to and from Tonkin Highway to Hale Road reduces the potential for passing trade and ease of accessibility to the Forrestfield District Centre. Whilst, access travelling to and from the north on Tonkin Highway to Hale Road is supported Hawaiian is further reviewing the impact of the loss of access to and from the south.



25. The City's support to retain access from Tonkin Highway to Hale Road is requested given the potential impact on accessibility to the Forrestfield District Centre.
26. Conclusion - To conclude:
  - a. Hawaiian generally supports the recommendation of the ACS relevant to the Forrestfield District Centre.
  - b. The preparation of an ACP for the Forrestfield District Centre is supported and is considered an important planning tool to assist in securing the ongoing vibrancy and sustainability of the Centre. Hawaiian supports the preparation of an ACP in 2021/2022.
  - c. Hawaiian requests that the current retail floorspace of 17,000m<sup>2</sup> for the Forrestfield District Centre is increased to 20,000m<sup>2</sup> to be consistent with SPP4.2, and such floorspace be allocated for Hawaiian's Forrestfield to provide for co-ordinated and consolidated development.
  - d. The ultimate shop / retail floorspace for the Forrestfield District Centre should be determined by an RSA with the proposed ACP. The envisaged floorspace in the ACS should only be considered a guide given further more detailed analysis will occur through an ACP.
  - e. It is requested that the City consider more stringent controls on out of centre development as outlined in the submission. Approval of out of centre development has the potential to impact upon the established hierarchy of activity centres and result in the loss of the quality of service and diversity of uses within existing Centres.
  - f. The City's support to maintain access to and from Hale Road to Tonkin Highway is requested as retention of the access is critical transport link to the Forrestfield District Centre.
27. We trust that this advice will be considered as part of the finalization of the ACS.

**Macroplan on behalf of X (submission 1)**

1. This memorandum provides a brief overview of the Draft City of Kalamunda Activity Centres Strategy April 2020, particularly in relation to the proposed Maida Vale NAC. It also provides catchment analysis for the proposed centre.
2. Strategy Review - The Draft Activity Centres Strategy was prepared for the City of Kalamunda in April 2020. The purpose of the strategy is to guide activity centre development throughout the municipality. The population forecasts relied on in the strategy were produced by .id consulting in September 2017, and are therefore relatively dated. It is noted that the strategy does not include the future growth in the Maida Vale South area, though as this area is only zoned as 'urban expansion', not urban, development of this area is likely to occur over the longer term.



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3. A retail gravity model is used in the strategy. Outlined in the strategy are the various limitation of gravity models including that it does not allow for consumer preferences; physical amenity of centres; any spending by visitors; accessibility; and the scale of non-retail facilities at each centre. Another major limitation of the gravity model is its calibration, particularly the use of Retail Averages (or published data which would be very limited in this case) to determine the likely retail sales of each activity centre. This is a major limitation, as the sales for the majority of centres appear to be estimated based on averages at 2016, some of which are questionable.
  4. If the calibration of
  5. the model is flawed, then any analysis from the model would also likely to be flawed. The model asserts that the establishment of a 5,000 sq.m neighbourhood centre at the Forrestdale North District Activity Centre (DAC) by 2026 'appears to be a reasonable proposition'. This is despite the Forrestfield North Retail Strategy predicting that only up to 1,250 sq.m of retail floorspace would be supportable at 2026.
  6. The timing of the Forrestdale North DAC will be dependent on a substantial amount of population growth occurring in the Forrestfield North Residential Precinct. In our view, it will be many years (potentially well over a decade) until Forrestfield North can sustain a full-line supermarket.
  7. In relation to the proposed Maida Vale NAC, it firstly states that 'The site is conducive to retail opportunities because of its exposure to passing trade and proximity on two arterial roads.' However, the strategy recommends that its development is 'considered post 2026', despite analysis from MGA Planners finding that a 5,000 sq.m centre 'would be feasible in the short-term'.
  8. The recommendation to delay the development of the centre is based on expectation that the centre will impact the future designated Forrestfield North DAC and due to State Government and Council's 'significant investment' into the Forrestfield North precinct.
  9. More concerning is the recommendation in the strategy to delay the development of Maida Vale NAC until 'after the establishment of the retail core at Forrestfield North.'
  10. This is very concerning as we expect the retail core of the Forrestfield North not being supportable for possibly 10- 15years.
  11. As detailed following, a full-line supermarket is considered supportable at the subject site in the short-term. We recommend that any submission on the strategy should focus on removing any recommendations in relation to timing and particularly linking its development with the timing of the Forrestfield North DAC.
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12. Catchment analysis - Map 1 illustrates the extent of the catchment available to be served by a full-scale supermarket at the Maida Vale NAC site. A future supermarket would draw the majority of its sales from the primary sector, with more limited sales being captured from the secondary sectors. It is noted that while the Maida Vale NAC will serve the secondary west sector, the sector is not needed to support a NAC at the subject site.
13. There is significant land planned for future residential growth in the primary sector, and some of this land is currently being developed for residential housing. A component of the future growth land is located in the southern part of the primary sector (Maida Vale South), though this area is planned to be eventually served by the Maida Vale South NAC.
14. Table 1 provides the population estimates and projections for each trade area sector based on a range of sources, with the 2020 estimates based on the number of new dwellings actually developed since 2016 using Nearmap images. The population of the trade area at 2020 is estimated at 26,650, which is substantial and is sufficient to support at least two full-line supermarkets, for example the Coles at High Wycombe and a Woolworths at the subject site.
15. Table 2 and Chart 1 detail the socio-demographic profile of the catchment population, based on the 2016 Census of Population and Housing, compared with the Perth metropolitan and national averages.
16. Chart 2 presents a comparison of per capita retail spending behaviour of the catchment population with the metropolitan Perth and Australian averages, while Table 3 presents estimates of total retail expenditure capacity generated by the population by retail category (which does not allow for the short-term impacts from COVID-19).
17. Food, liquor and groceries (FLG) expenditure, which is of most relevance for supermarkets, is estimated at \$189 million at 2020. The primary sector population generates an estimated \$54 million of FLG spending in 2020, increasing to \$60 million by 2023.
18. The available market is considered sufficient to support a full-line supermarket at the subject site given the competitive context of the surrounding area.
19. Refer to Appendix X for tables and images

**Macroplan on behalf of X (submission 2)**

1. This letter provides economic analysis to support a submission to the Draft City of Kalamunda Activity Centres Strategy April 2020 in relation to the proposed Maida Vale NAC. Macroplan are leading economic consultants and have worked extensively on existing and future Activity Centres throughout Perth.
2. The Draft Activity Centres Strategy (the Strategy) was prepared for the City of Kalamunda in April 2020. The purpose of the Strategy is to guide Activity Centre development throughout the municipality. The Strategy relies on a document



titled Activity Centres Strategy: Retail and Commercial Demand Analysis, which was prepared for the City of Kalamunda in March 2019 by Syme Marmion & Co together with MGA Town Planners.

3. The Strategy identifies the location of the Maida Vale NAC at the intersection of two major roads – Kalamunda Road and Midland Road. Kalamunda Road is a major traffic route through the area, while Midland Road extends north towards Midland. The Strategy states that ‘The site is conducive to retail opportunities because of its exposure to passing trade and proximity on two arterial roads.’
4. In numerous parts of the Strategy, it is recommended that the development of the Maida Vale NAC should be considered post 2026. In Section 8.3.4 under Matters for consideration it states that the development of Maida Vale NAC should be considered ‘after the establishment of the retail core at Forrestfield North.’ The key reason for these recommendations is the potential impact Maida Vale NAC may have on the designated Forrestfield North District Activity Centre (DAC), particularly given that the State Government and Council have invested significantly into the Forrestfield North precinct.
5. It is requested that all nominal timing restrictions on the potential development of Maida Vale NAC be removed from the Strategy, and particularly any linking of the timing with the future development of retail facilities at Forrestfield North. Any recommendation on timing should be based on a Retail Sustainability Assessment (RSA), which has not been undertaken for the proposed centre at this stage. Supporting analysis for this request is outlined following in this letter.
6. The Strategy states under Activity Centre Strategy Modelling in Section 8.3.4 that ‘Analysis by MGA Planners found that the inclusion of 5,000 sq.m of retail at the Maida Vale NAC would be feasible in the short-term, however the impacts on the development of Forrestfield North were considered noteworthy based on the retail gravity model’. The fact that the impacts were ‘considered noteworthy’ does not appear to be overly concerning, and certainly does not warrant a potential delay in the development of the shopping centre if it is found to have no adverse impacts on the surrounding network of established or future Activity Centres.
7. The impact analysis undertaken by MGA Town Planners, which is based on a gravity model, found that the inclusion of a 5,000 sq.m retail centre at the Maida Vale NAC would potentially result in impacts ‘that were generally unacceptable’, however it clarifies that ‘this is based on the assumption that retail proposals identified in the activity centres strategies of all surrounding LGA areas are actually realised.’ This is a major caveat, and it is clear from this statement that a range of factors can influence the potential impacts from new developments.





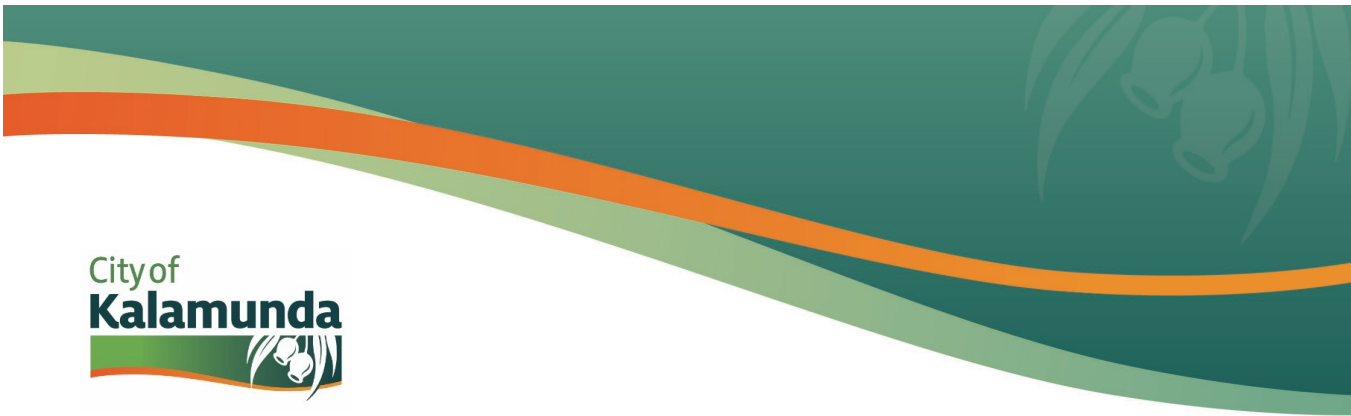
8. The most appropriate method in assessing the potential impacts arising from an individual centre is to undertake an RSA. Therefore, any reference to the recommended development timing of Maida Vale NAC 'post 2026' should be removed and it should be subject solely to an RSA.
9. The Strategy states that the recommended delay of Maida Vale NAC is based on the expectation that the centre may adversely impact the future designated Forrestfield North DAC. The Strategy states that the establishment of a 5,000 sq.m centre at the Forrestfield North DAC by 2026 'appears to be a reasonable proposition'. However, the Forrestfield North Retail Strategy predicts that only up to 1,250 sq.m of retail floorspace would be supportable at 2026.
10. The Forrestfield North District Structure Plan, which was completed in August 2016, outlines the broad plan for the precinct. The vision for the Activity Centre is a new main street-based centre including a mix of entertainment and recreational activities with a strong focus on activated food and beverage uses. The vision for the residential component includes some high-density residential neighbourhoods including low-rise apartments in the short-medium term and some apartment towers in the longer term, as well as an extensive provision of medium density residential housing. The potential total number of dwellings supportable in the precinct ranges from 4,250 – 5,250, which has the capacity to accommodate 9,350 – 11,550 residents, as well as a further 2,000 workers.
11. The planned Forrestfield North DAC is designated to eventually serve a wide catchment and include a broad range of different uses. The core markets the centre will serve in the short term will be residents and workers within the precinct as well as users of the Forrestfield Railway Station. Given the scale of residents and workers to be accommodated within the precinct it is evident that an extensive provision of retail uses will be supportable at the Forrestfield North DAC. However, the timing of the first stage of the Forrestfield North DAC will no doubt be dependent on some residential development occurring in the Forrestfield North precinct. At this stage it is unknown when residential development will commence in the area. Therefore, it is considered unnecessary and inappropriate to link the timing of other Activity Centres in region, such as the Maida Vale NAC, to that of another designated centre with no confirmed or likely timing of development.
12. Another factor to highlight is that the population forecasts relied on in the Strategy were produced by .id consulting in September 2017 and are therefore relatively dated. It is also noted that the Strategy does not allow for the future growth in the Maida Vale South area, though as this area is zoned as 'urban expansion', not urban, development of this area is likely to occur over the longer term.



13. A retail gravity model is used in the Strategy to assess the potential impacts from new Activity Centres. Outlined in the Strategy are the various limitations of gravity models including that it does not allow for consumer preferences; the physical amenity of centres; any spending by visitors; the accessibility of each site; and the scale of non-retail facilities at each centre. Another major limitation of the gravity model is its calibration, particularly the use of Retail Averages (or published data which would be very limited in this case) to determine the likely retail sales of each activity centre. This is a major limitation, as the sales for the majority of centres appear to be estimated based on averages at 2016, some of which appear quite questionable. If the calibration of the model is flawed, then any analysis from the model would also likely be flawed.
14. Macroplan has undertaken high-level catchment analysis for the proposed Maida Vale NAC. Map A1 illustrates the extent of the catchment considered available to be served by the future Maida Vale NAC. A future supermarket at the site is expected to draw the majority of its sales from the primary sector, with more limited sales likely captured from the secondary sectors, and less still from the defined tertiary sector. It is noted that while the Maida Vale NAC will serve residents in the tertiary west sector to some degree, the area is not needed to support a NAC at the subject site.
15. There is significant land planned for future residential growth in the primary sector, and some of this land is currently being developed for residential housing. The urban expansion land located in Primary South sector (Maida Vale South), will drive growth in the area over the longer term. However, this area is planned to be eventually served by the Maida Vale South NAC, and once this centre is developed the area will most likely not form part of the main trade area defined for the Maida Vale NAC.
16. Table A1 provides population estimates and projections for each defined trade area sector based on a range of sources, with the 2020 estimates based on the number of new dwellings developed since 2016 using Nearmap images. The population of the total trade area at 2020 is estimated at 26,650, including 14,260 in the main trade area and 7,500 in the primary sector. The estimated population in the core primary sector is substantial and is considered potentially sufficient to support at a Neighbourhood Activity Centre, subject to further analysis as part of an RSA.
17. In summary, all references and recommendations for the Maida Vale NAC to be developed post 2026 or after the establishment of the retail core at Forrestfield North, should be removed. This request is based on several key factors including the following:



	<ul style="list-style-type: none"> <li>a. That the recommendations in the Strategy are based on somewhat dated population forecasts;</li> <li>b. A gravity model was used in the analysis which has some significant limitations when assessing impacts for individual centres;</li> <li>c. The size of the market available the proposed Maida Vale NAC can potentially serve; and</li> <li>d. That the planned centre will serve a very different role and core catchment to that of the future Forrestfield North DAC.</li> </ul>
	18. Refer Appendix 1 for tables and map.
<b>DMIRS</b>	1. The Department of Mines, Industry Regulation and Safety (DMIRS) has determined that this proposal raises no significant issues with respect to mineral and petroleum resources, geothermal energy, and basic raw materials.
<b>CoG</b>	1. The City of Gosnells has no objection to the draft Activity Centres Strategy.
<b>DFES</b>	<ul style="list-style-type: none"> <li>1. It is unclear from the documentation provided if the Shire of Kalamunda has applied State Planning Policy 3.7 – Planning in Bushfire Prone Areas (SPP 3.7) to this proposal.</li> <li>2. Exemptions from the requirements of SPP 3.7 should be applied pragmatically by the decision maker and are identified in Planning Bulletin 111/2016.</li> <li>3. Should you apply SPP 3.7 then, we request the relevant information pursuant to this policy be forwarded to DFES to allow us to review and provide comment prior to the Shires endorsement of the strategy.</li> <li>4. If there is some other reason which has given you cause to consider a referral to DFES, could you please provide detail on the attached 'Referral to DFES Checklist'.</li> </ul>
<b>DoE</b>	<ul style="list-style-type: none"> <li>1. I refer to your letter dated 22 May 2020 providing the Department of Education (Department) the opportunity to comment on the draft Activity Centres Strategy (strategy).</li> <li>2. The Department has reviewed all of the relevant information in support of the draft Strategy. It is noted that an additional 6,988 dwellings are projected to be delivered within the City of Kalamunda by 2036, with a significant proportion of these dwellings accommodated within existing and future activity centres.</li> <li>3. The student yield generated from residential development within these activity centres is expected to contribute to the need for additional public school sites.</li> <li>4. The Department requests that the draft Strategy acknowledges the link between increased residential development within activity centres and the need for additional public school sites.</li> <li>5. The draft Strategy should clearly indicate that new public school sites should be provided in accordance with the requirements of the Western Australian Planning Commission's Development Control Policy 2.4- School Sites and Element 8 of Liveable Neighbourhoods.</li> </ul>

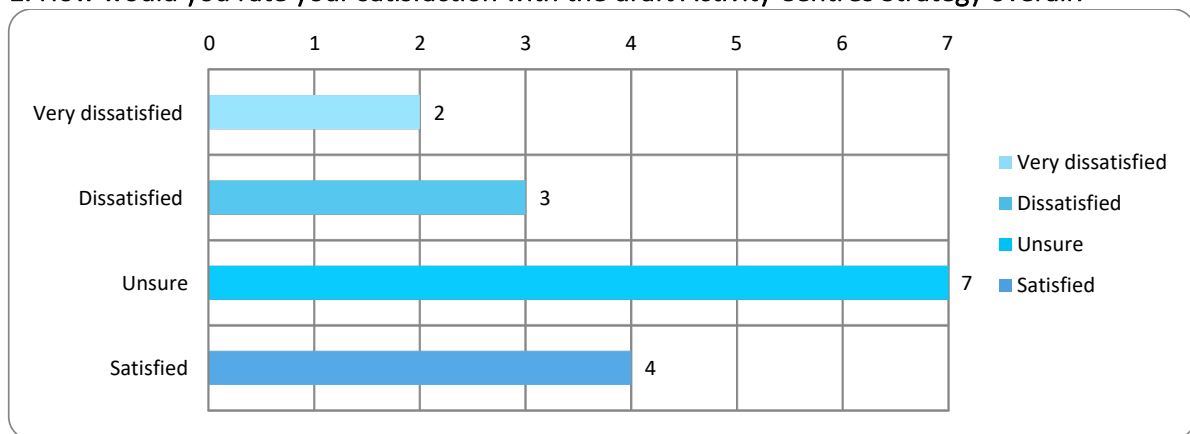


	<ol style="list-style-type: none"> <li>6. Whilst future school sites are unlikely to be located within activity centres, the Department considers it important to note that additional residential development is likely to trigger the need for public school sites within the City of Kalamunda.</li> </ol>
<b>DoH</b>	<ol style="list-style-type: none"> <li>1. Activity Centre Strategy Content - It is noted within the Activity Centre Strategy (ACS), that good public health is not specifically recognised as part of the vision or objectives. Good public health outcomes require good planning strategies. The aim of the ACS should include a direct reference to 'enhancing the public health of the community' or words to that effect.</li> <li>2. The enclosed DOH fact sheet 'Evidence supporting the creation of environments that encourage healthy active living' may assist you with planning elements related to this structure plan.</li> <li>3. Water Supply and Wastewater Disposal - The ACS should also ensure that development is required to connect to scheme water and reticulated sewerage where possible and be in accordance with the Government Sewerage Policy (2019).</li> <li>4. Public Health Impacts - The ACS should be consistent with climate change adaption methods to deal with potential health hazards such as extreme heat. The guide 'Heatwave Guide for Cities' is intended to be a basic introduction to this topic and a resource for cities to start planning for extreme heat and is available for download from: <a href="https://www.climatecentre.org/downloads/files/IFRCGeneva/RCCC%20Heatwave%20Guide%202019%20A4%20RR%20ONLINE%20copy.pdf">https://www.climatecentre.org/downloads/files/IFRCGeneva/RCCC%20Heatwave%20Guide%202019%20A4%20RR%20ONLINE%20copy.pdf</a></li> </ol>
<b>DPIRD</b>	<ol style="list-style-type: none"> <li>1. Thank you for inviting the Department of Primary Industries and Regional Development (DPIRD) to comment on the City of Kalamunda's draft Activity Centres Strategy.</li> <li>2. I have reviewed the strategy on behalf of DPIRD and have no comments on the draft strategy, apart from noting that DPIRD is part of the Working Group established to support the Pickering Brook Taskforce.</li> </ol>
<b>DWER</b>	<ol style="list-style-type: none"> <li>1. The Department of Water and Environmental Regulation has assessed the draft Activity Centres Strategy and has no objections. Any potential water or environmental issues will need to be addressed at the relevant planning stages.</li> </ol>
<b>Perth Airport</b>	<ol style="list-style-type: none"> <li>1. In relation to this one, we've had a look and don't have any issues. Our comments would simply be to update the text on page 28 and 29 which refers to the Draft Master Plan (now Final Master Plan 2020).</li> </ol>
<b>Tourism WA</b>	<ol style="list-style-type: none"> <li>1. Thank you for providing Tourism Western Australia (Tourism WA) with the opportunity to comment on the City of Kalamunda Draft Activities Centre Strategy. Tourism WA has no comments on this document.</li> </ol>



Survey Results

1. How would you rate your satisfaction with the draft Activity Centres Strategy overall?



2. Please tell us why you rated the draft Strategy as above?

It seems to be very comprehensive

It appears comprehensive and to be planning for the future

My limited knowledge prevents real assessment

Will destroy our area. Not needed

A Strategy is a plan of action. This strategy seems to be a bunch of analyses copied and pasted from external contractor reports. It is premature and benign. I cannot find any concrete plans in it. It certainly says there are 'opportunities' and that they should be 'identified' and there should be 'liaison' and 'reviews' and 'investigations' by 'working groups' or 'task forces'. But where are the actual actions? Where are the specific, measurable, realistic actions and when are they to be implemented. It's a mixture of a mission statement at best. Calling it a strategy is misleading the public into thinking that planning is further advanced than it actually is. If a private entity were bidding for business and presenting this as an accompanying strategy, I would be very surprised if it would win any contract to move ahead.

The survey only assessed the current model of 'doing business' and didn't seem to consider potential for 'looking outside the box' or current alternative models available. I bought a home in Kalamunda with the view of developing in the future in a way that would enable beautiful co-housing. Much of the decision to buy was based on the continuing existence of the Kalamunda Farmers' Market as the heart of trade in



Kalamunda. This market supports local farmers, small businesses and increases tourism and community. It also showcases environmental sustainability. I had hoped to walk or ride a bike to shop here every week. I currently shop for all my groceries at this market. If this market is gutted (i.e. moved from the heart of Kalamunda at the mall) or kept (inappropriately at Kostera Oval), I will have to look for somewhere else to live and spend my investment and living dollars. None of the big chains give a damn about our local food producers and businesses and have long provided sub-standard produce for sale.

152 pages is comprehensive. good. a prominent executive summary would have been helpful

the information is not easy to understand as it is expressed in statistics and not actual wording that is easy to comprehend

There are a lot of unknowns as with any plan

Why is there never any focus on Gooseberry Hill, Kalamunda, Walliston, Lesmurdie??

The plan clearly addresses current and well considered future issues in the area I reside And those I visit but I am unable to comment with any authority on the areas within the City of Kalamunda.

I am disappointed with the push towards increasing population density and conversion of land use towards industrial development. Whilst surveys may have revealed that there are a percentage of residents with skills related to industry, the choice to live in this City compared to other suburbs I believe is not related to job availability in industry within the City, rather the aesthetics and biodiversity assets that the City contains.

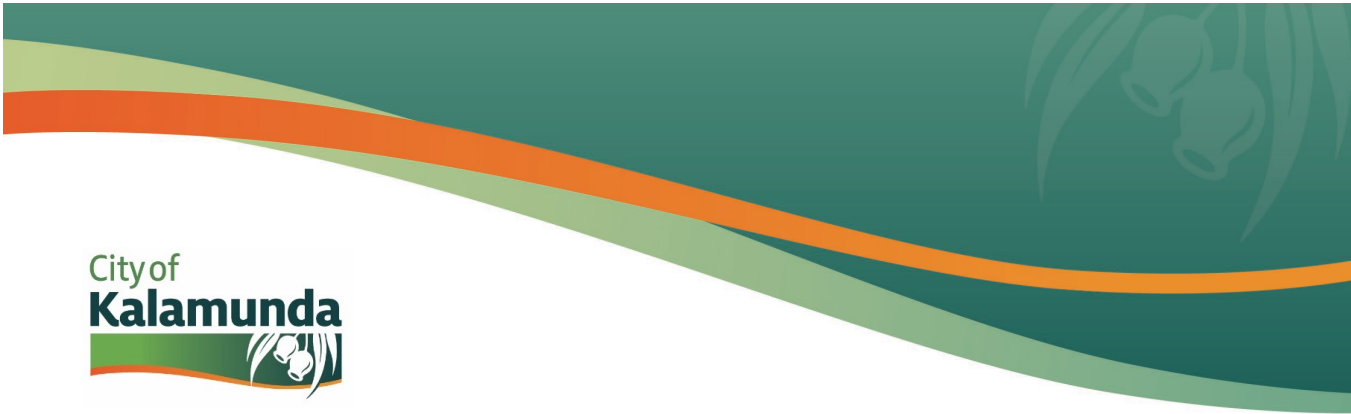
Areas highlighted for rezoning for industrial development on the maps appeared to be the only areas of vegetation and open space left surrounded by high density open areas. I want to know how this considers the City's Local Biodiversity Strategy, as the continued push for removal of vegetation does not seem sustainable, and conversion to industrial centres in particular will ruin the City's aesthetics. The primary attraction for tourists in the area is for a City with bushland that remains - tourism, and therefore jobs, will decrease if the vegetation keeps decreasing.

Not enough information given on specific areas.

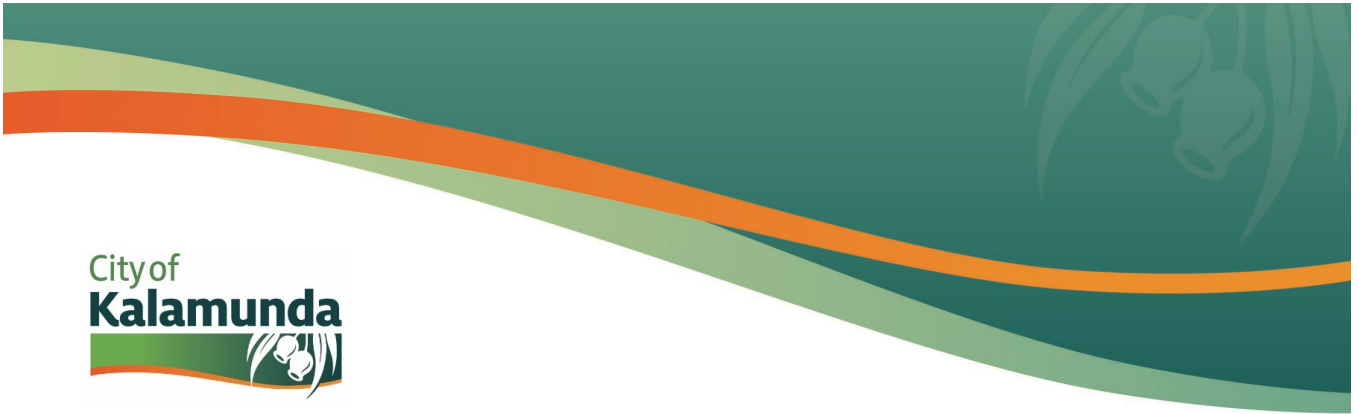
The cluster of Activity Centre Nos. 18, 19 and 20 located within a 300m walking distance are wrong. They are located too near one another The distribution of activity centre in Maida Vale is wrong particularly No.19 located on a very busy intersection of Kalamunda Rd and Midland Road. This is a poor location for an activity centre.

### 3. What do you think are the greatest issues facing the City that should be addressed in the Activity Centres Strategy?

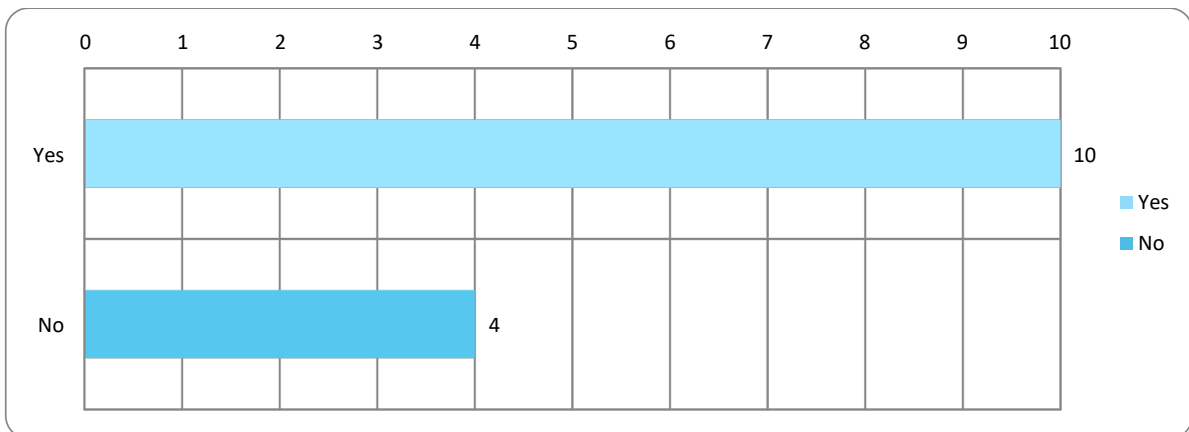
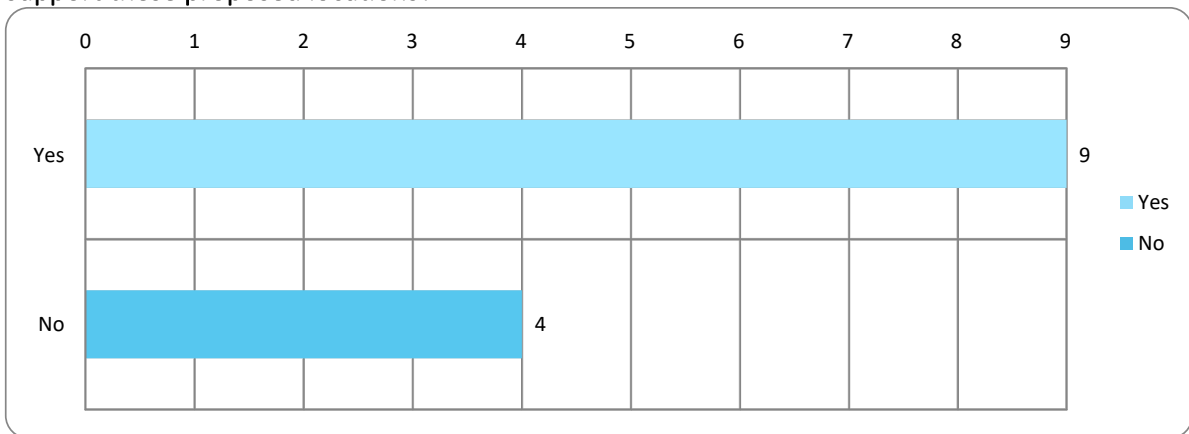
Public transport access and frequency, especially as a large percentage of the population will be in the older age groups



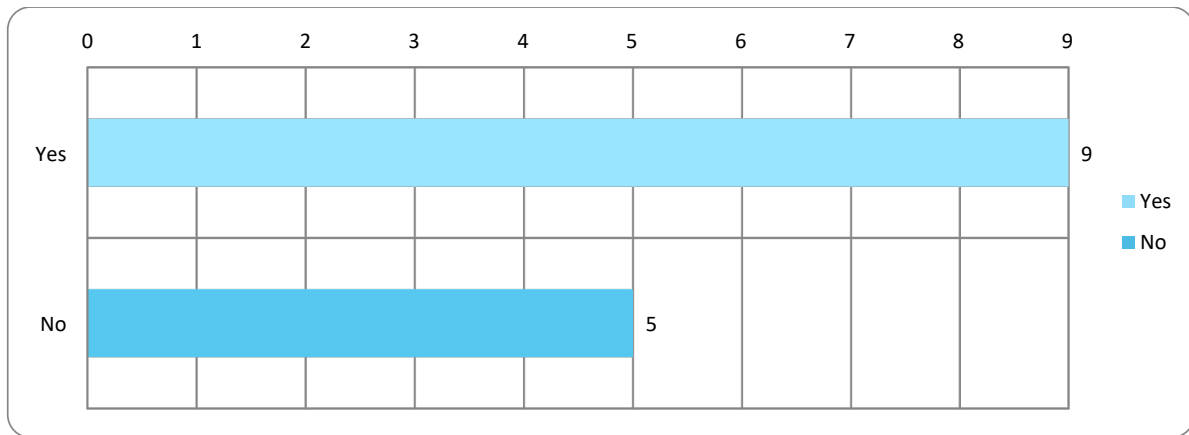
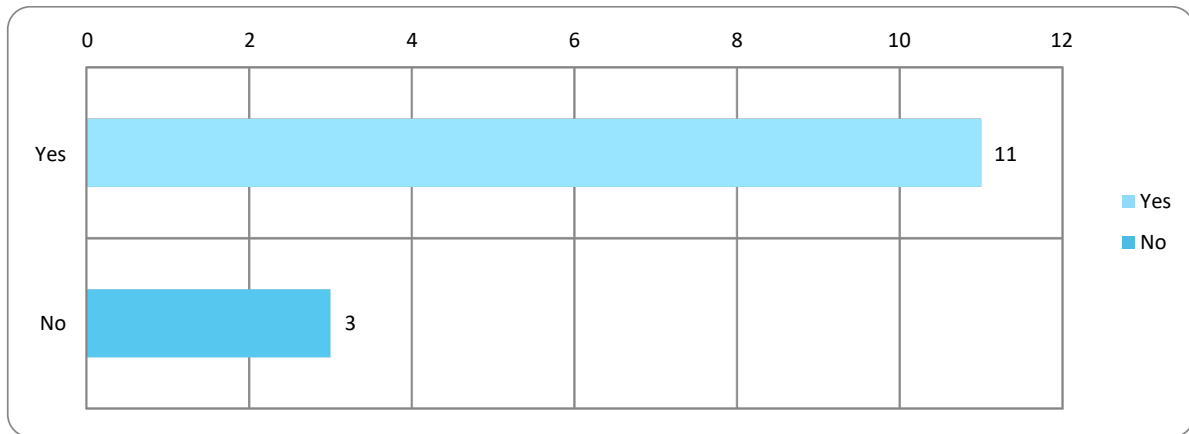
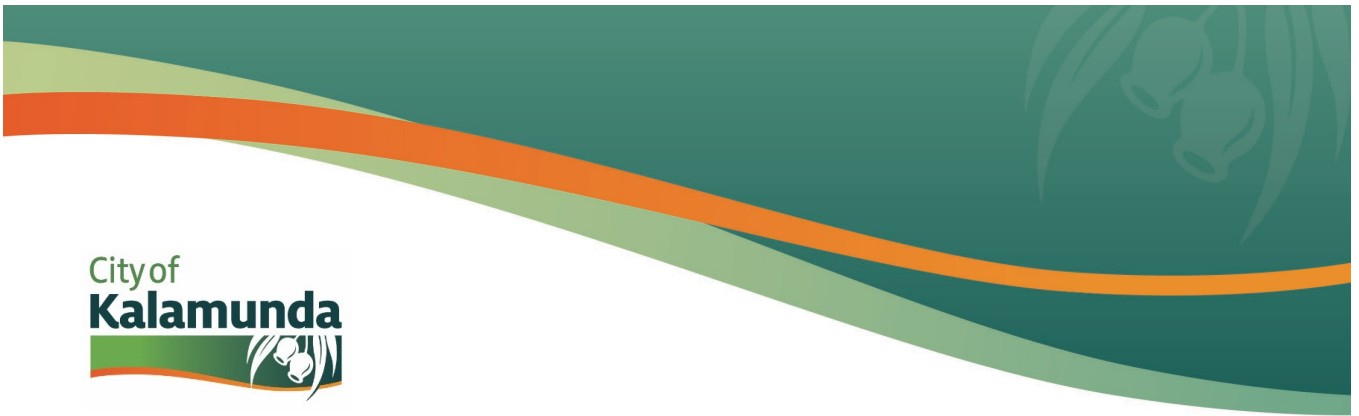
An open space that will be utilised, treasured and integrated
Aged care, visitors to the hills, new communities
Limit development
The changing community demographics indicate older workers, parents, empty nesters and seniors will be living, taking recreation, and spending money closer to their homes, as opposed to the younger age demographics. Being able to effectively engage a maturing community is vital. Making sure this maturing community spends its income in the City is vital.
Retaining/setting up activity centres that have heart and beauty. This includes a preference for real access and amenity for foot traffic as well as for those travelling via public transport or bicycles.
aged care facilities. employment opportunities and activities for younger age group. security
ageing population and lack of local employment availabilities
Employment and housing and lifestyle for you people
City of Kala continues to ignore cyclists of all forms: road, mountain bike, BMX. Mountain bikers add thousands of dollars each weekend to Kalamunda, yet the council seems oblivious to it. No cycle lanes or paths for the hundreds of road cyclists each weekend and locals like me who RIDE to the city each day to work. Thank you for finally closing the zig zag to cars...
Egress to and from Activity Centres is critical in terms of ease and safety for people in cars, pedestrians, cyclists or those arriving on public transport all together. Given the continuing propensity for travel by car in the City of Kalamunda, particularly as residents often live some distance from local ammenities and services, parking is an ongoing and real issue.
There are 16 reserves prioritized in the 2008 Local Biodiversity Strategy that no longer retain native vegetation. I think the greatest issue facing the City at the moment is planning ignoring the long term preservation and conservation of biodiversity assets within the City. I would like it to be made clear how exactly the Activity Centres Strategy takes into consideration the Local Biodiversity Strategy and conservation of natural resources for the long term.
How to deal with Greens and Nimbys who just want to stifle, delay and object to any kind of development in our suburbs.
Encourage activity centres to be located amongst residential houses that encourage walking, cycling, and pedestrian-friendly community and neighbourhood. They should not be located on a major busy road that required/relied on car-dependent trips. Kalamunda is a local community-focused environment and should be kept that way.



4. The draft Strategy identifies four potential activity centre locations; Wattle Grove South (Crystal Brook), Maida Vale South, Maida Vale (Midland Road) and the Hills Rural Area. Do you support these proposed locations?

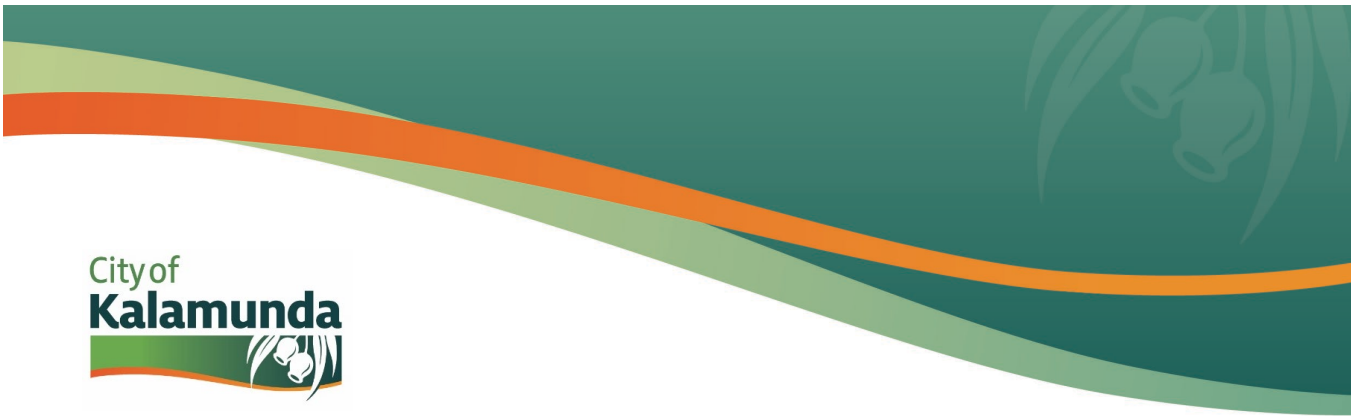




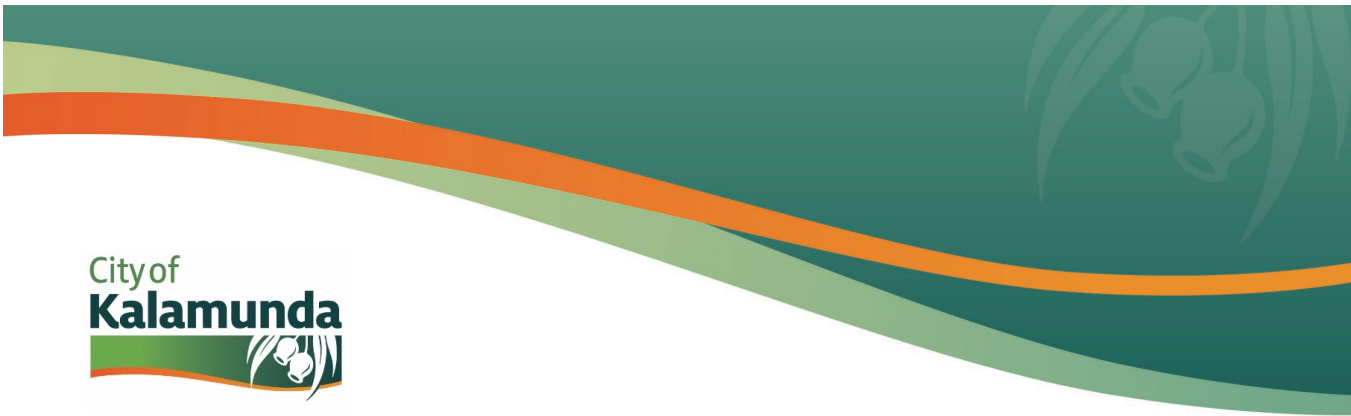


5. The draft Strategy identifies 28 activity centres. Which of these activity centres do you believe should be of the greatest priority for public realm improvements? Why?

Unsure
Forrestfield
Sapcing is important, whilst we are preparing to receive new residents its important not to forget those already here.
None of them

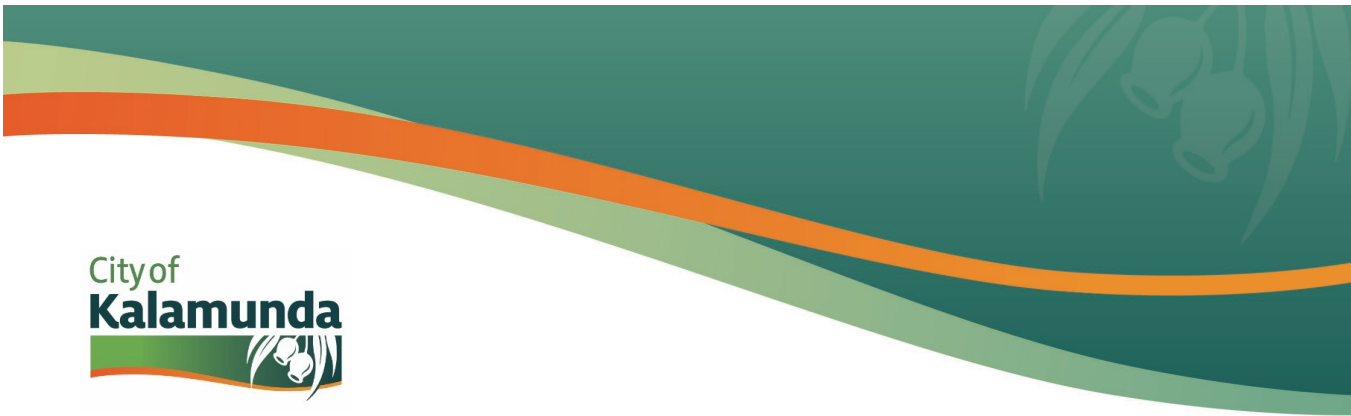


<p>High Wycombe West Wittenoom Rd (12), High Wycombe East Kalamunda Rd (9) and High Wycombe East Berle Way (10). The reason is because I live in High Wycombe, and my knowledge of the other 25 centres is limited.</p>
<p>(1)Kalamunda, (2)Gooseberry Hill and (3)Maida Vale - cnr Kalamunda and Midland Roads (proposed). (1) because there exists a need to build on its emerging local grower focus; (2) because there exists a germ of a long-established business (Embers); (3) because this is a highly-visible site with little environmental value, but which could provide foot/bike access and shopping to many people close by - Bushmead and other locals in the area.</p>
<p>forrestfield high wycombe this is the most poulated area within the of kalamunda city council jurisdiction</p>
<p>Don't really know much about any of the areas. Maida vale we live in Kalamunda had to take my daughter out of Kalamunda senior high school many of the students came from Maida Vale police were regularly at the school.</p>
<p>It seems that Forrestfield, Maida Vale, High Wycombe get all the new facilities and up here on the top of the hill...not much happens. The dog park at Ledger Rd G Hill is a joke when comparing to other shire dog parks.</p>
<p>High Wycombe Activity Centres On Kalamunda are very tired And opportunities to enhance them should be timed with completion of road works at Roe Hwy and Kalamunda Road intersection.</p>
<p>I think the area of greatest focus right now should be the Kalamunda District Centre - at the moment instead of promoting community and jobs, the approval for another supermarket store Aldi caused the local IGA which had been there for 85 years to close down. I think there needs to be a greater focus on supporting local business in Kalamunda's large district centre where shops are closing due to planning decisions like this, before additional activity centres are added which are additional competition for local businesses.</p>
<p>Wattle Grove South. Unless we as a Council and Community can find solutions to what is required we will lose out to bigger developers who only deal with the WAPC.</p>
<p>In order of importance, High Wycombe, Kalamunda, Forrestfield, Gooseberry Hills, Lesmurdie, Walliston-RuralEast, Wattle Grove, Maida Vale. The reason for this order is because Maida Vale is well serviced sandwiched between High Wycombe and Forrestfield. The centres in Maida Vale should be embedded in amongst residential houses, not on major Kalamunda Road.</p>



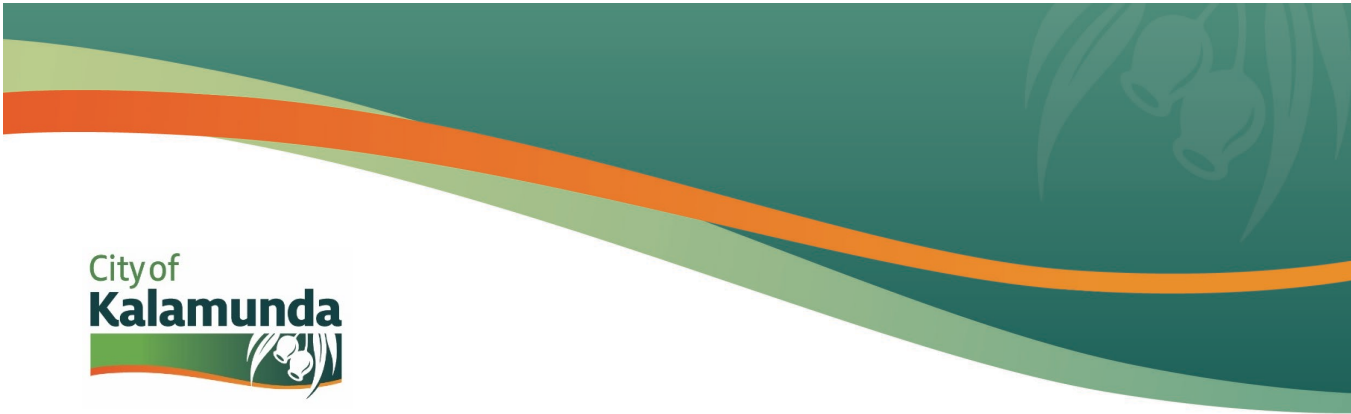
**6. This question requires you to have read the Strategies and Actions of the draft Strategy. Which Strategies / Actions do you support and why?**

Identify catchments around activity centres for development opportunities - makes sense to know what is wanted and what can be done in order to develop
As the aged care and tourism have not really been included I can only generally support.
I support the complete revision of this document at a later date, after all the 'considerations' and 'identification' of opportunities delivers some concrete actions.
2.2 because it's important for each area to have a community heart that facilitates foot/bike traffic from local residents. All strategies and actions need to have a recognition of the interconnectedness of all community activities and how one activity, i.e. a farmers' market, can support and enhance the earnings in other areas. There does not appear to be any acknowledgement of this here, and it's important.
the strategies outlined appear to be vague and to do not address specifics such as the increasing industrial expansion around perth airport the impact on kalamunda residential areas and lack of adequate road infrastructure that will be a result of this
Development of Forrest field north will need some kind of plan.
I support actions where all sports are being taken into consideration.
In principle I support all of the strategies and actions but cannot comment on those outside of my normal residence and the centres I currently access. I recommend the views of people in those areas be given appropriate weight. High Wycombe Activity Centres are generally tired and run down and would benefit from actions as suggested in the plan. Kalamunda Road from Roe Highway to Abernathy Road, except for recent beautification action at Wittenoom Road, is a very poor gateway for visitors arriving from the airport or travelling from the city to the village of Kalamunda and beyond as tourists. Traffic congestion is a major issue with current Activity Centres needing improved access for the many and varied means by which people travel to them.
I support Strategy 1.2 Activity Centres to compliment aged care as this makes sense and considers accessibility, and the strategies (3) to improve the aesthetics of activity centre environments, as this is improving the centres that already exist. I also think that best practice is important, with 4.3 Ensure compliance with up-to-date strategic land use policy and economic analysis which applies to Perth and the City and 4.4 Best practice planning for District Centres.
I'd be more than happy to work with the City in producing a favorable outcome for the Community and future generations
Agree with 1.2/1.2.1.

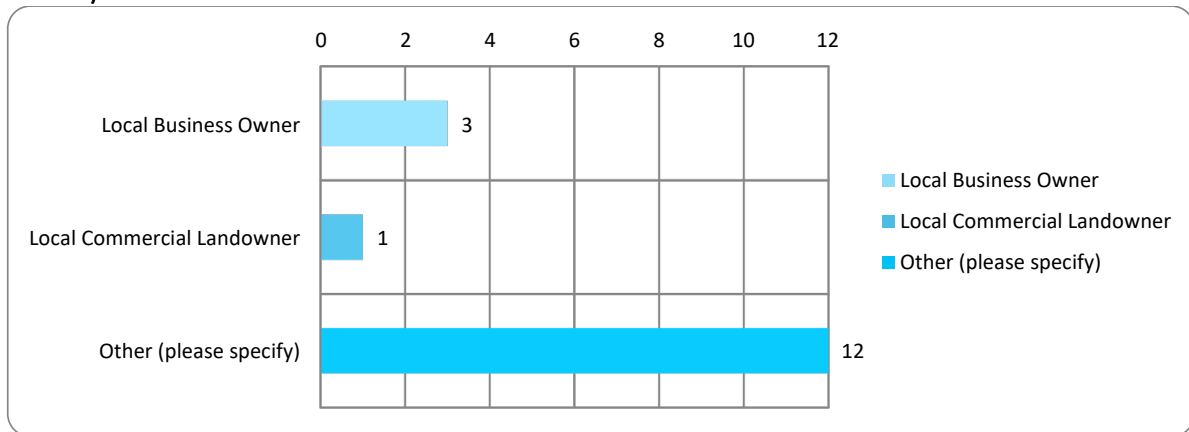


**7. This question requires you to have read the Strategies and Actions of the draft Strategy. Which Strategies / Actions do you not support and why?**

Investigate planning measures to address design criteria for neighbourhood and local activity centres - appears to be beaucratic speak to write a report -
I definetely do not support car parking fees. It would erode our authentic arts 'villiage' tourism attraction and 'feel' of our little town.
Mainly Midland, Kalamunda Road
I don't support those strategies that have no action plans. "Potential Activity Centre Expansion" is not an action plan. These should form part of a discussion document. I know this is a 'draft' strategy, but this document is so 'draft' that it has limited substance.
None.
see above
All seem reasonable
There are no strategies or actions that I do not support, it would be great if they could all proceed together rather than in competition for funds. Clearly the area supporting the High Wycombe Train Station is important to develop quickly, particularly accommodation options, to ensure we create a vibrant and dynamic area at this major transport hub.
I think that strategy (2) To ensure an equitable spatial distribution of facilities so that communities are not geographically disadvantaged from activity centres does not need to be of high priority. I would prefer fewer, well planned and supported community activity centres, than development of multiple sites just so more people are closer to a shopping centre. Even our larger district centres such as Kalamunda have shops closing that are not viable, so I do not think the focus needs to be on creating more.
As above
Disagree with 2.3 and 2.3.1 (a). Maida Vale NAC may be located in a highly exposed arterial road from a marketing point of view. But a terrible choice for the elderly and ageing to be able to access this location given the large volume of vehicles, dangerous intersection, and potential poor line of sight due to the curvature of Midland Road. An activity centre at that location will compound the traffic chaos that already exists from Cedar Woods' Bushmead Estate and the light industrial zone approved on the western side of Midland Road by the WAPC and the City of Swan.



8. Are you a



9. Any other comments?

- Please do more for aged care and tourism. Keep us a 'friendly' place.
- Please try to compose a strategy that is more succinct and has real substance. this 'discussion paper' is too lengthy. Even the Summary Strategy is too lengthy - it's really just a bunch of pages outlining some analyses and projections. I would expect a list of Activity Centres, and beside each one an action plan of proposed improvement. I would take out all 'actions' that start with 'identify', 'consider' or 'review' and see what actual actions remained in the document. In addition, I have the following observation: Activity Centres are only effective if people use them. People will only use them if they know about them. What is the strategy to publicise the improvements, to people that don't have the time or energy to read a 69-page report?
- While it is great to employ consultants to do the numbers analysis, they are not living and working in the local area. Often the numbers are not the full story and give a misleading view of the situation - as it is impossible to monetize or take statistics for feeling and natural resources. It is vital the city continues to listen to local community, but then to be able to take the big 'dreamer' view and take us further than we could have imagined.
- there will always be a need for improvement in the services a local community can provide I would like to see more emphasis on what can be provided for children in things like aquatic centres and other sports facilities and do not forget the arts and libraries and all the related material
- I would like hills area to develop more of an artistic alternative culture like Fremantle. Would appeal to young people.
- There's alot that can be done to support all sports and interest groups. Please allocate funding in a fair manner which should include Kala, G Hill, Lesmurdie, Walliston, Bickley, Carmel, P Brook as well.



I have thought further on it and definitely would like to see a broadening of the focus to include small businesses in the structure and definition of a major activity centre. Regarding groceries, I am thinking of 'Hills Fresh' in Mundaring, and the two locally-owned bakeries there. I am also thinking of Sebastian's Butchers in Kalamunda (a valuable local institution) and Replenish (a new, but great business – on so many levels).

Why do we have to make 'major' 'big chain that doesn't care about the local community'?

It became clear to me during these latest times just who has our best interests at heart – locally-owned businesses. While Coles (I can only speak for that business because I didn't go in to Aldi or Woolworths) was a total schmozzle with social distancing and helping people keep clean, local companies complied carefully with restrictions laid down by the State government and the City – Replenish closed its doors to customers and initiated order and pickup services for example.

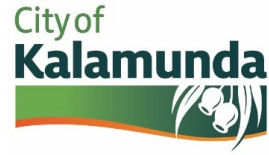
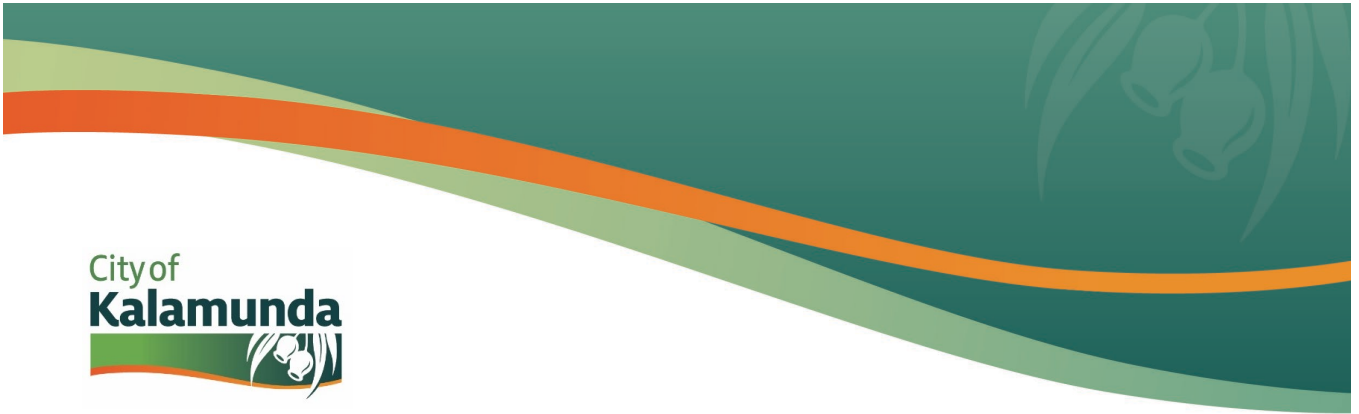
I think these kinds of care need to be rewarded by the city.

I love living in Kalamunda because it feels like a village. I think a town centre can cater for major facilities and still have that village atmosphere and shopping opportunities.

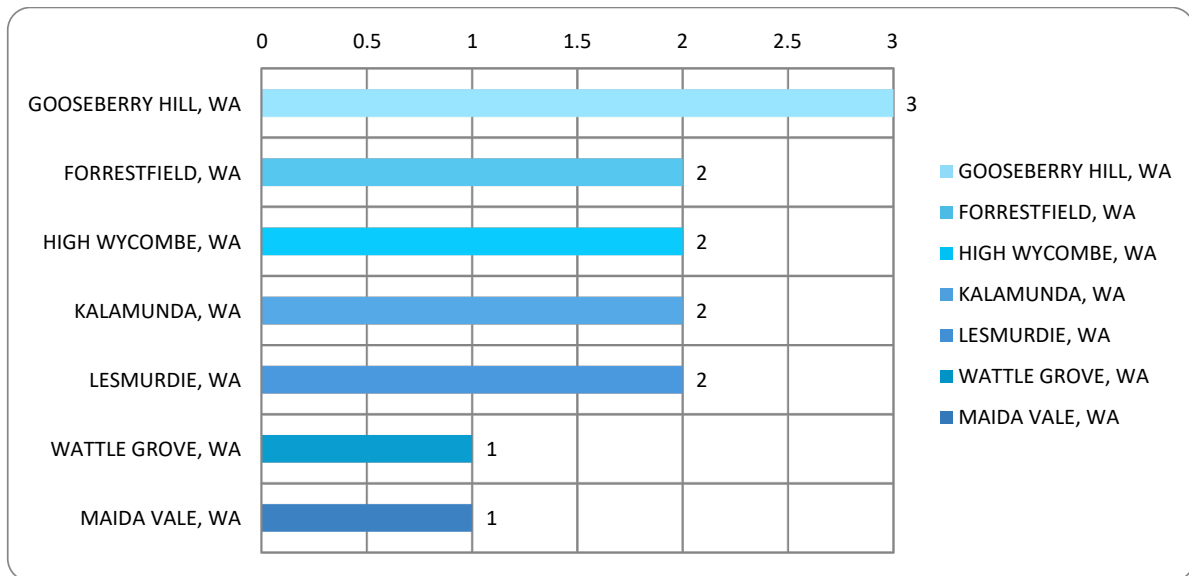
Regards,  
Helen

Overall, I think there should be greater focus on improving/supporting our current activity centres, rather than creating more. It is said in order to make some of the proposed activity centres viable, urban infill needs to occur. Within the City, corridors for wildlife are connected and maintained through the green spaces provided on private property, connectivity cannot be provided by the separated areas of vegetation on protected land. A push towards urban infill and higher density residential areas destroys these corridors to the extent where wildlife cannot persist within the urban environment. There was no mention of how the encouraged infill considers the connectivity strategy within the Local Biodiversity Strategy, and how such vegetation loss would be offset within the City. The 2008 Local Biodiversity Strategy was not even mentioned on page 8, listing the key local planning documents the City utilises in the development of Activity Centres. I think there needs to be an address of how this strategy complies not only with economic analysis, but also an environmental analysis.

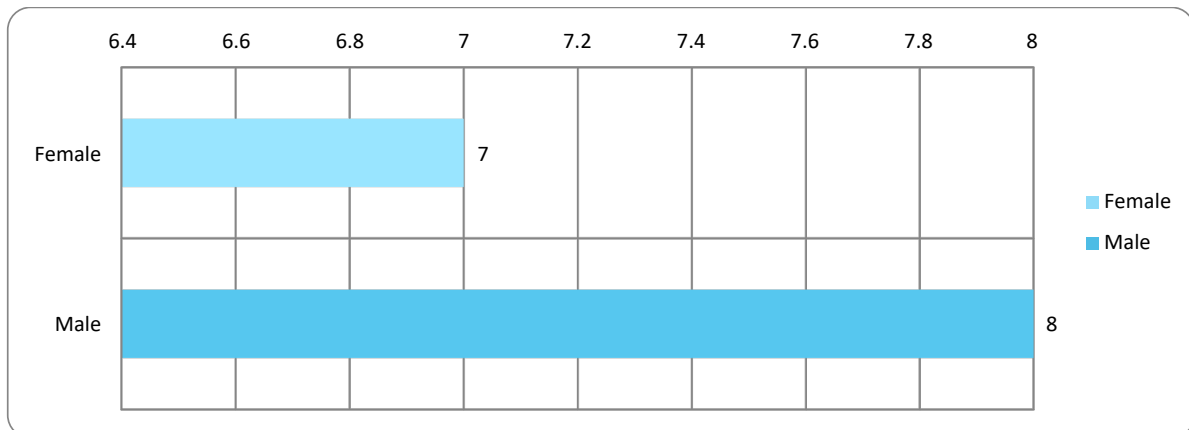
People in higher positions of Authority need to actually listen to what people and the public are telling them. Not just come up with what they think a plan should be. I'm talking about the proposed Wattle Grove South Concept plan which has recently gone out for public comment. This is how to get it all very very wrong.

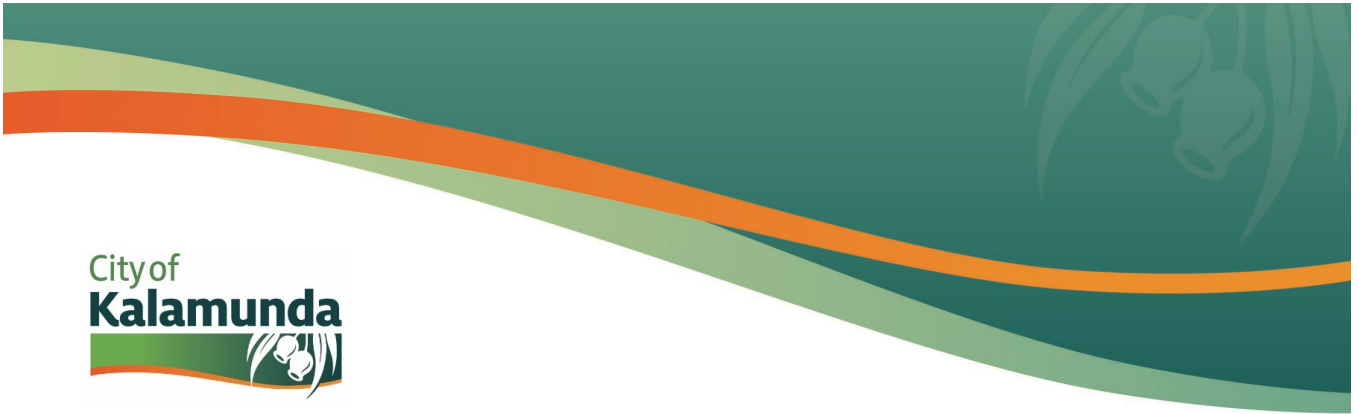


12. Suburb



13. Gender





14. Age

