Armadale City Centre
Economy, Retail, Tourism

City of Armadale
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Executive Summary

This paper provides a socio-economic context of the Armadale City Centre and its region. Its purpose is to inform the formulation of a development plan for the Centre to guide its further growth.

The Armadale City Centre is a major centre in metropolitan Perth. It is defined as a Strategic Metropolitan Centre (SMC) by the WAPC[1]. Strategic metropolitan centres are the main regional activity centres. They are multi-purpose centres with a diversity of uses, providing the full range of economic and community services necessary for the communities in their catchments. They are intended to provide a full range of retail types, including department stores, discount department stores, supermarkets and a full range of speciality shops. They are also intended to contain major offices and state government agencies.

For Armadale, the overall region for this range of services and function can be defined by the relationship of Armadale SMC to other strategic regional centres: Cannington to the north and Rockingham to the south-west. An emerging retail centre of comparable size to the west is Cockburn, but this is designated as a secondary centre and not designated to contain the full range of regional functions as in the Armadale, Cannington and Rockingham centres. The extent of the region that is directly served by the Armadale City Centre in some way is shown in Map E.1. It includes all the City of Armadale, most of the Shire of Serpentine Jarrahdale and the south-eastern portion of the City of Gosnells. Armadale sits at the junction of the Albany and South-West Highways and also serves a wider rural hinterland to the south and south-east.

This is the primary catchment area for the City Centre and the region for which the Centre provides high level education, health and community services. Its boundaries are defined primarily by travel distance and travel time and therefore do not necessarily coincide with administrative boundaries used by various State Government service providers. The boundaries of this region are not fixed. The size of the region can grow or shrink depending on the range and quality of services offered, the attractiveness of the centre and the distinctive features of Armadale compared with competing centres.

Population

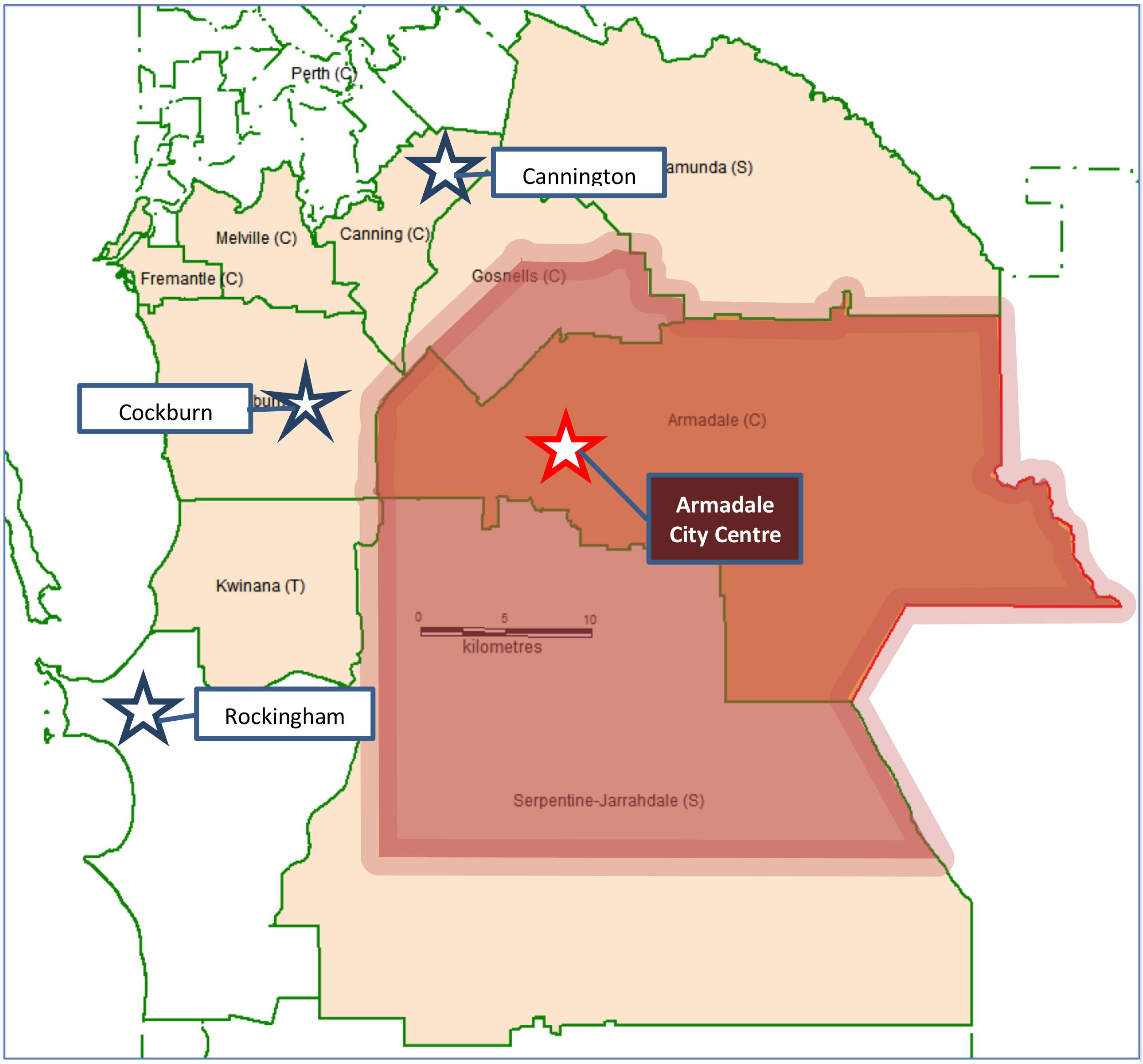
The population of this area is growing rapidly: by 2036 its current (2018) population of around 170,100 will increase by three-quarters to 292,700 and by 2051 it will more than double to a catchment of around 374,000. Along with the population increase, the total workforce of the area will increase from 74,800 in 2016 to around 183,100 by 2051, an increase of 108,300 resident workers. The employment self-sufficiency in the area is already very low and to bring it to anywhere near reasonable levels will require around 94,000 new jobs to be created in the area. New employment is anticipated in new industrial estates in the sector, but these will account for only a portion of the new jobs required. The Armadale City Centre is the only location in the region where a substantial number of new non-industrial jobs can be located.

[1] WAPC, State Planning Policy 4.2, Activity Centres for Perth and Peel

This gives both opportunity and need for substantial expansion of the centre to service a wide range of services and functions, including regional level:

- Retail
- Education, including post-secondary education
- Government and administration
- Cultural activities, arts and entertainment
- Human services:
    - Health services
    - Community support
- Justice services

Map E.1: Armadale City Centre: Primary Region of Influence



As measured by the SEIFA Index of Relative Socio-Economic Disadvantage, the areas around the Armadale centre have amongst the highest levels of disadvantage in Australia. Some of the newer development areas in areas such as Harrisdale and Piara Waters have lower levels of disadvantage, indicating some change in the population mix and a growing demand for the types of jobs and services that an expanded city centre can provide.

An expanded and revitalised Armadale centre can play a big part in addressing some of the areas of disadvantage. An initial step will be to ensure that local employment is maximised and that local education opportunities, at all levels including advanced technical and tertiary education, are available locally.

A 'business-as-usual' approach to development of the City Centre will not achieve the results. The role of the Armadale centre as a primary employment centre must be greatly expanded beyond current planning expectations. Armadale is a strategic metropolitan centre – the primary centre for a large and rapidly growing region - and as such should be the location of key regional services including education (at all levels, but particularly tertiary); health services; public administration; management, administration, research and product development for regional activities and high-level arts and entertainment. The greater the concentration of these services in the Armadale centre, the greater the agglomeration economies and the more attractive the centre becomes for more growth.

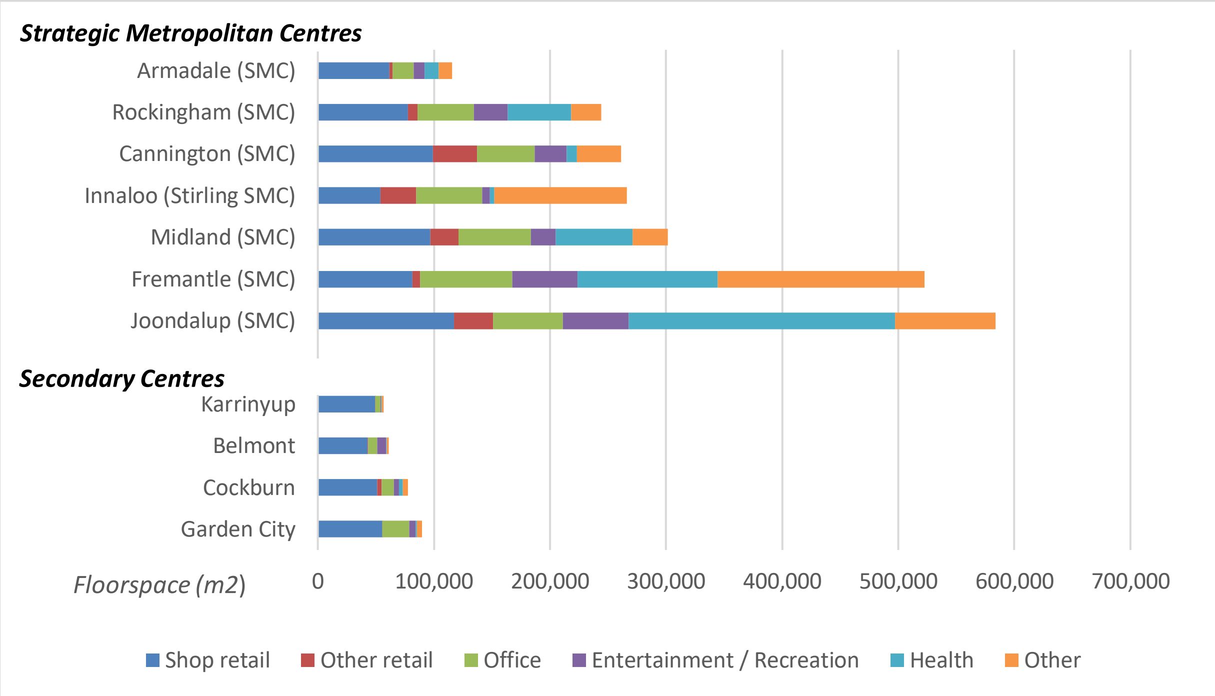
It is critical that every opportunity to increase the amount and diversity of economic activity in the centre is taken. It must provide the diversity to maximise its attractiveness to new enterprises. This means that key institutional drivers such as tertiary education and tertiary health services must be in the Armadale centre and not geographically distributed around the City. Only the town centre has the scale and urban environment to attract the types of jobs that are likely to be expanding in the future. The larger the centre, the more attractive it will be. By 2050, the broad region for which Armadale is the largest and primary centre will have a large population; for comparison, it will be at a scale of 75% of today's Gold Coast. This gives enormous possibilities for Armadale as the main business, research, education, health services, entertainment and cultural centre for this region.

Comparisons

Compared with other strategic metropolitan centres Armadale City Centre is currently small, both in overall land area and in floorspace, and has low diversity of land uses. In floor area it is less than half the size of Rockingham, Cannington and Stirling (Innaloo); Midland is almost three times larger and Fremantle and Joondalup almost five times larger. In shop/retail floorspace, it is approximately the same size as the Cockburn secondary centre and will be only one-third the scale of the Cannington centre after its approved expansions are complete. This will provide a very strong draw to all development north of Armadale.

It also has the least land use diversity of all of the strategic metropolitan centres: the retail floorspace proportion of the total in Armadale is around 53%, compared with 32% in Rockingham and Midland, 20% in Joondalup and Innaloo and 16% in Fremantle. Figure E2 illustrates.

Fig E.2: Floorspace Mix, Selected Metropolitan Centres (SMC)



Ref: Land Use and Employment Survey *(WAPC 2015);*

For a successful centre that can build on itself over time, scale is important and diversity is important. These provide the advantage of proximity and the agglomeration economies that will increase the attraction of the centre and encourage more development.

Of all Perth strategic metropolitan centres, Joondalup and Fremantle stand out as the largest and most diverse, with all of the major institutional economic drivers that enable a diverse economy with substantial local employment. They include:

- A main university campus plus a specialist academy
- A major health campus
- Substantial government and non-government office uses.

Joondalup centre has around 14,800 workers and is still growing. This compares with around 3,100 in Armadale and gives an indication of an achievable scale for a Perth metropolitan regional centre. It has a very strong employment base in health and education, but also significant employees in growth sectors and potentially externally oriented sectors such as accommodation and food services, finance and insurance, administrative services, information, media and telecommunications, professional, scientific and technical services and arts and recreation services. It illustrates the benefits of many years of consistent Government investment in guided development and establishment of key economic drivers.

Armadale currently has few of the key elements or major drivers that enable diversification and growth. It is directly competing for regional-level trade and services with Cannington, Cockburn and Rockingham. Each of these has overlapping catchments with Armadale. Cannington has massive retail scale and depth. Rockingham is as yet relatively fragmented as a centre, but has the ingredients to be a very strong centre. Cockburn has some key facilities.

Against these Armadale is attractively laid out, has excellent transit integration and has good prospects of expanded tourism, but lacks key institutional elements to drive its economy forward.

Improvements to the level of activation and variety of visitors to the Armadale City Centre could be achieved through improvements to the extent of office, education, health or new entertainment facilities, possibly initially through the locating of State government offices or satellite offices in the centre. While demand for additional retail floorspace is identified, the structure plan demonstrates that the delivery of alternative forms of floorspace and employment may be accommodated in the centre and actively pursued.

Entertainment floorspace – and by implication entertainment activity - in the Armadale City Centre is comparatively very low and should increase to increase centre vitality and extend use. This might be in the form of expanded cinema, performance venues and performing arts spaces. A Performing Arts Facility Needs Assessment has been undertaken by the City and the outcomes of this work will assist in the determination of the need or appropriate future performing arts spaces and venue size. The City is commencing the upgrade and expansion of the Armadale Hall into a significant multi-purpose facility.

Opportunity

The sharp increase in regional population provides many opportunities for an expanded Armadale City Centre.

The forecast age profile shows little change over time, with a slight bias towards younger families so the range of services that are currently provided in the town centre will continue to be needed. However, there is also an approximate doubling in the numbers of people over 70 in the catchment area. This gives an opportunity for increased age-specific services in the town centre and also an opportunity for including this age group in new city centre residential development, particularly for active ageing downsizers seeking conveniently located accommodation.

The regional population will create demand for substantial increases in post-secondary education, including tertiary education, and expanded regional health facilities. As the primary regional centre these are best located in the Armadale City Centre. Neither of these is currently in any state government planning framework.

Similarly, economic activity in the region, for example manufacturing and peri-urban and rural agriculture will provide opportunities for Armadale as an administrative, management, education and research base. There will be a substantial number of state government employees in the resident labour force and remote working technology and changes to state government culture and work practices make the siting of co-working and satellite spaces for government agencies in Armadale quite viable. This is not yet on any government agenda.

There is a clear need to maximize employment in the city centre as one means of increasing the employment provision in the region. Some of this employment, in particular retail employment, will be population-related. However, even this is subject to intense competition from other competing centres and the ultimate scale of retail employment at Armadale is quite variable.

Externally-oriented and strategic employment (i.e. industries that sell and service outside of the region) is required in addition to population-driven economic activity (i.e. industries that primary service the local and regional population) to provide good levels of employment self-sufficiency. The Armadale City Centre is one of the key locations in the region that can provide this for the expanding population. Externally-oriented and strategic employment growth in the town centre will rely on:

- servicing the economic strengths of the region; and
- taking advantage of the urban environment in the centre for activities that value proximity to complementary, supply and client activities.

This is a challenge. With the possible exception of accommodation and food services and some of the activities in the industrial estates, many of the economic activities in the region are, in the main, primarily servicing the local and regional population and do not point to much current strategic advantage in additional externally oriented industries on which town centre development can build.

There is growth in regional exports in manufacturing in the industrial estates in the City. This gives opportunity for town-centred administration and support services and for town-located business tourism. A well-functioning and structured City Centre will provide the environment where others can be added.

Retail

Based on the analysis undertaken, expected demand for new shopping floorspace at the Armadale SMC ranges between 80,000m² nla to 100,000m² nla by 2036, depending on the status of the City's strategy and the planned distribution of retail potential among other existing and future centres.

Beyond 2036, the population of the broad catchment area for the centre will continue to expand, increasing by a further 30% between 2036 and 2051. On this basis, further expansion of the centre will become possible. It is not unreasonable to expect the Armadale City Centre to reach a size of 120,000 – 130,000 m^2 of shop/retail floorspace by 2051.

It is not considered that a department store such as Myer or David Jones would locate in the city centre, and the Armadale SMC contains a number of current popular retail anchors including K-Mart, Target, Big W, and supermarkets including Woolworths, Coles and Aldi. The retail needs of the catchment population are relatively well catered for in terms of diversity and choice with these anchors. However, it is likely that over the course of the life of the structure plan (15 – 20 years), new larger retail tenants entering the market may seek to locate in the centre. In addition, there is scope for new speciality floorspace to satisfy population growth in surrounding suburbs resorting to the Armadale City Centre for retail purchases.

Currently the extent of retail floorspace is approximately half (or less) than that of existing or approved floorspace in other competing strategic metropolitan centres. Given the relative lack of other forms of floorspace and greater weighting of shopping floorspace, it is also important to focus on the delivery of other employment generators and attractions in the areas of business, health, education and entertainment, given this would improve prospects for those communities relying on the Armadale SMC.

Distribution

Currently, the Armadale SMC is dominated by the internalised retail malls at either side of Jull Street, which contain the main anchor tenants. Consumers are drawn to the parking facilities surrounding and below these premises, and there are limited attractions on Jull Street to bring consumers out of the internalised malls, unless passing between them.

The range of tenants on Jull Street includes the offices of six banking institutions, real estate offices, café's adjacent the entry points to the shopping centres, cash converters and convenience fast food stores to name a few. The scale and offer on Jull Street is small in comparison to the internalised mall components of the city centre.

If retail expansions are sought in the future, these may be delivered through the addition of new levels to the existing shopping centres, but there is scope for this to be tempered through the allocation of retail potential for new larger tenants to landholdings to the north fronting Jull Street / Whitehead Street. It is not the role of town planning to dictate the particular types of shops that may locate in the centre, but the broad distribution of tenants based on size may be an outcome addressed in the structure plan.

A continuous and active shop frontage on Jull Street is a necessary feature to encourage pedestrian flows north from entry/egress points to the internal malls on Jull Street. Well considered vehicle parking and pedestrian entry points associated with a future retail complex opposite Memorial Park, with a significant retail tenant, would encourage additional pedestrian movements to and from the northern end of Jull Street and the northern entry to the Armadale Central SC adjacent Memorial Park. Some improvements are underway, for example a new child care centre is being developed in Jull Street Mall.

Alternatively, office or other commercial floorspace may occupy land at the corner of Jull Street and Whitehead Street. This would also deliver improvements to the streetscape, which is presently characterised by blank walls, car parks and a low density of vehicle - oriented convenience outlets including fast food and liquor stores, which encourages little pedestrian activation.

There may also be scope to trigger other improvements to Jull Street in conjunction with future retail expansions at each internalised shopping complex, including the extension of shop fronts and / or the filling of open car parks and spaces behind the tenancies on Jull Street. New entry points to the internalised Armadale Shopping City building from Jull Street or Whitehead Street may also deliver improved activation on these streets.

Tourism

From a tourism perspective, Armadale is essentially a modern city nestled in and framed by nature. Traditional holiday and Visiting Friends & Relatives (VFR) are the major reason for visiting Armadale. The opportunity for the development of the town centre from this group is for the town centre to become a destination for VFR visitors through an expanded food and beverage offering and an expanded events and cultural program. Armadale also attracts a reasonably high proportion of business visitors. This reflects its role as a regional centre and can be greatly expanded.

Armadale City Centre can cement itself as a key location at the entrance to the Perth Hills, but to do this increased activation, investment and development of the Armadale city centre to service tourist needs is required. There is an identified need for more tourist accommodation in the centre.

Igniting the tourism potential of the city centre will require a consideration of the delivery of a place activation strategy for the city centre which encompasses attributes which will be important key success factors in igniting the tourism potential, including:

- community-focused ideas which generate local employment opportunities;
- build on the existing infrastructure strengths and connections of the city;
- highlight the unique competitive market positioning of the city;
- encourage creative expression which will create sense of place and inject personality.

While the development and implementation of a place activation strategy (as recommended in the *Tourism Destination Strategy)* will provide a platform to optimise recent infrastructure investments and support the City's efforts in community wellbeing and economic development, strategic focus is required across three primary areas:

- **Destination development** – product, services, experiences and tourist infrastructure.
    - Develop evening economy to increase activation of the city centre.
    - Create sense of place using visual arts as the primary medium to highlight the unique and place specific identity of the city centre.
    - Extend events and festivals calendar beyond community-based events and extend the festival season into the winter season.
    - Promote mountain bike riding, road cycling and walking trails.
    - Expand the tourist accommodation offering in the centre: encourage increased investment in serviced accommodation to support leisure and corporate demands. (The City has commenced this with its 'Short Stay Accommodation' project for a key site, but this could be extended to other programs).
    - Continuous improvement in signage and wayfinding tools.

- Develop Perth Hills Gateway Precinct.

- **Destination marketing** – branding and marketing.
  - Investigate and undertake collaborative marketing efforts
  - Undertake a program of public relations (using social media as a key platform) to communicate Armadale's positioning as a tourism gateway.

- **Industry and governance** – policy, management, resourcing.
  - Establish a tourism advisory group which will include representatives from neighbouring Shires and key private sector stakeholders.
  - Host quarterly tourism, hospitality and retail industry networking events

These areas of strategic focus should not be considered in isolation of each other, but rather be developed as a coordinated and complementary program.

Development Scenarios

Work to date on the ASMC Structure Plan has identified that the main structuring element for the future of the Armadale City Centre is the treatment of the railway line. This has become a pressing issue with the announcement that planning is now underway for an extension of the metropolitan passenger rail service to Byford by around 2023. The issues for the Armadale City Centre are thus all current and their resolution is now required.

Three scenarios have been developed for the town centre, each with different treatments of the rail:

Scenario 1: Sinking the Rail

- Rail in covered trench, covered for most of its length by public open space and buildings;
- Underground rail station.

Scenario 2: Rail Viaduct

- Rail in elevated viaduct with open space and (limited) development under viaduct;
- Elevated train station.

Scenario 3: The Base Structure / Minimal Change

- Rail remains at grade;
- Grade-separated road crossings (bridge or tunnel) at Armadale Road and Church Avenue and possibly at Forrest Road.

Their outcomes are quite different. The capacity of the Armadale City Centre at full build-out with the three scenarios is shown below:

	Scenario 1	Scenario 2	Scenario 3
Residents	7,000	5,400	5,050
Employment (jobs)	18,000	13,100	9,400
Students	1,600	1,100	190
Total Private Sector Investment	$ 2,253 m	$ 1,665 m	$ 1,296 m

Therefore, only Scenarios 1 and 2 have capacity to accommodate the minimum and most basic employment outcomes of a successful economic development strategy, and only Scenario 1 has the capacity for Armadale to become a significant employment centre and to fulfil its role as the major metropolitan centre for a wide region.

The scenarios all involve substantial public sector civil works construction expenditures. This in turn enables substantial private sector construction as the various development opportunities are pursued. Each of the scenarios will provide construction employment in the public sector civil works construction phase and in the private sector development phase. This total will be spread over the time frame of the developments. The total new jobs in Western Australia for each scenario in each of these phases is shown in the table below.

	Scenario 1	Scenario 2	Scenario 3
Expenditure			
Public Sector Civil Works ($m)	611	401	236
Private Sector Development ($m)	2,253	1,500	1,296
Construction Employment (jobs)			
Public Sector Civil Works	4,909	3,223	1,894
Private Sector Development	18,106	12,055	10,415

Options Analysis:

A preliminary options analysis indicates that Scenario 1 is probably the highest cost, but this is offset by its superior outcome on every quantifiable and qualitative and strategic benefit. It has:

- The greatest employment capacity;
- The most development land created for sale and financial cost offset;
- The highest transport-related environmental and efficiency outcomes;
- A positive effect on centre land values;
- The most substantial contribution to the strategic and regional role of the Armadale SMC;
- The highest degree of policy alignment; and
- The highest amenity and attraction for all economic and community functions and uses.

Options Summary

	Scenario 1	Scenario 2	Scenario 3
Cost	Highest	Medium	Lowest
Employment capacity (jobs)	18,000	13,100	9,400
Quantifiable Benefits			
Land released for development and sale	Substantial	none	none
Travel and transport savings	high	medium	none
Land value	Increase	Reduction	Base
Qualitative and strategic			
Contribution to the strategic and regional role of the Armadale SMC	Substantial	Low / medium	Base
Policy alignment	High	Medium	Low
Amenity and attractiveness	High	Low	Low

Implementation

The three development scenarios imply three distinct forms of implementation. Scenario 1 is the preferred option. For Scenario 1:

- The major public works for Scenario 1 involve re-laying the rail line in a cut-and-cover trench and releasing land above and around the sunken rail as public space, roads and development sites. It would be a primarily a State Government development project.
- Land will be created for sale to the market and some land assembly may be required.
- Therefore, the most appropriate vehicle for the public works and land development is the MRA under the Metropolitan Redevelopment Act.
- A high proportion of City Centre public works would be by the MRA or jointly with the City.
- Active intervention by the City is required to maximise the benefit to the City

Role of the City

- Prepare overall planning framework;
- Prepare business case for Scenario 1 as the preferred City development scenario;
- Work with MRA to incorporate relevant parts of City Centre Plan into MRA Scheme;
- Active promotion of other parts of City Centre Plan.

Under any of the scenarios, coordinated development of the Armadale City Centre is necessary if it is to reach anything like its potential in terms of economic activity and employment. The amount of private sector capital that can be marshalled with coordinated development by a single landowner in a growing centre is substantial. However, the fragmented land ownership at Armadale does not currently enable this. Many of the competing centres with very large expansion programs (for example, Cannington, Karrinyup, Booragoon, Midland Gate) have one single land owner. For a major centre, the ability to marshal substantial capital towards centre development is a main competitive element. Coordinated land ownership is a key enabling factor.

Armadale has multiple landowners. The two main retail centres, Armadale Central and Armadale Shopping City are in separate ownership and Jull Terrace is fronted by a number of small sites with different owners. This is a significant barrier to coordinated centre development.

There is a spectrum of implementation mechanisms available to the City, with varying degrees of cost, efficacy and risk. At one end of the spectrum is essentially the default option in which the City and then sets the planning framework via an Activity Centre Plan and then relies on normal property market forces to implement it over time. This might include a development contribution regime to assist in the funding of public infrastructure and place activation in the town centre. This framework might include development incentives to encourage development consistent with the plan.

At the other end is an active intervention strategy to enable coordinated development across key parts of the town centre, but particularly the retail core. The aim would be to create the circumstances that enables substantial and coordinated private sector investment. It is likely that the development scale would be large with this option, with higher overall quality, more intense land use and a coordinated economic and business development program

It requires a head of power to activate a large developer (public agency or private) with access to sophisticated development skills and long-term capital to directly undertake the development process. While it would be effective, this option requires considerable political will. The economic, social and strategic benefits of this approach would need to be well articulated and communicated. This level of intervention to assemble private land is very rare in WA.

Development objectives to maximize the outcomes of a redeveloped City Centre are:

- Coordinate retail development.
- Attract new office uses, including government agencies and government co-working tele-offices.
- Attract a tertiary education campus to the City.
- Attract expanded health services to the City.
- Promote and encourage high-density residential development in the City Centre.
- Integrate transport system changes with overall City Centre development.
- Identify locations for and encourage the establishment of co-working and business incubator spaces and programs.
- Expand entertainment and community events – extend and expand existing city programs (e.g. the City's Activation Strategy).
- Extend the City's Short Stay Accommodation Strategy to attract more short-term accommodation.

Implementation tasks for all scenarios:

Coordination:

1 Establish **City Centre Task Force** (the model is Stirling Alliance) to focus and coordinate the achievement of the development objectives above.

- Membership: key stakeholders
  - City of Armadale (Chair)
  - Key landowners
  - MRA / LandCorp
  - WAPC / Department of Planning Lands and Heritage
  - Department of Transport / PTA
  - Key community representatives

Funding:

1 Consider a city development fund – this would be a special levy or special area rate applied to city centre projects. Application of the fund would be on recommendation of the City Centre Task Force.

2 For key projects (e.g. activation of Jull Street and coordination of retail development) consider an active intervention strategy, via establishment of a **City Centre Precinct Development JV Program:**

- The City negotiates with the State Government to create an overall development implementation framework for identified parts of the centre (primarily the retail core) via the *Metropolitan Redevelopment Act* or the Improvement Scheme provisions of the *Planning and Development Act 2005*. This would specifically include widespread activation of the compulsory acquisition powers incorporated in each Act.
- Invite private sector development partners to provide capital and project management to undertake the whole development.
- Formalise a JV agreement between the government as presumptive landowner and the private developer.
- The JV undertakes development and is responsible for public realm infrastructure
- Individual land owners would be given the choice of:
  - Immediate land sale at valuation; or
  - Proportionate share in the JV

Contents

1 Introduction

The Armadale Strategic Metropolitan Centre (ASMC) will need to cater for an expected doubling of the population in the City of Armadale over the next 20 years and similar growth in its wider subregion. Sustainability principles dictate that regional population growth must be matched by employment opportunities. As the main centre for a large region, the ASMC must play a key role in the economic life of the region to improve its employment self-sufficiency and self-containment

This paper provides a socio-economic context of the Armadale City Centre and its region. Its purpose is to inform the formulation of a development plan for the Centre to guide its further growth.

2 Armadale City Centre – the Region it Serves

The Armadale City Centre is a major centre in metropolitan Perth. It is defined as a Strategic Metropolitan Centre by the WAPC[2]. Strategic metropolitan centres are the main regional activity centres. They are multipurpose centres that provide a diversity of uses. These centres provide the full range of economic and community services necessary for the communities in their catchments. They are intended to provide a full range of retail types, including department stores, discount department stores, supermarkets and a full range of speciality shops. They are also intended to contain major offices and state government agencies.

As the main regional centre, they are also the focal point for a range of other services and functions, including regional level:

- Government and administration
- Education, including post-secondary education
- Cultural activities, arts and entertainment
- Human services:
    - Health
    - Community support
- Justice services

The overall region for this range of services and function can be defined by the relationship of Armadale to other strategic regional centres: Cannington to the north and Rockingham to the south-west. An emerging retail centre of comparable size to the west is Cockburn, but this is designated as a secondary centre and is not designated to contain the full range of regional functions as the Armadale, Cannington and Rockingham centres.

The extent of the region that is served by the Armadale City Centre in some way is shown in Map 2.1. It includes all the City of Armadale, most of the Shire of Serpentine Jarrahdale and the south-eastern portion of the City of Gosnells.

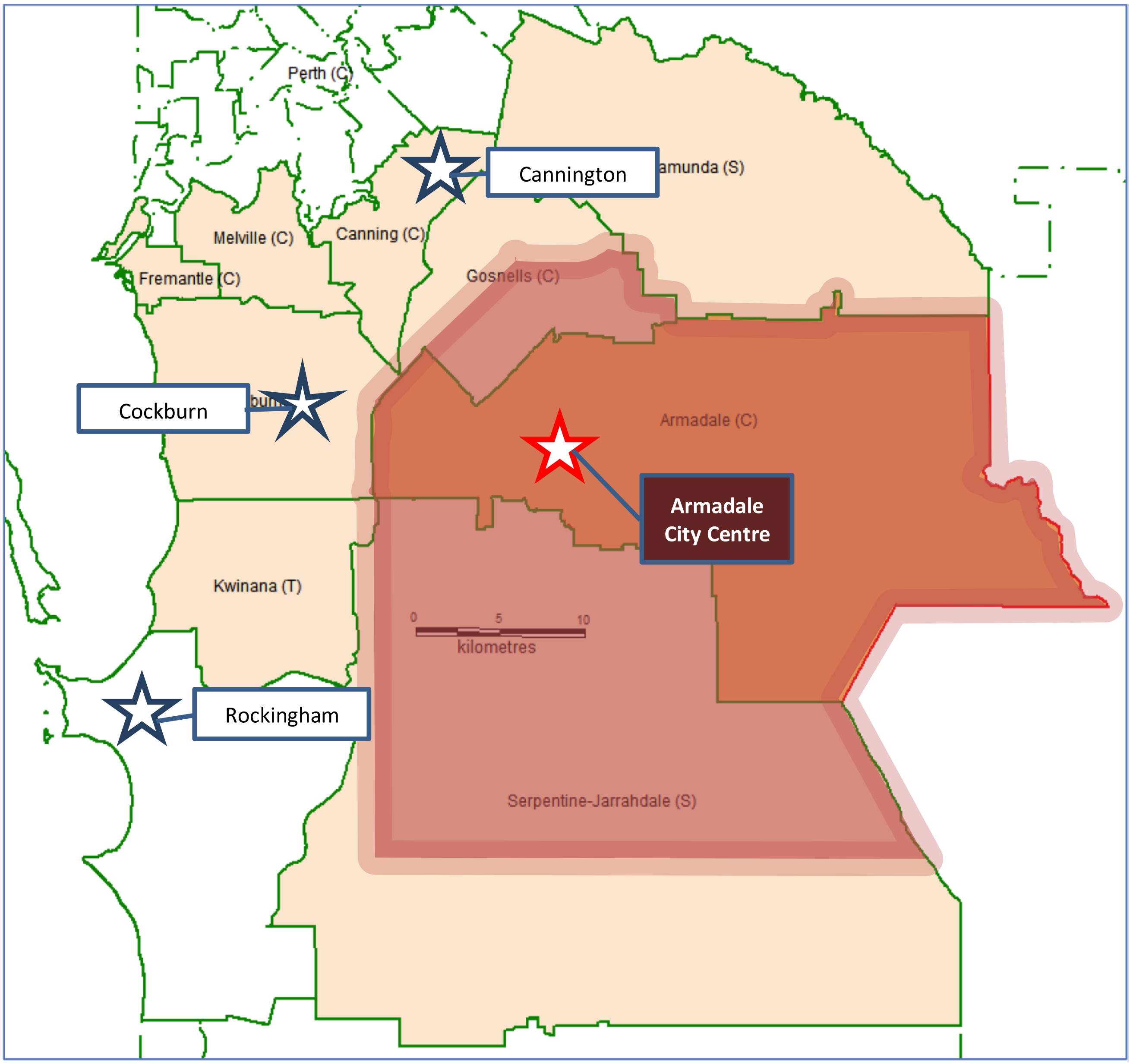
This is the primary catchment area for the City Centre and the region for which the Centre provides high level education, health and community services. Its boundaries are defined primarily by travel distance and travel time and therefore do not necessarily coincide with administrative boundaries used by various State Government service providers. Nevertheless, analysis of its dynamics gives very useful information on the strategic environment for City Centre development.

The boundaries of this region are not fixed. The size of the region can grow or shrink depending on the range and quality of services offered, the attractiveness of the centre and the distinctive features of Armadale compared with competing centres.

The retail catchment area and the interaction of the centre with other retail centres is explored in more detail in section 6.

[2] WAPC, State Planning Policy 4.2, Activity Centres for Perth and Peel

Map 2.1: Armadale City Centre: Primary Region of Influence



3 Strategic and Policy Context

There are several current State Government and City of Armadale documents that are relevant to the further development of the Armadale town centre.

3.1. State Planning Strategy

The State Planning Strategy 2050 is an integral part of the Western Australian planning system designed to inform planning policies and decisions throughout the State. The State Planning Strategy is the lead strategic planning document within Government. This document takes into account what is known about the future and the expectations of Western Australians, to provide a guide for future land-use planning and development throughout the State.

Relevant State Strategic Goals for the Armadale City Centre are:

- Global competitiveness:
  - diversifying the economic base
- Strong and resilient regions:
  - creating liveable places
  - building strong networks
- ¨ Infrastructure planning:
  - supporting economic diversity,
  - resource-efficient services
  - linking regional economic opportunities
  - creating opportunities
- Sustainable communities:
  - responsive to diverse needs
  - attractive liveable environments
  - connections between and within communities
  - integrated and outcome based planning

Objectives for Armadale's activity centre align with these strategic goals.

3.2. State Planning Policy 4.2 - Activity Centres for Perth And Peel

The main purpose of State Planning Policy 4.2 (SPP 4.2) 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. It describes a hierarchy for activity centres to meet different levels of community need and enable employment, goods and services to be accessed efficiently and equitably by the community.

Armadale City Centre is classified as a Strategic Metropolitan Centre in the Policy. They are the most important centres in their metropolitan sub-region. Their intended characteristics are:

Main role/function	*Strategic metropolitan centres are the main regional activity centres. They are multipurpose centres that provide a diversity of uses. These centres provide the full range of economic and community services necessary for the communities in their catchments.*
Transport connectivity and accessibility	*Important focus for passenger rail and high frequency bus networks.*
Typical retail types	• *Department store/s* • *Discount department stores* • *Supermarkets* • *Full range of speciality shops*
Typical Office development	• *Major offices* • *State government agencies*

For a Strategic Metropolitan Centre, SPP 4.2 requires consideration of elements such as minimum residential densities, car parking caps, employment mix, a consideration of retail sustainability and land uses in response to State policy – principally the *Perth and Peel at 3.5 million, South Metropolitan Peel Sub-Regional Planning Framework*. An activity centre structure plan is required to define development objectives and be endorsed by the Western Australian Planning Commission to ensure broader metropolitan strategies are appropriately implemented.

A Centre Plan Framework:
SPP 4.2 requires activity centre structure plans to consider:

- The centre context, including regional and local context;
- Movement, including regional movement patterns and systems, public transport, pedestrian movement and cycling, private vehicle movement and access and parking caps;
- Activity, namely land use diversity, retailing, employment and dwellings;
- Urban form, including the urban structure, built form, street interface, public spaces and public realm character and key landmarks;
- Resource conservation including energy and water conservation;
- Implementation taking account of governance frameworks, agency responsibility, infrastructure provision, place management and incentives.

3.3. Perth and Peel @ 3.5 million (WAPC 2018)

The overall spatial framework for Perth and Peel the *Perth and Peel@3.5 million* suite of documents is guided by the 'Connected City' principles, involving substantial intensification and increased development density. It also identifies the key structuring element of people movement and freight transport as these employment areas obviously need well-formed and connected transport routes.

A **connected city** is identified as the preferred future growth pattern because it provides the best balance between urban infill and fringe development. As a connected city Perth and Peel will have:

- a strong central business district that is the business, finance, service, retail, cultural and entertainment centre of the State;
- a network of connected activity centres which deliver employment, entertainment and higher-density lifestyle choices. These centres will be designed to be attractive, accessible, compact, vibrant, pedestrian and cycling-friendly environments that have high-quality public transport and road linkages;
- connected, specialised hubs of innovation, education, health, research and technology which are designed and located to enable access to skilled labour and appropriate infrastructure;
- urban areas that deliver a range of contemporary lifestyle choices from low density suburban, to medium-density urban and high-density inner-city lifestyles in strategically-located areas;
- high-quality global and local infrastructure networks including roads, public transport, energy, water, communication and globally competitive, highly accessible airport and sea port infrastructure;
- urban form that maximises the use of existing infrastructure assets in parallel with extending infrastructure into the development areas of the outer sub-regions identified in the relevant draft sub-regional planning frameworks; and
- integrated land and water management that provides social amenity, environmental protection and resilience to climate change for a more liveable city into the future, through better urban water management, water sensitive urban design and green infrastructure.

3.4. South Metropolitan Peel Sub-Regional Planning Framework (WAPC 2018)

The South Metropolitan Peel Sub-Regional Planning Framework (SMPS-RPF) is an element of the *Perth and Peel @ 3.5 million* suite of documents. It identifies Armadale as a Strategic Metropolitan Centre and the south-eastern sector's civic services hub. It considers that localised public transport services will enhance the effectiveness of the centre and employment opportunities. Education and training, and public administration and safety are identified as 'growing industries that can be capitalised upon within the Armadale activity centre'. It anticipates that heavy rail services and/or transit priority routes between Armadale and Mundijong will further emphasise Armadale's role as the south-eastern sector's key strategic employment centre and assist in the diversification of its employment base.

While the overall Planning Framework considers that tertiary education facilities should ideally be located within strategic metropolitan centres or within activity centres with proximity to public transport, no university is identified for Armadale and replacement of the small existing TAFE site at Armadale is proposed, with an option for a long-term TAFE site in the Mundijong–Whitby area. Murdoch University have established a campus at Whitby on the former Whitby Mental Hospital land for their School of Veterinary Medicine, but this is not noted in the SMPS-RPF.

No change is anticipated for the Armadale regional health facility.

The SMPS-RPF notes that to deliver jobs within the sub-region, and therefore contribute to the employment self-sufficiency levels in each sector, employment growth needs to better match the sub-region's labour force and demographic profile. This includes knowledge-based employment strategically located at major centres.

The service catchment area of the Armadale Strategic Metropolitan Centre is a significant part of the South Metropolitan Peel Sub-Region. The population of this area is growing rapidly: by 2036 its current (2018) population of around 170,100 will increase by three-quarters to 292,700 and by 2051 it will more than double to a catchment of around 374,000. It is one of the fastest growing areas in Australia. This gives both opportunity and need for substantial expansion of the Armadale centre to service a wide range of services and functions

Along with the population increase, the total workforce of the area will increase from 74,800 in 2016 to around 183,100 by 2051, an increase of 108,300 resident workers. The employment self-sufficiency in the area is already very low, as explored below, and to bring it to anywhere near the levels anticipated in the SMPS-RPF will require at least 70,000, and preferably 94,000 new jobs to be created in the area.

Current planning does not allow for this.

Employment expectations for the Armadale centre in the SMPS-RPF are modest. In that document, employment in the Armadale centre is anticipated to increase from 3,060 in 2011 to 5,210 in 2050, a 64% increase between 2011 and 2050. Over the same period, in the eastern sector of the South Metropolitan Peel Sub-Region (the LGAs of Armadale, Gosnells and Serpentine-Jarrahdale, roughly the main influence area for the Armadale centre) the population is anticipated to grow by 132%, the labour force by 136% and the number of jobs by 220%, with the employment self-sufficiency of the sector targeted in the SMPS-RPF to increase from 45% to 61%.

This implies that the centre is not seen as a major contributor to regional employment growth. It is not clear where else the new jobs are to be located. New employment is anticipated in new industrial estates in the sector at Forrestdale, West Mundijong and Maddington-Kenwick, but these will account for only a portion of the 94,000 new jobs required. The 'business-as-usual' approach to development of the City Centre will not achieve anything like the employment self-sufficiency expectations of the SMPS-RPF, which themselves are at the lower end of employment self-sufficiency ratios required to achieve a well-functioning and liveable city.

3.5. Metronet

Metronet is a major State Government metropolitan transport initiative. It is a long-term blueprint to connect suburbs, reduce road congestion and meet Perth's future planning needs. The job-creating project will see transport investment as a vehicle for positive land-use planning. At its core is an integrated transport and land use framework that will support growth of the Perth Metropolitan Region over the next 50 to 100 years. Metronet Stage 1 includes approximately 70 kilometres of new passenger rail and up to 17 new rail stations, which represents the single largest investment in public transport in Perth’s history. Expansion of the rail network will significantly improve accessibility across the metropolitan region, while the new stations will be planned and developed as contemporary urban centres providing housing, jobs and services to a growing population.

A primary planning tool for Metronet projects is the creation and expansion of transit-oriented developments (TOD). This aims to maximise the people and services that are in train station precincts. For a large centre such as Armadale, this means it being both an origin and a substantial destination station, maximising the destination elements (employment, education, health and community services) in the station precinct.

Metronet will ensure that consideration of land-use outcomes is embedded in the design of new infrastructure to lay the groundwork for vibrant new communities.

The first stage of Metronet includes:

- Completing the Forrestfield-Airport Link
- Extending the Joondalup Line to Yanchep
- Extending the Thornlie Line to Cockburn Central
- Planning and building the new Morley-Ellenbrook Line
- Extending the Armadale Line to Byford
- Relocating Midland Station and extending the Midland Line to Bellevue
- Building a new station at Karnup on the Mandurah Line
- Removing level crossings on the Armadale, Midland and Fremantle lines
- Planning for an inner-suburb light rail system, improving bus services and circle routes and creating better synergies between cycling infrastructure and public transport.

The issues for the Armadale City Centre are thus all current and becoming urgent. The Metronet team has commenced planning for the Armadale station to allow for the extension of the suburban passenger service to Byford by 2023.

3.6. City of Armadale Economic Development Strategy 2013-2017[3]

The City's Economic Development Strategy (SGS 2013) notes that while certain shortfalls are currently apparent, such as public transport limitations, a lack of suitable office space and short-stay accommodation facilities, there is considerable scope to capitalise on Armadale's designated role as a Strategic Metropolitan Centre.

The Strategy identifies the elements of City of Armadale's unique selling point':

- *A healthy rate of recent and anticipated population growth, bringing with it a rapidly expanding labour force;*
- *An identifiable, attractive and truly 'Armadale' lifestyle, characterised by a strong sense of community, culture and cohesion;*
- *The availability of large tracts of industrial land available for development, coupled with Armadale's superior location, conveniently located at the crossroads of the Albany and South Western Highways and Armadale Road, and directly linked to Perth CBD via the metropolitan rail network (and to numerous other centres on the line), the Tonkin Highway and the Kwinana Freeway; and*
- *An established Strategic Metropolitan Centre providing a healthy mix of existing and planned retail, office community, entertainment, residential and employment activities, well serviced by high frequency public rail transport.*

The Strategy identifies six outcome areas and 13 strategies contained within them, summarised as follows.

Outcome Area 1: New Business Investment
(A dynamic and diverse local economy)
1.1 Market and promote Armadale and its potential to the business and investment communities.
1.2 Progress new commercial and industrial development in the City of Armadale.

Outcome Area 2: Existing Business Development
(Strong and profitable local business)
2.1 Facilitate access to business development skills building opportunities.
2.2 Capitalise on Armadale's designated role as a Strategic Metropolitan Centre.

Outcome Area 3: Regional Workforce Development
(A skilled, mobile and diverse workforce)
3.1 Facilitate the provision of a full range of education and training opportunities.
3.2 Ensure an efficient movement network to travel to employment opportunities.

Outcome Area 4: Marketing the Region
(Local, national and international recognition)
4.1 Promote and support the Champion Lakes complex and events.
4.2 Promote Armadale nationally in partnership with State and regional tourism initiatives.

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[3] SGS Economics and Planning, City of Armadale Economic Development Strategy 2013-2017, April 2013

4.3 Market and promote the locality of the City of Armadale to residents, stakeholders and the wider Western Australian community.

Outcome Area 5: Industry Development
(A well-developed relationship with industry, commerce and government)
5.1 Develop and maintain relationships with local industries.
5.2 Develop and maintain inter-governmental economic development relationships.

Outcome Area 6: Infrastructure Needs
(Infrastructure that supports sustainable economic development)
6.1 Identify future infrastructure needs of industry and business and determine funding and implementation options.
6.2 Advocate appropriate information and communications technology (ICT) infrastructure to support industry and business.

An expanded role and function for the Armadale City Centre is important for each of these outcomes to be realised.

3.7. City of Armadale Activity Centres Planning Strategy Working Paper[4]

The City of Armadale Activity Centres Planning Strategy Working Paper (Shrapnel 2012) is incorporated in the City of Armadale Local Planning Strategy (2016). It promotes a flexible approach to centre planning "acknowledging inevitable uncertainty, while positively seeking to create activity centre development opportunities and satisfactory outcomes". It notes that:

> *"However high the level of ambition entertained it is wise to remember that the sheer complexity of a town, in terms not only of its physical structure but also of its social groupings and activities, commercial, industrial and administrative complexes, is so great that accurate detailed prediction of its needs is hardly possible. The Planner must be prepared either to leave many things open and undecided or else frequently to change his plan." (Professor Lewis Keeble, 1968)*

Within this flexible approach, it utilises a mathematical retail gravity model to inform a retail needs assessment to quantify the extent of existing and future retail needs and investigate ways in which these could potentially be satisfied. The study projects retail floorspace in the City of Armadale increase very significantly between 2011 and 2031. Overall, Shop/ Retail floorspace is projected to increase from 91,200 sqm to 200,300 sqm, while Other Retail floorspace potential is projected to increase from 41,600 sqm to 140,600 sqm. This level of expansion potential results from a combination of catering for population growth (both within and outside the City's boundaries) and redressing an existing under-provision of retail floorspace in all centres except Armadale and Kelmscott.

[4] Shrapnel Urban Planning, City of Armadale Activity Centres Planning Strategy Working Paper, August 2012.

In the Armadale City Centre, Shop/ Retail floorspace is projected to increase from 61,475 m2 to 70,000 m2 and Other Retail floorspace is projected to increase from 1,900 m2 to 10,000 m2 by 2031.

This Background Paper uses a similar mathematical retail gravity model to inform retail aspects of the City Centre plan and thus provides a partial update of the 2012 Armadale Activity Centres Planning Strategy Working Paper.

4 Centre Development – Influencing Factors

4.1 The Economy

Western Australia has world class operations in resources, energy, agriculture, health and medicine, specialised manufactures and is a substantial education exporter. These are leading economic drivers and complement the population driven sectors such as construction, retail and other household services.

For Perth and Peel the main growth opportunities for strategic employment and economic growth (i.e. jobs to support the anticipated population increase) can be found across a variety of sectors, but particularly in the areas of economic strength:

- Minerals and resources:
  - Supplies and servicing
  - Technology and research
  - Logistics
  - Administration
- Health: Technology and research
- Agri-business
  - Peri-urban projects
  - Specialist and niche products for Asian market
- Education: Education exports
- Tourism
- Specialist manufacture and fabrication.

Each of these sectors will have a different growth 'driver' and mix of development requirements. It is critical economic developers know and understand their role in creating an environment in which pro-active intervention supports entrepreneurship and emerging business opportunities along with research and development, commercialisation and the benefits of synergistic co-location.

Economies and populations in developing nations in Asia are growing rapidly. The continual growth of the middle-class across Asia is expected to present opportunities for Australia, specifically through an increase in demand for goods and services. To benefit from these opportunities, the area needs to explore a range of priorities, such as:

- 'Governance' – establish and grow industry collaboration structures to build the critical mass needed to break into global markets.
- 'Capability' – identify opportunities to build the capability of local businesses to ensure they have the capacity and skills to operate in this market.
- 'Relationships' – identify opportunities and develop strong relationships with strategic Asian markets where mutually beneficial outcomes can be achieved.

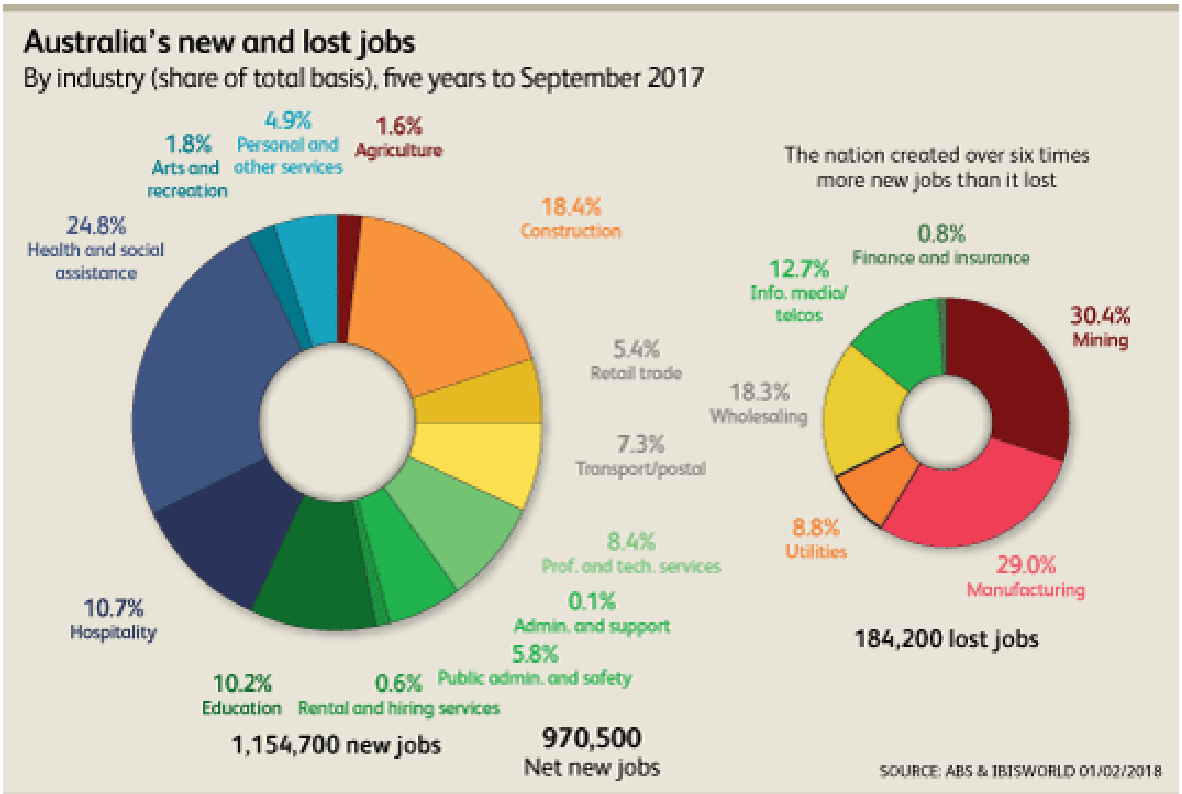
- 'Market Knowledge' – there is a need to develop a strong understanding around the current gaps and associated opportunities within these markets and what the key drivers are that influence relationships and business decision making.

Global demand, in particular in the growing Asian market, is predicted to continue to generate opportunities for growth in the mining industry, agribusiness (in particular higher value food), international education, tourism and wealth management as well as global demand for energy.

In this environment, the role of the Armadale City Centre is to be a regional centre for value-adding activities in its region (e.g. manufacturing and agri-business) and as a centre for an expanding range of services industries.

4.2 The Changing Nature of Work

Work patterns are changing and with the increasing application of information technology, AI systems and automation, and will continue to change. The figure below shows the jobs gained and lost in Australia in the five years to 2017.



It shows that jobs were lost in the primary and secondary sectors (manufacturing and mining) but gained in tertiary and quaternary sectors, including:

- Health and social assistance
- Construction
- Hospitality
- Education
- Professional and Technical Services
- Transport /postal
- Retail
- Public admin and safety
- Personal and other services

This shift will continue. The effect will be to decrease the employment density in industrial estates and in broad-acre agricultural production, but to increase the importance of town centres as places where people congregate and interact on a personal basis. This is an important aspect of the economic future for Armadale City Centre.

4.3 The Changing Nature of Retail

Retailing is also changing. The rate of change has increased over recent years, and major centres must move quickly if they are to remain competitive. Some changes have occurred on the demand side, with the changing nature of shopping centre consumers and their behaviours. An ageing population is one aspect of this, generally spending less per head on retail goods as it ages, together with increasing pressures from other household expenditures (the costs of health, education, housing and transport are all increasing more rapidly than retail inflation) affect all shopping centres, particularly large centres. The increased use of technology, and particularly online shopping, has added further to these pressures.

On-line shopping now accounts for large proportions of discretionary expenditure in some expenditure categories and continues to expand. The result is that centres are needing to provide an increasing range of reasons to visit. As centres become destinations, supermarkets as the traditional anchors are becoming less important. For large centres scale and diversity is increasingly important, with high level and sophisticated offerings across a range of areas, including food, leisure and entertainment.

The rapidly increasing interest in Australia from a wide range of international retailers, a number of which have already entered Perth but with many more still to come, is one important driver of increased floorspace needs. These major retailers will only locate at demonstrably successful, major suburban centres, or in CBD locations. In Perth, there is some activity at most of the major centres, with current projects including major works at Lakeside Joondalup, Garden City Booragoon, Cannington and Karrinyup, as previously described.

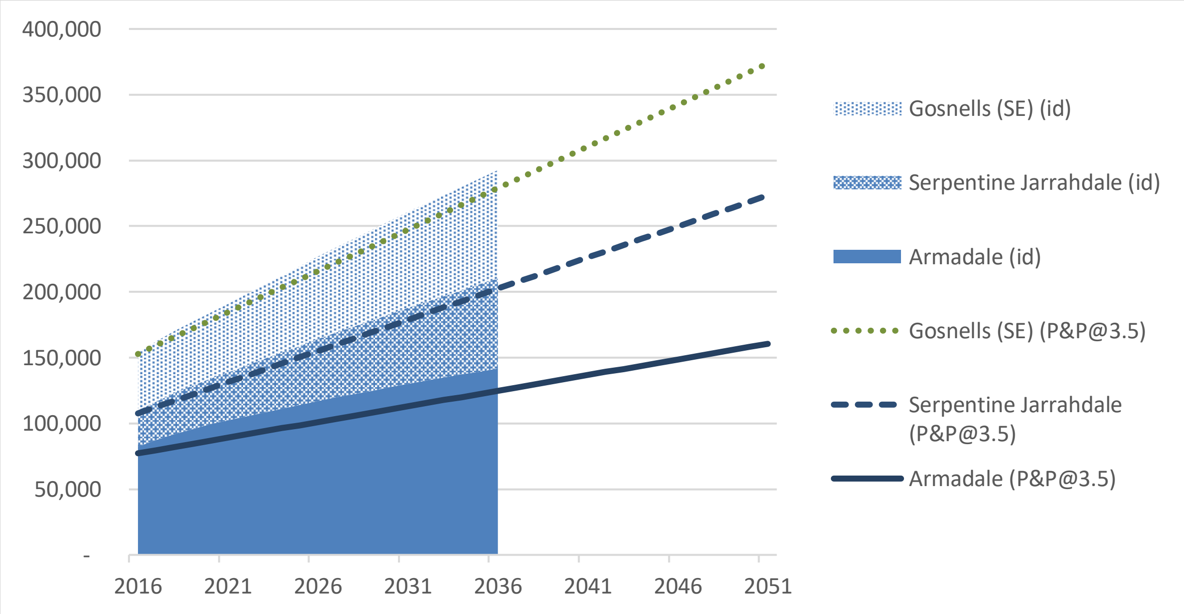
Over $4 billion of investment is planned to occur in metropolitan Perth shopping centre expansions between 2015 and 2020. In addition to new Department Stores and international retail over 1,000 new speciality stores are planned. Many centres are adding additional uses such as childcare, public meeting spaces, cinemas and dining precincts. The incorporation of high density residential development is now routine and the inclusion and specified delivery of this is a key component of Development Approvals by DAPs and LGAs.

5 The City Centre's Primary Region – Current and Future

5.1 Population – Current and Projected

The population of the City Centre's primary region is growing strongly. Its population in 2011 was 123,200; in 2016 it was 154,170. It has a current (2018) population of around 170,100. It is forecast to grow to 292,700 by 2036. In the *Perth and Peel & 3.5 million* framework the region would have a population of 374,000 by 2051.

Fig 5.1: Armadale City Centre Catchment Area Population

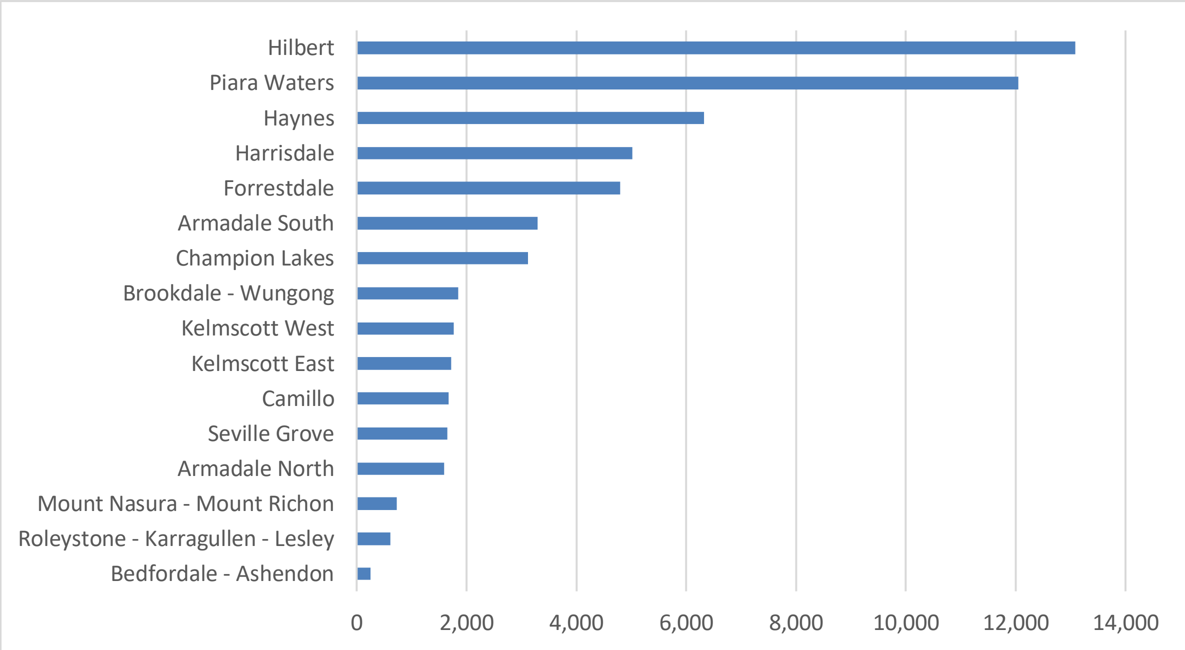


Source: .id forecast (Feb 2018); Perth & Peel @ 3.5 million; SMCo

The population of the City of Armadale has grown from 65,400 in 2011 to 91,700 in 2018 and is forecast to grow to 141,800 by 2036 and to 160,000 by 2051. This growth will mostly be in the newly developing areas to the west, including Hilbert, Piara Waters, Haynes, Harrisdale and Forrestdale. Beyond 20136, there is substantial additional growth potential, particularly in Hilbert and Haynes in the Wungong Urban area and this will serve to accommodate the ongoing population growth and accommodation demand in the City.

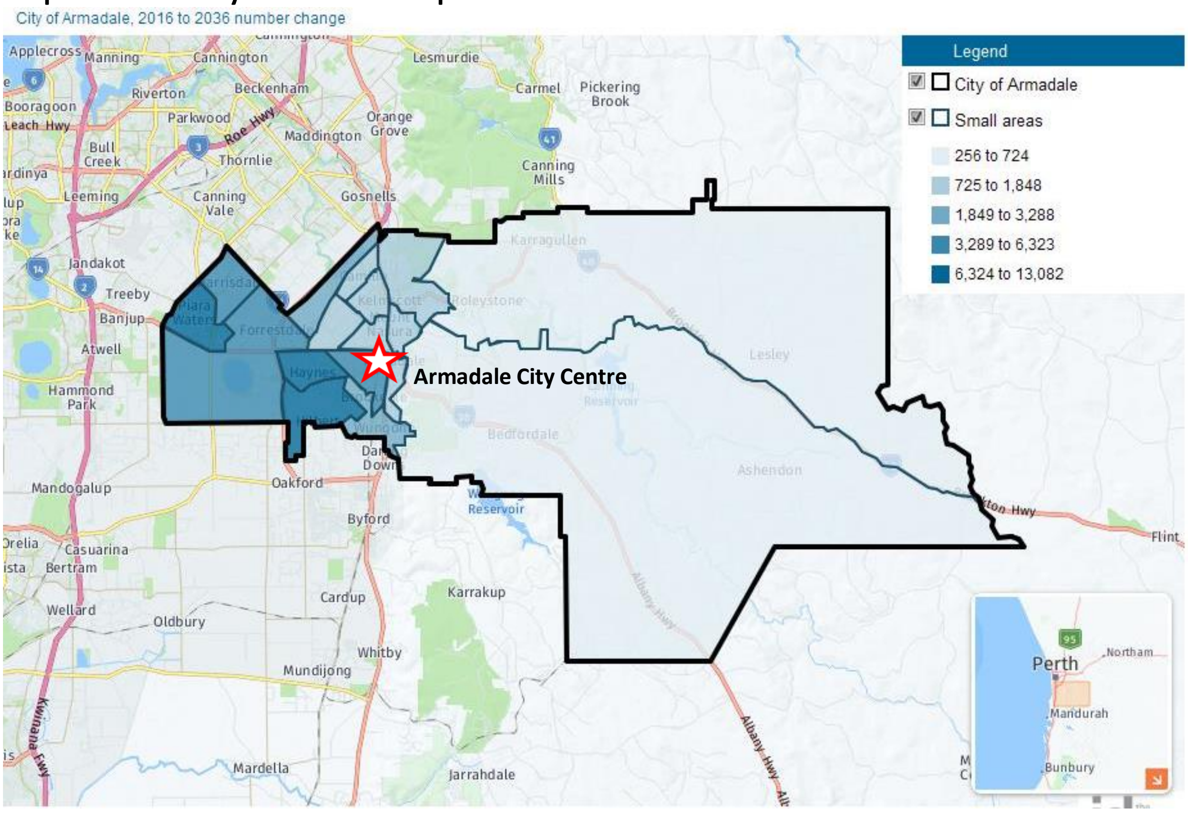
Growth areas in the City of Armadale to 2036 are shown in Fig 5.2 and Map 5.1. Maps 5.2 and 5.3 show the growth areas in the adjacent municipalities of Gosnells and Serpentine Jarrahdale. They show that these growth areas are in the Armadale regional catchment.

Fig 5.2: City of Armadale Population Growth 2016 – 2036



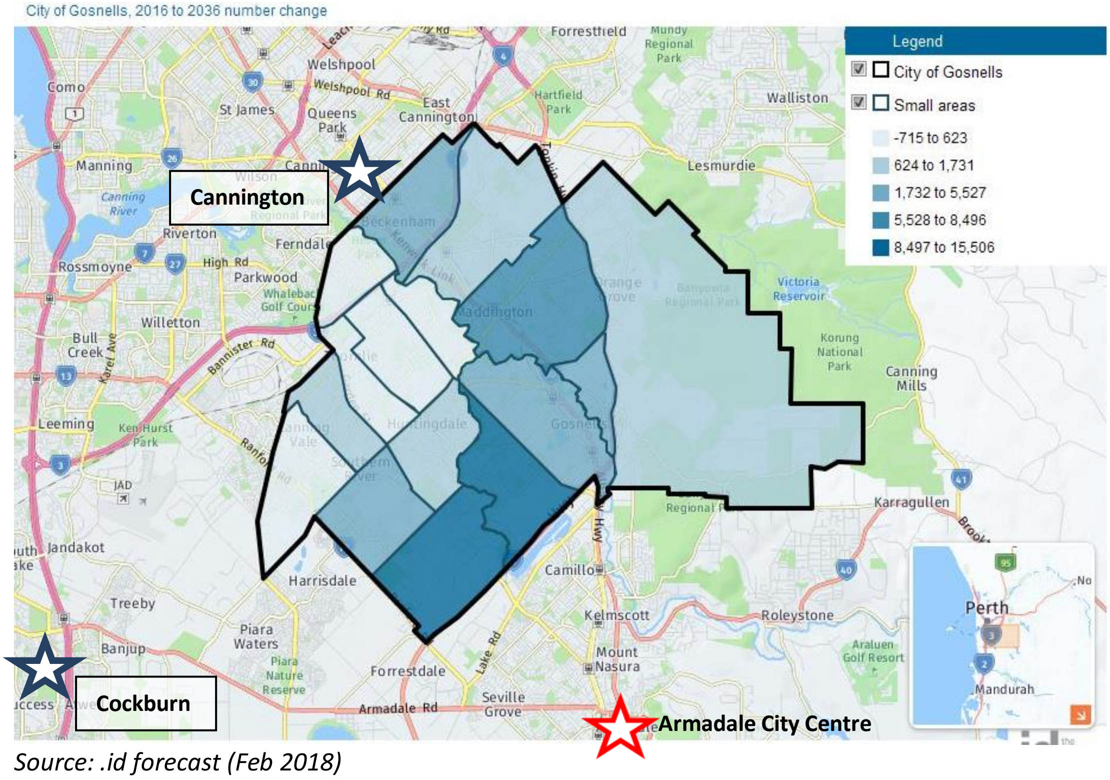
Source: .id forecast (Feb 2018)

Map 5.1: City of Armadale Population Growth 2016 – 2036



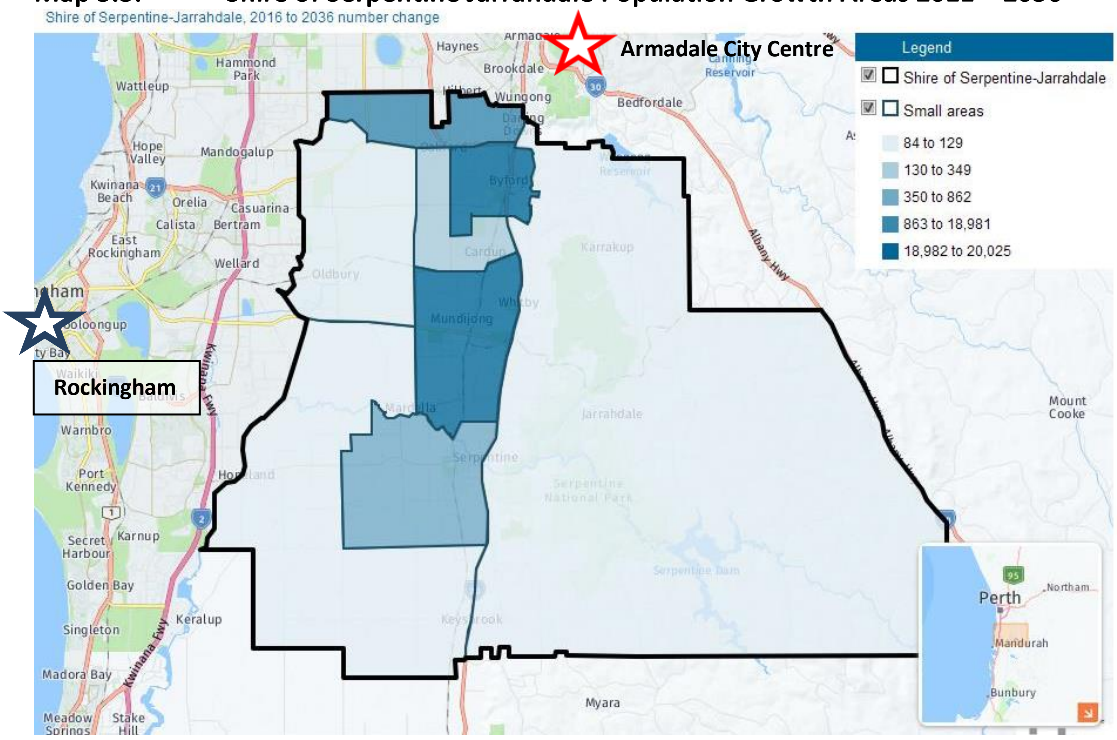
Source: .id forecast (Feb 2018)

Map 5.2: City of Gosnells Population Growth Areas 2016 – 2036



Source: .id forecast (Feb 2018)

Map 5.3: Shire of Serpentine Jarrahdale Population Growth Areas 2011 – 2036



Source: .id forecast (Feb 2018)

5.1.1 Implications for the Armadale City Centre

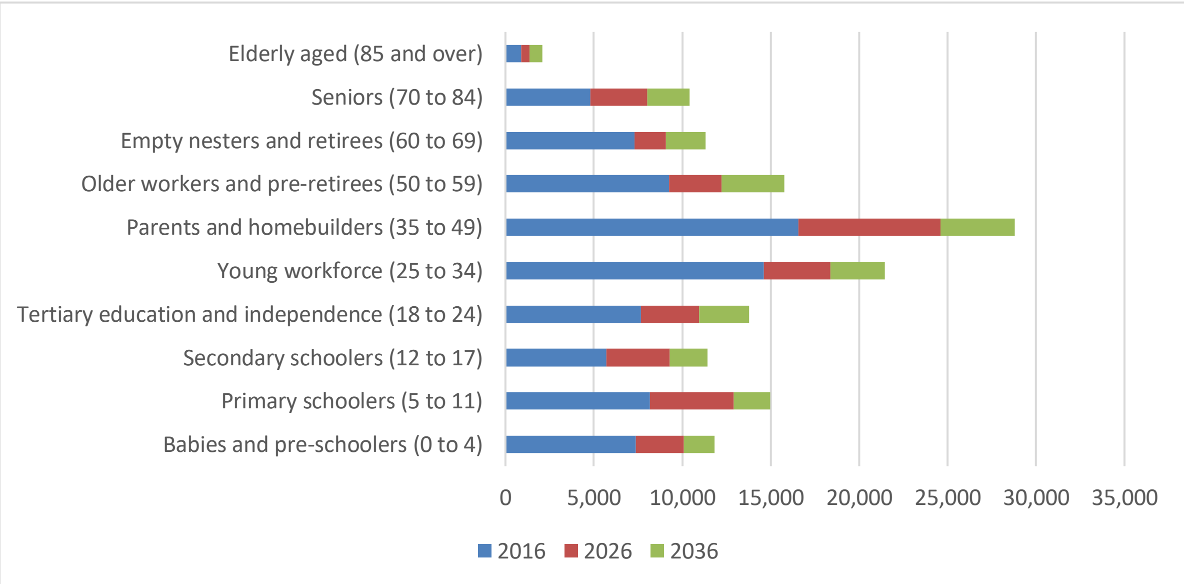
Armadale is the main regional centre for a substantial area in the south-east of the Perth metropolitan area. The population of this area is growing rapidly: by 2036 its population will increase by three-quarters and by 2051 it will more than double to a catchment of around 374,000. This gives opportunity for substantial expansion of the centre to service a wide range of services and functions, including regional level:

- Retail
- Education, including post-secondary education
- Government and administration
- Cultural activities, arts and entertainment
- Human services:
  - Health
  - Community support
- Justice services

5.2 Age Profile

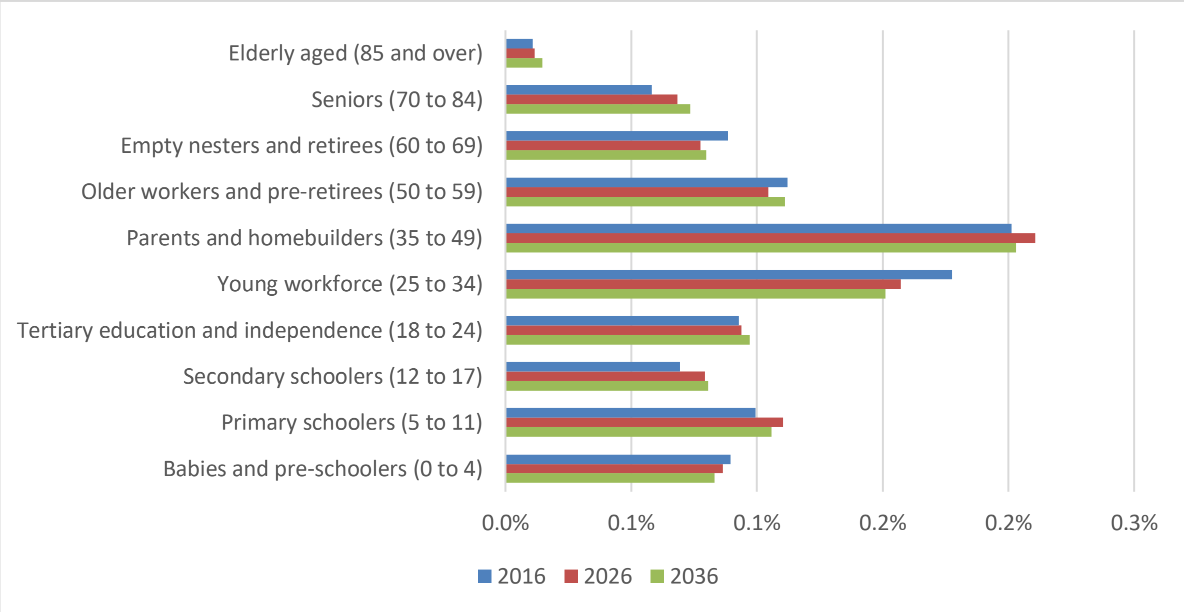
There will be increases in all age cohorts over time. Figure 5.3 shows the absolute growth over time and Figure 5.4 shows the change in proportion over time. It shows some increase in the proportion of the 70+ age groups – and almost a doubling by number - but the general composition of the population is relatively unchanged. This reflects the high proportion of young families and first home buyers in the newly developing areas.

Fig 5.3: City of Armadale Population Growth - by number



Source: .id forecast (Feb 2018)

Fig 5.4: City of Armadale Population Growth - by Proportion



Source: .id forecast (Feb 2018)

5.2.1 Implications for the Armadale City Centre

The forecast age profile shows little change over time, with a slight bias towards younger families so the range of services that are currently provided in the town centre will continue to be needed. However, there is also an approximate doubling in the numbers of people over 70 in the catchment area. This gives an opportunity for increased age-specific services in the town centre and also an opportunity for including this age group in new city centre residential development, particularly for active ageing downsizers seeking conveniently located accommodation. The number of elderly aged (85 years and over) also more than doubles, indicating a need for additional aged care facilities and for expanded in-home care services.

5.3 Socio-Economic Advantage and Disadvantage

Socio-Economic Indexes for Areas (SEIFA) is a product developed by the ABS that ranks areas in Australia according to relative socio-economic advantage and disadvantage. The indexes are based on information from the five-yearly Census. SEIFA 2016 is based on Census 2016 data and is the latest available. The indexes are based on Australia – wide data and show national comparisons. There are four indexes available. The *Index of Relative Socio-economic Advantage and Disadvantage (IRSAD)* and the *Index of Relative Socio-Economic Disadvantage (ISRD)* are the most relevant here.

The *Index of Relative Socio-economic Advantage and Disadvantage* (IRSAD) summarises information about the economic and social conditions of people and households within an area, including both relative advantage and disadvantage measures.

A **low** score indicates relatively greater disadvantage and a lack of advantage in general. For example, an area could have a low score if there are:

- many households with low incomes, or many people in unskilled occupations; and
- few households with high incomes, or few people in skilled occupations.

A **high** score indicates a relative lack of disadvantage and greater advantage in general. For example, an area may have a high score if there are:

- many households with high incomes, or many people in skilled occupations; and
- few households with low incomes, or few people in unskilled occupations.

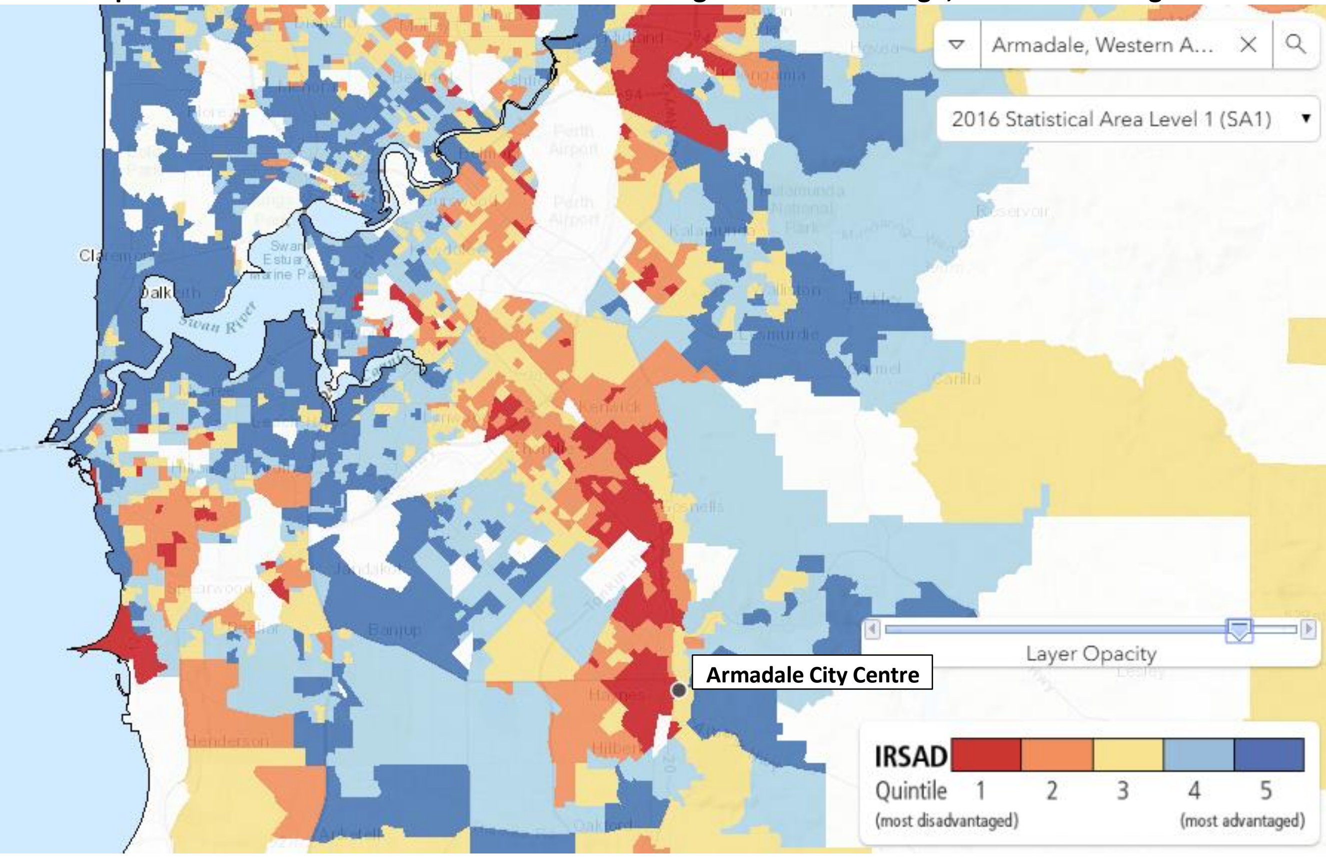
Map 5.4 shows the IRSAD for the central and southern Perth Metro area. It shows the areas of most advantage are generally:

- Central Metro and western suburbs;
- Coastal North-West Corridor;

and areas of most disadvantage are generally:

- South-East Corridor, particularly the southern section, including Armadale;
- Eastern Sector;
- South West (particularly older suburbs); and
- Peel generally

Map 5.4 Index of Relative Socio-economic Advantage and Disadvantage, Perth Metro Region



Source: ABS, 2016

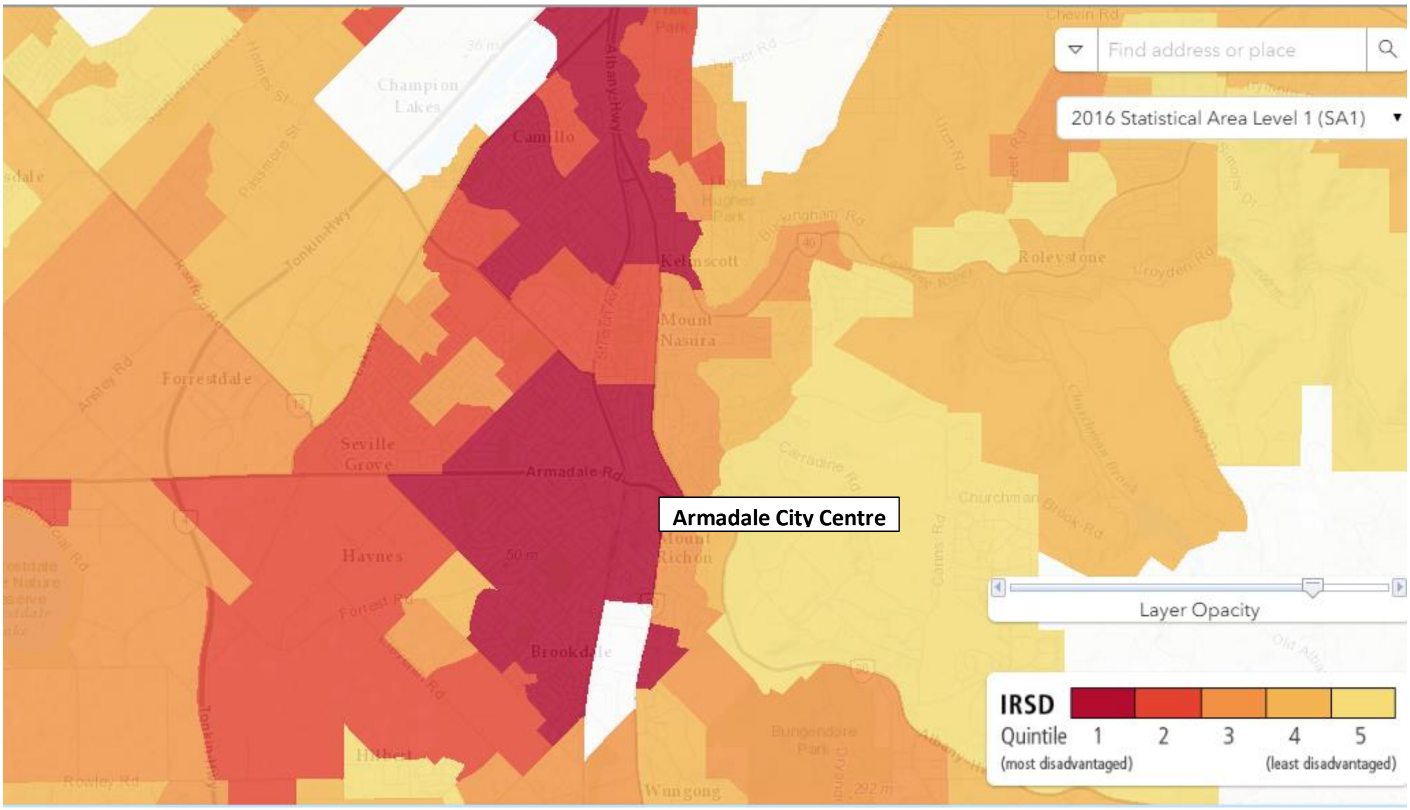
The *Index of Relative Socio-Economic Disadvantage* (IRSD) summarises variables that indicate relative disadvantage. This index ranks areas on a continuum from most disadvantaged to least disadvantaged. A low score on this index indicates a high proportion of relatively disadvantaged people in an area.

For a particular area, this composite sumarises data on:

- People with low income
- People with low educational attainment
- People with poor English skills
- Families with children with jobless parents
- Dwellings with no internet connection
- Dwellings with no cars
- Overcrowded dwellings
- People with low skilled jobs
- Unemployed people
- Low rent dwellings
- One parent families
- Elderly needing assistance
- Separated or divorced people

Map 5.5 shows the Index of Relative Socio-Economic Disadvantage scores for the SA1 areas around the Armadale centre. A high number of them have scores of 1 or 2, indicating that they have amongst the highest levels of disadvantage in Australia. Note, however, that some of the newer development areas in areas such as Harrisdale and Piara Waters have lower levels of disadvantage, indicating some change in the population mix and a growing demand for the types of jobs and services that an expanded city centre can provide.

Map 5.5: Index of Relative Socio-Economic Disadvantage (ISRD)



Source: ABS, 2016

As a corollary to the SEIFA scores, the City has a high youth (persons aged 15-24) unemployment rate, over 36% in some pockets, and of disengaged youth (not employed or in education), over 34% in some pockets.[5]

5.3.1 Implications for the Armadale City Centre

An expanded and revitalised Armadale centre can play a big part in addressing some of the areas of disadvantage. An initial step will be to ensure that local employment is maximised and that local education opportunities, at all levels including advanced technical and tertiary education, are available locally.

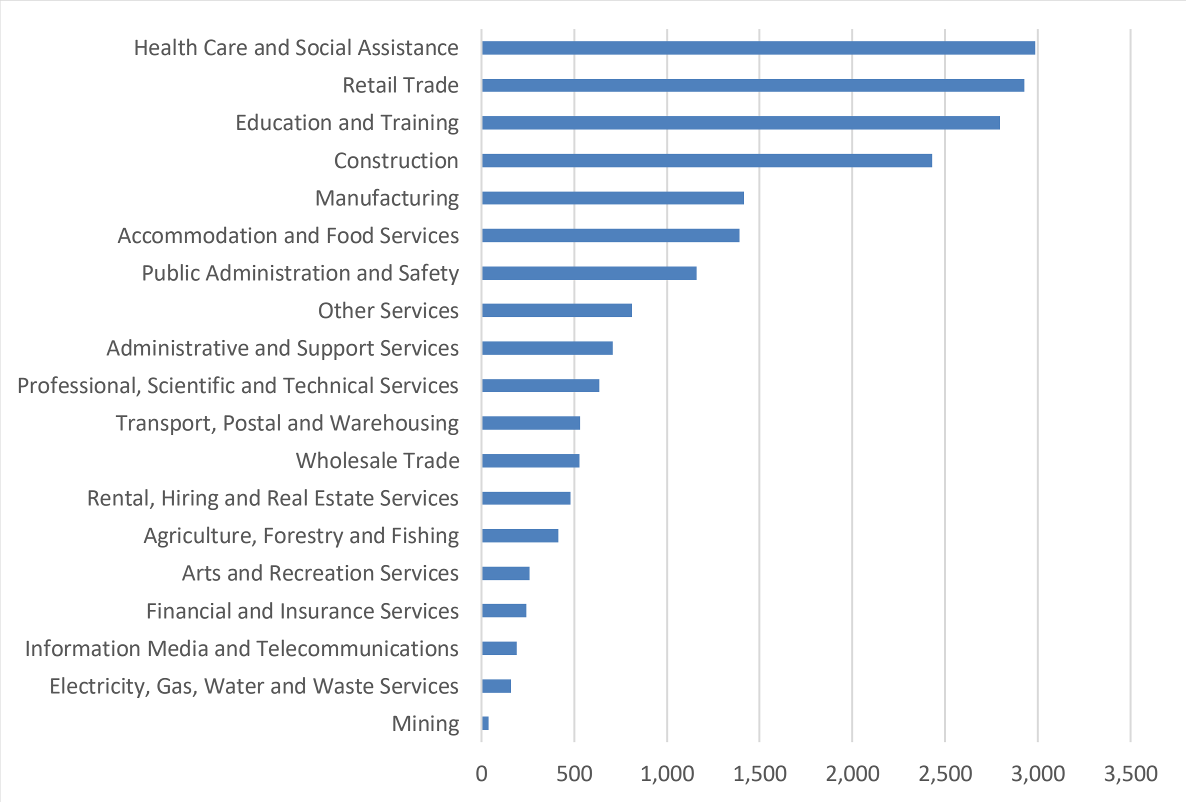
[5] ABS Census, 2016

5.4 Employment

5.4.1 Industry Base – City of Armadale

The largest industries of employment located in the City of Armadale are health care and social assistance, retail, education and training and construction.

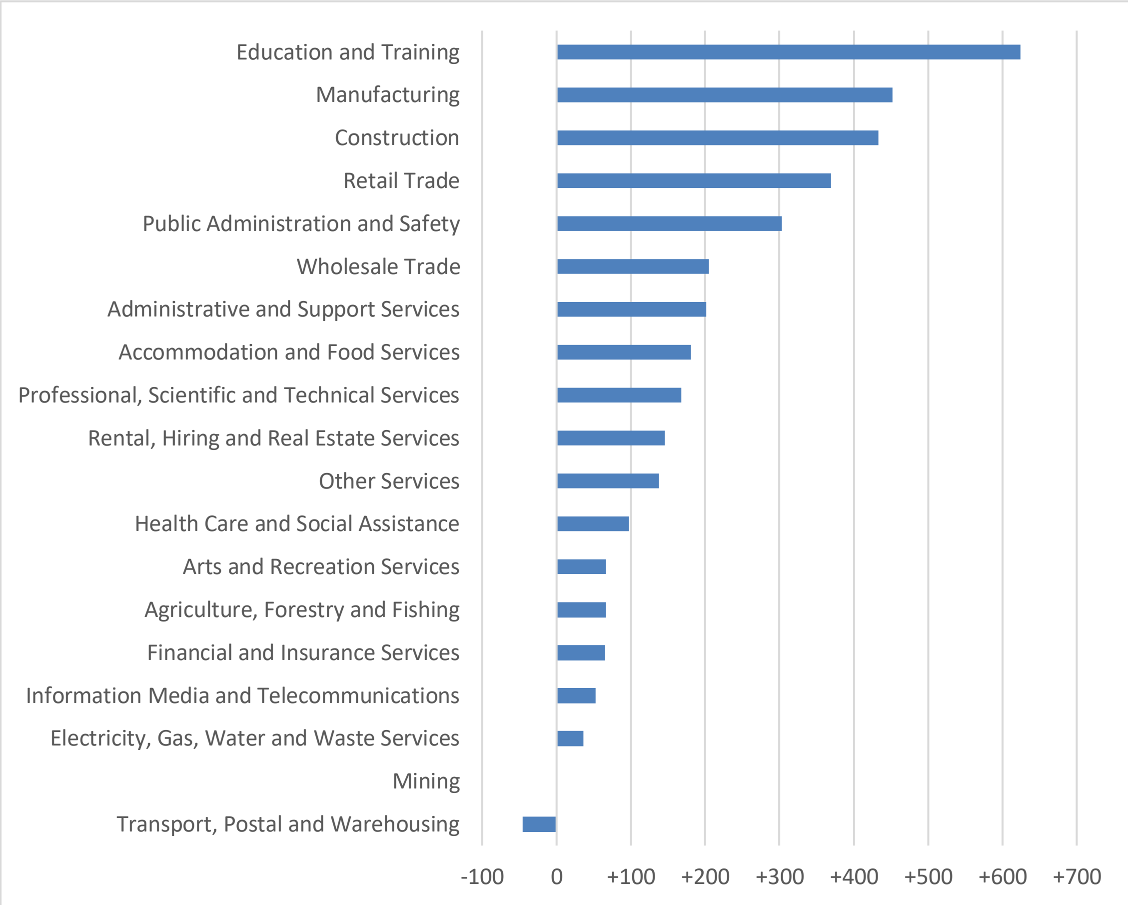
Fig 5.5: City of Armadale - Employment (total) by Industry (2016)



Source: Economy .id (Feb 2018), NIEIR

The highest employment growth between 2010/11 and 2015/16 was in the education and training, manufacturing, construction and retail sectors (see Figure 5.6).

Fig 5.6: City of Armadale - Employment (total) by Industry – Change 2010/11 to 2015/16

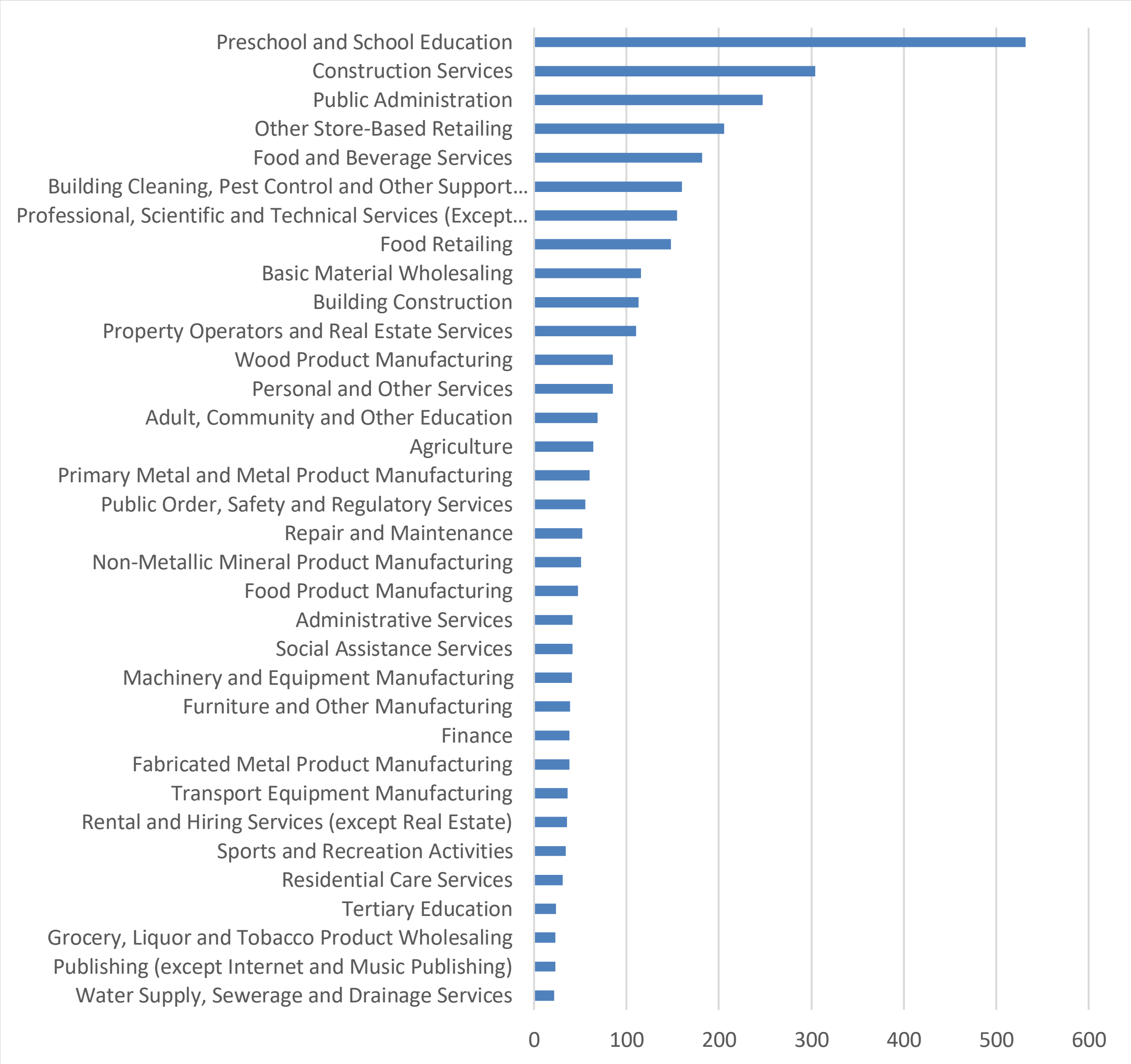


Source: Economy .id (Feb 2018), NIEIR

A more detailed breakdown of the largest growth industries is shown in Figure 5.7. It shows the specific sub-sectors each with growth of more than 150 jobs between 2010/11 and 2015/16 as:

- Preschool and School Education
- Construction Services
- Public Administration
- Other Store-Based Retailing
- Food and Beverage Services
- Building Cleaning, Pest Control and Other Support Services
- Professional, Scientific and Technical Services (Except Computer System Design and Related Services)
- Food Retailing

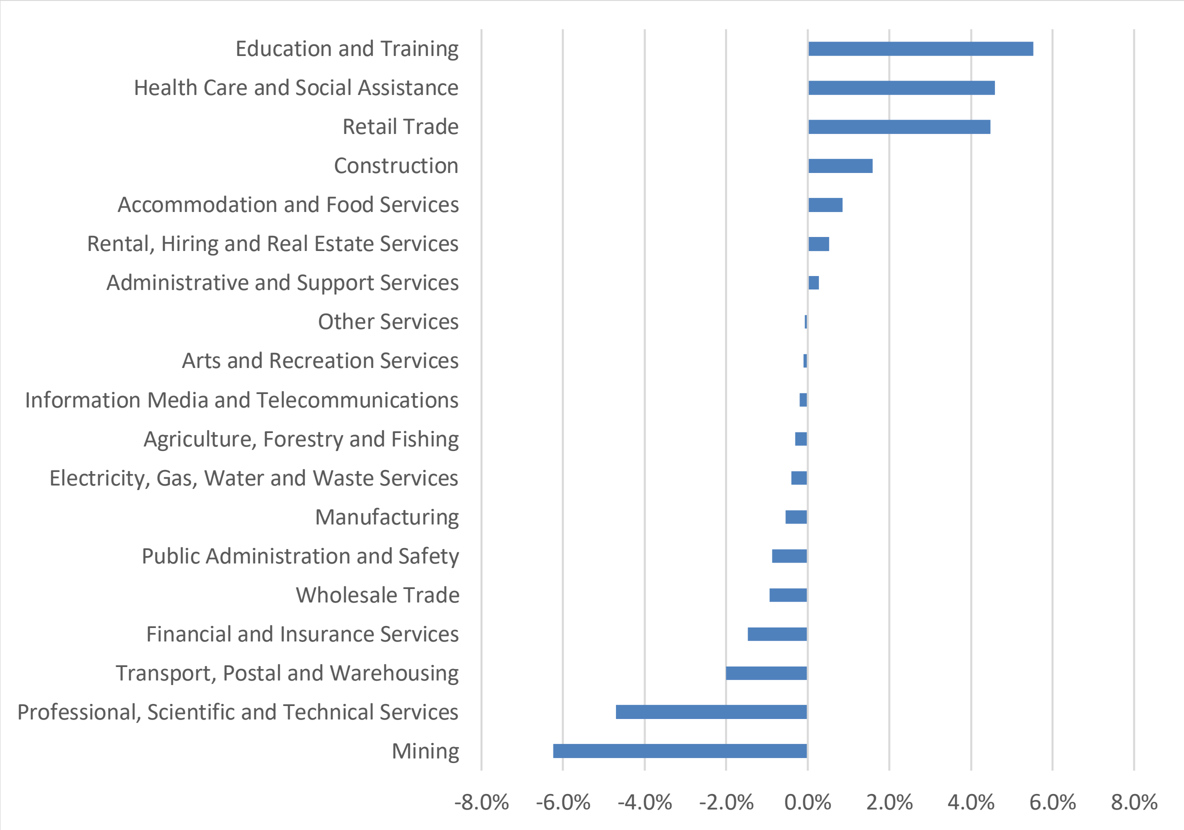
Fig 5.7: City of Armadale - Employment (total) by Industry Change 2010/11 to 2015/16 – Main sub-sectors



Source: Economy .id (Feb 2018), NIEIR

Figure 5.8 shows the difference in proportion of employment in industries located in Armadale resident compared with Western Australia overall. It shows that Armadale has a higher proportion than WA overall of jobs in retail, education, construction and accommodation and food services and a much lower proportion of jobs in professional, scientific and technical services and mining. The latter in interesting – while there are minimal mining operations in Armadale, there is also a low proportion of mining services jobs.

Fig 5.8: Difference in Employment Proportion (%) Armadale vs WA (2015/16)



Source: Economy .id (Feb 2018), NIEIR

These results are mirrored in the location quotient (LQ) graph (Fig 5.9). The location quotient is a way of seeing which are the main industries in an area, relative to the wider region. LQ shows the percentage of the local economy characteristic (e.g. employment) in a particular industry divided by the percentage of the wider area (region, state, nation) that this industry makes up. Where LQ=1, that industry is exactly as prevalent as in the wider region. A LQ greater than 1.2 indicates a significant specialisation of the industry in the local area – possibly a key economic strength. Higher numbers mean greater specialisations. In Armadale, industries with an LQ greater than 1.2 in 2015/16 are:

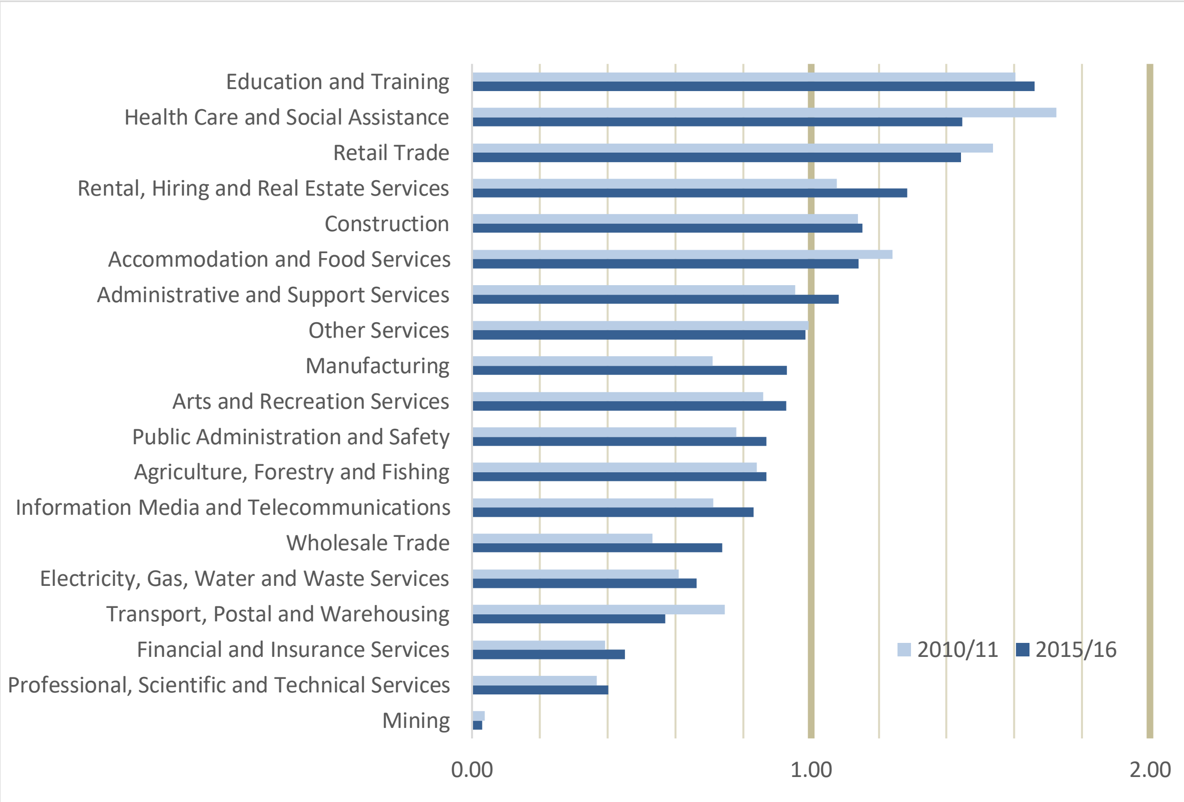
- Education and Training
- Health Care and Social Assistance
- Retail Trade
- Rental, Hiring and Real Estate Services

The main sectors to have shown relative growth in location quotient in the period between 2010/11 and 2015/16 are:

- Wholesale Trade
- Manufacturing
- Rental, Hiring and Real Estate Services
- Information Media and Telecommunications
- Financial and Insurance Services

- Administrative and Support Services
- Public Administration and Safety
- Professional, Scientific and Technical Services
- Electricity, Gas, Water and Waste Services
- Arts and Recreation Services

Fig 5.9: Location Quotients 2015/16 (City of Armadale relative to Western Australia)



Source: Economy .id (Feb 2018), NIEIR

5.4.2 Armadale City Centre

The Armadale City Centre contains around 3,125 workers[6], 18% of the City of Armadale total (based on 2016 Census total of 17,614 persons employed in the City). Around 77% of employment is taken up by the retail, public administration, accommodation and food services and health care and social assistance sectors. This is shown in Table 5.1. Regarding the accommodation and food services sector, it is worth noting that across the City, the clear majority (96%) of this is in food and beverage services (i.e. taverns, restaurants, cafes and other food outlets) and only a very small proportion is in accommodation services.

Between 2011 and 2016, while there was an overall growth in employment of 215 in the City Centre, retail employment in declined by 3%; the largest employment increases were in Public

[6] ABS Census, 2016

Administration and Safety, Health Care and Social Assistance, Administrative and Support Services and Professional, Scientific and Technical Services.

Table 5.1: Armadale City Centre Employment 2016 (workers)

Industry	Number	%	Change 2011 - 2016
Retail Trade	954	30.6	-192
Public Administration and Safety	733	23.5	227
Accommodation and Food Services	450	14.4	4
Health Care and Social Assistance	275	8.8	112
Other Services	118	3.8	3
Rental, Hiring and Real Estate Services	93	3.0	6
Administrative and Support Services	89	2.9	28
Industry not classified	74	2.4	27
Financial and Insurance Services	68	2.2	-9
Education and Training	60	1.9	-4
Professional, Scientific and Technical Services	58	1.9	24
Information Media and Telecommunications	46	1.5	-2
Manufacturing	30	1.0	-10
Construction	24	0.8	3
Arts and Recreation Services	17	0.5	0
Transport, Postal and Warehousing	15	0.5	0
Wholesale Trade	14	0.4	-2
Electricity, Gas, Water and Waste Services	7	0.2	4
Agriculture, Forestry and Fishing	0	0.0	-4
Mining	0	0.0	0
Total industries	**3,125**	**100.0**	**215**

Source: ABS Census 2011 and 2016 (Place of Work)

5.4.3 Regional Competitive Effect

The Regional competitive effect is the amount of growth or decline in a specific industry that could be attributed to a local advantage or disadvantage. This is generally the most interesting component as it clearly quantifies the level of advantage or disadvantage an industry has in the local area. The regional competitive effect for an industry generally indicates how the local industry performed against benchmark trends. An industry with a positive regional competitive effect suggests local characteristics supported above trend growth in that period. A negative effect suggests local characteristics inhibited growth in that period.

The regional competitive effect by industry sector for employment and for export (international and inter-regional) show the effect of the recent expansion of the industrial areas of the City, with relative increases in the manufacturing sector in both employment and export value terms, and of population driven sectors such as education and construction. Manufacturing sub-sectors showing greatest employment growth in the period 2006 to 2011 include basic ferrous and nonferrous metal manufacturing, structural and other fabricated metal product manufacturing, specialised machinery and equipment manufacturing, textile product manufacturing and motor vehicle and motor vehicle part manufacturing. Manufacturing sub-sectors, each with growth of more than 40 jobs in the period 2010/11 to 2015/16 are:

- Wood Product Manufacturing
- Primary Metal and Metal Product Manufacturing
- Non-Metallic Mineral Product Manufacturing
- Food Product Manufacturing
- Machinery and Equipment Manufacturing
- Furniture and Other Manufacturing
- Fabricated Metal Product Manufacturing
- Transport Equipment Manufacturing

An analysis of employment (total) change between 2010/11 and 2015/16 in the City of Armadale shows the three industries with the highest regional competitive effect in Armadale relative to Western Australia were:

- Manufacturing (+425.5)
- Education and Training (+325.7)
- Construction (+229.6)

The three industries with the lowest regional competitive effect were:

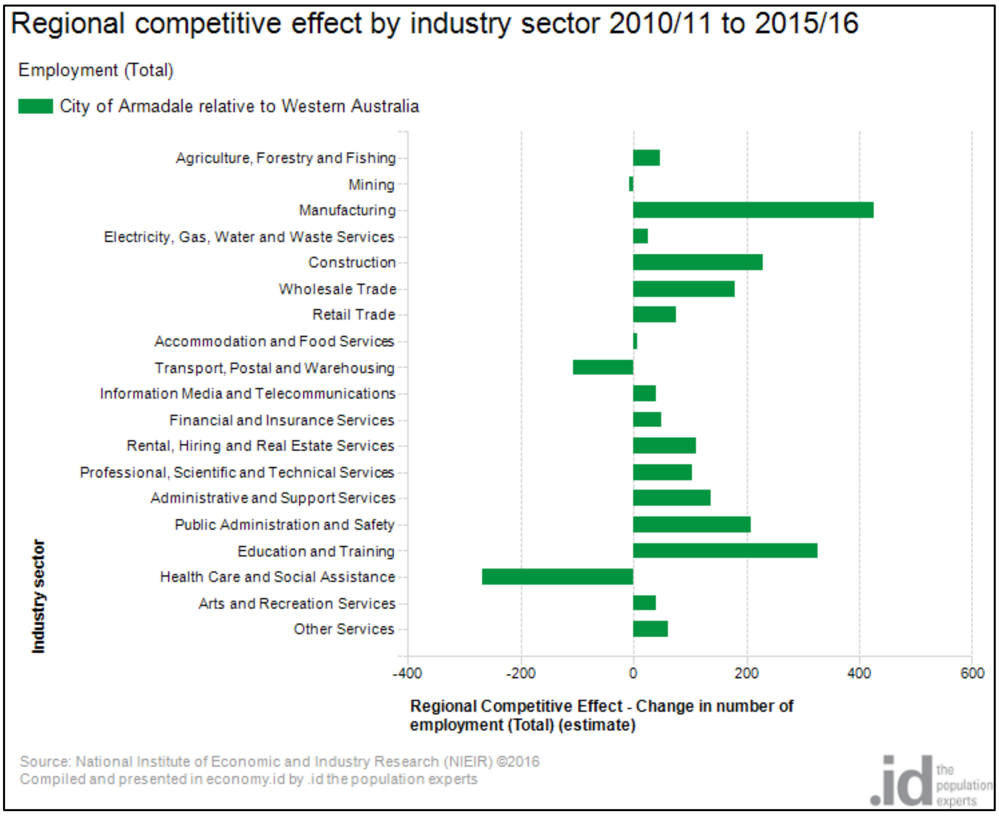
- Health Care and Social Assistance (-268.4)
- Transport, Postal and Warehousing (-105.4)
- Mining (-7.6)

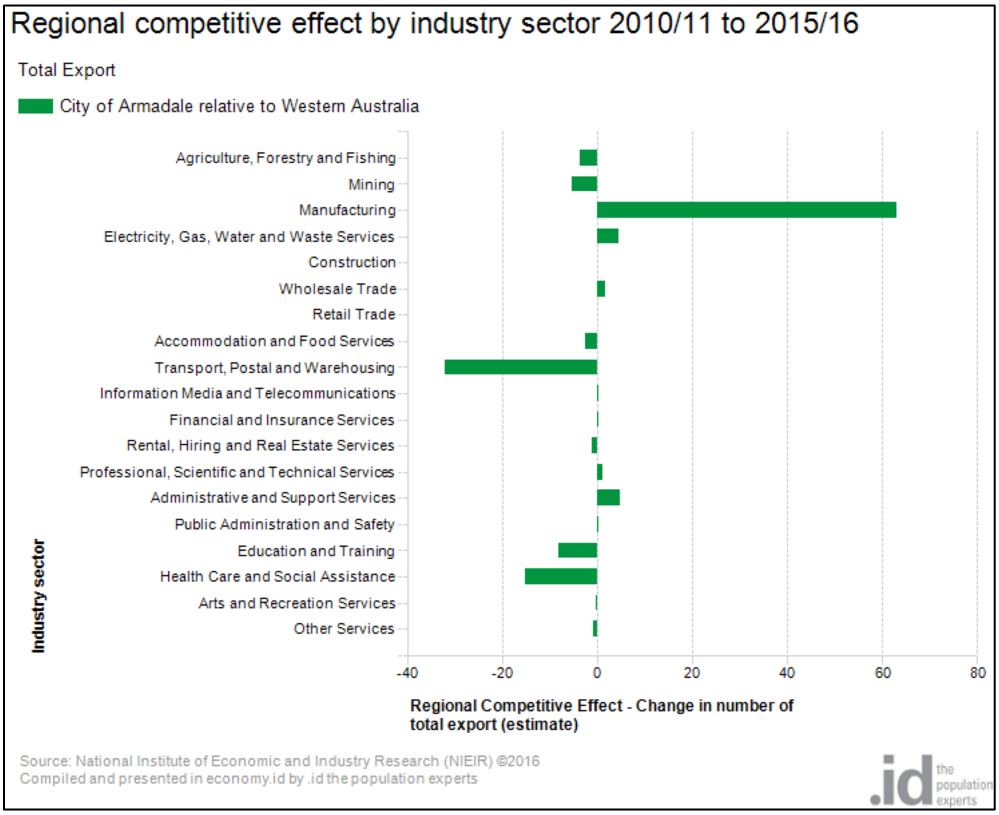
An analysis of total export (international and inter-regional) change between 2010/11 and 2015/16 in the City of Armadale shows the three industries with the highest regional competitive effect in Armadale relative to Western Australia were:

- Manufacturing (+63.0)
- Administrative and Support Services (+4.6)
- Electricity, Gas, Water and Waste Services (+4.4)

The industries with the lowest was Transport, Postal and Warehousing (-32.0)

These are shown in the two graphs below.

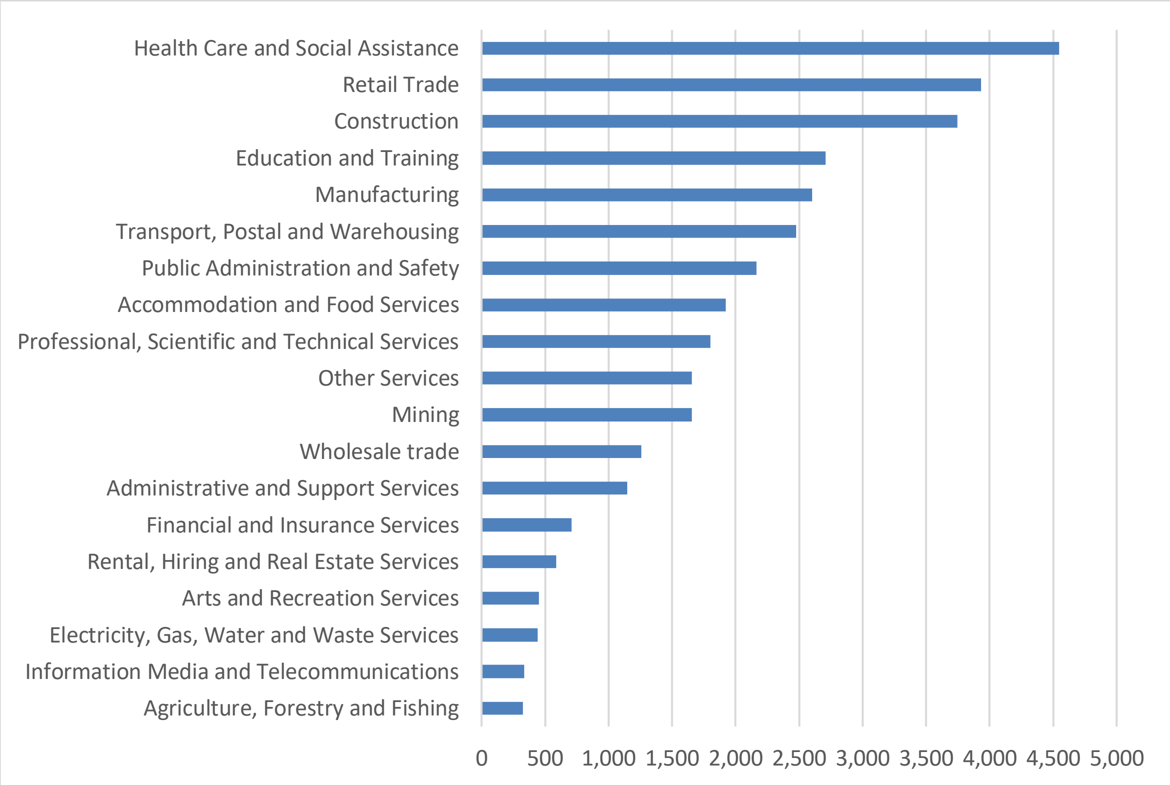

Regional competitive effect by industry sector 2010/11 to 2015/16
Employment (Total)
City of Armadale relative to Western Australia
Agriculture, Forestry and Fishing
Mining
Manufacturing
Electricity, Gas, Water and Waste Services
Construction
Wholesale Trade
Retail Trade
Accommodation and Food Services
Transport, Postal and Warehousing
Information Media and Telecommunications
Financial and Insurance Services
Rental, Hiring and Real Estate Services
Professional, Scientific and Technical Services
Administrative and Support Services
Public Administration and Safety
Education and Training
Health Care and Social Assistance
Arts and Recreation Services
Other Services
Industry sector
-400
-200
0
200
400
600
Regional Competitive Effect - Change in number of employment (Total) (estimate)
Source: National Institute of Economic and Industry Research (NIEIR) ©2016
Compiled and presented in economy.id by .id the population experts
.id the population experts


Regional competitive effect by industry sector 2010/11 to 2015/16
Total Export
City of Armadale relative to Western Australia
Agriculture, Forestry and Fishing
Mining
Manufacturing
Electricity, Gas, Water and Waste Services
Construction
Wholesale Trade
Retail Trade
Accommodation and Food Services
Transport, Postal and Warehousing
Information Media and Telecommunications
Financial and Insurance Services
Rental, Hiring and Real Estate Services
Professional, Scientific and Technical Services
Administrative and Support Services
Public Administration and Safety
Education and Training
Health Care and Social Assistance
Arts and Recreation Services
Other Services
Industry sector
-40
-20
0
20
40
60
80
Regional Competitive Effect - Change in number of total export (estimate)
Source: National Institute of Economic and Industry Research (NIEIR) ©2016
Compiled and presented in economy.id by .id the population experts
.id the population experts

5.5 Workforce

The 2016 Census shows 36,299 employed people living in the City of Armadale. The major industries of employment for workers living in the City are health care, retail, construction, education and manufacturing.

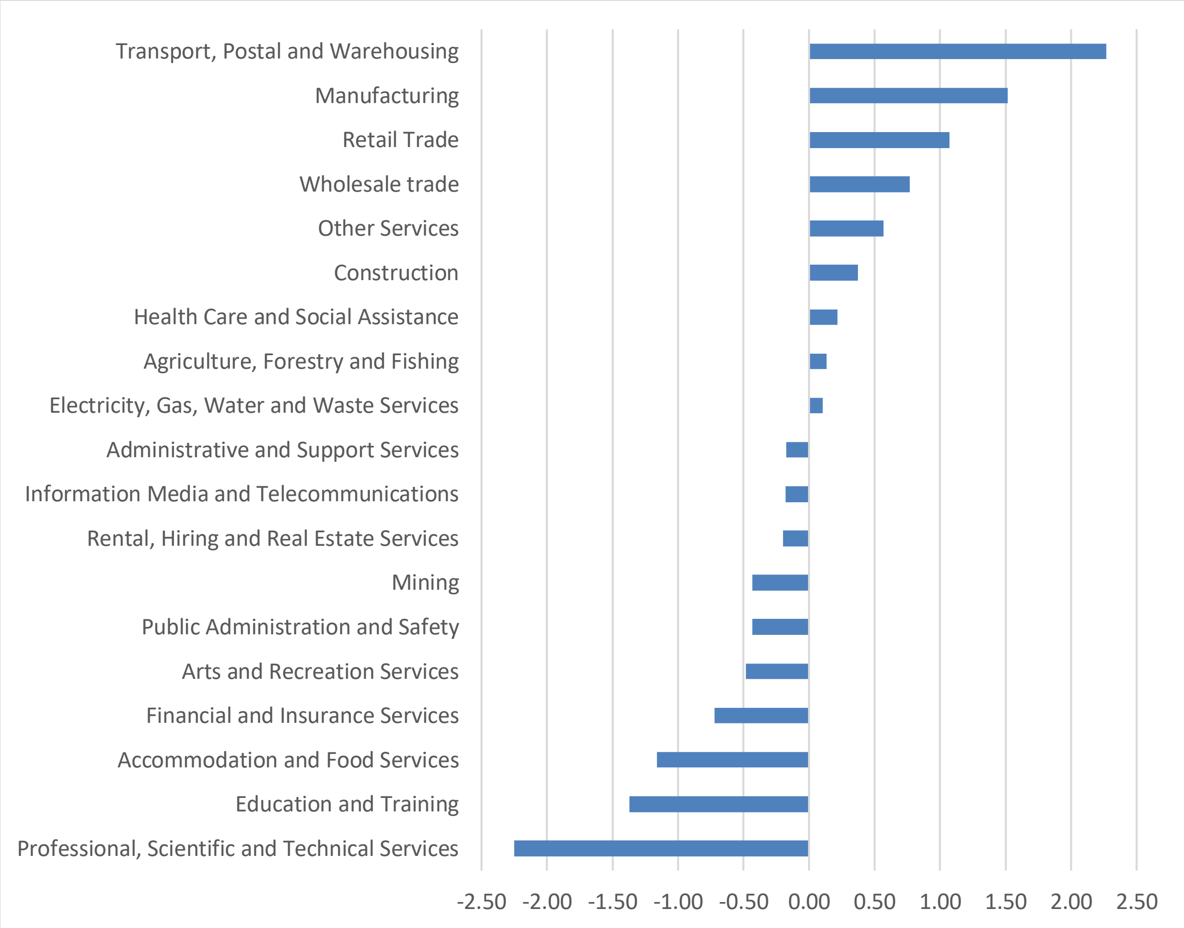
Fig 5.10: Armadale Resident Labour Force Industry of Employment



Source: ABS Census 2016

Figure 5.11 shows the difference in proportion of employing industries for Armadale resident workers compared with Greater Perth overall. It shows that Armadale houses a higher than Greater Perth average proportion of workers in transport, manufacturing, retail, wholesale trade and construction and a lower proportion in professional, scientific and technical services, education, accommodation and food services and finance services.

Fig 5.11: Difference in Resident Labour Force Proportion (%) Armadale vs Greater Perth



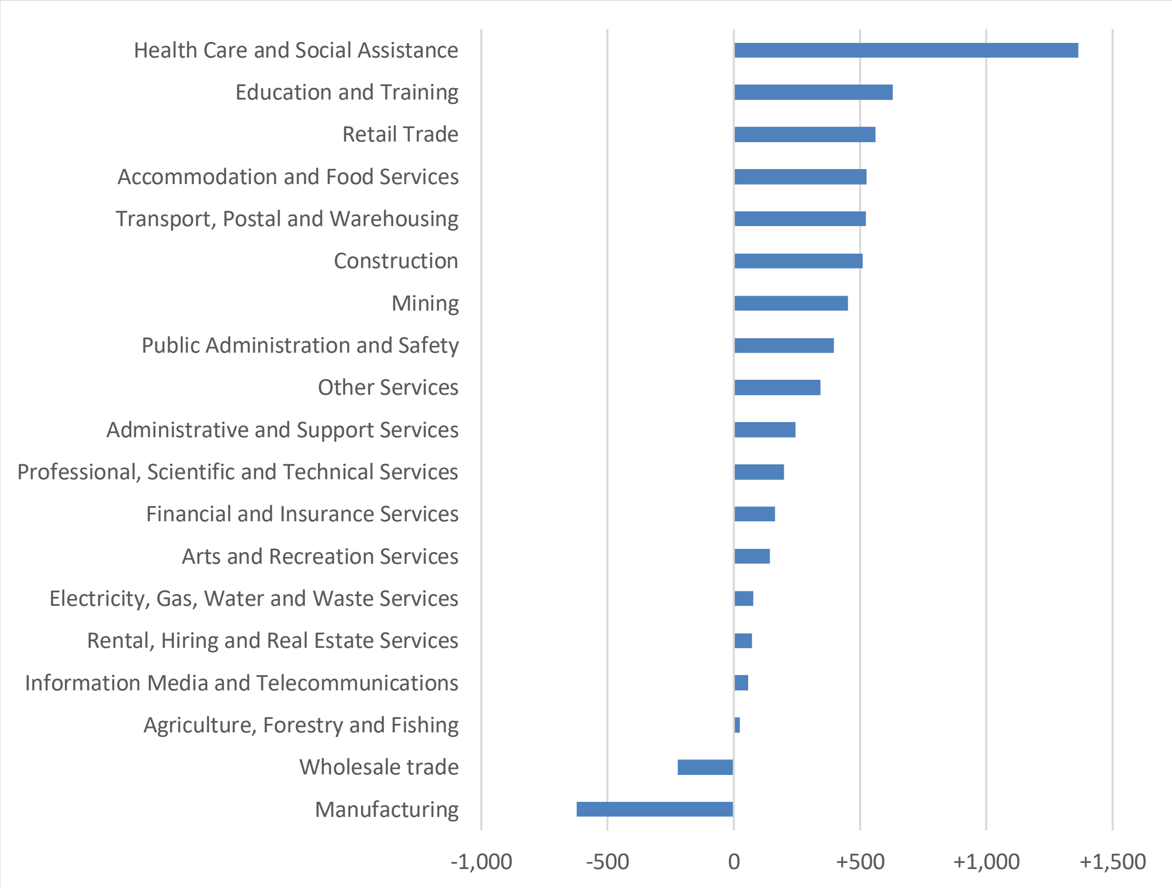
Source: ABS Census 2016

Between 2011 and 2016, the main increases in resident worker employment were in the following industries (see Figure 5.12):

- Health Care and Social Assistance
- Education and Training
- Retail Trade
- Accommodation and Food Services
- Transport, Postal and Warehousing
- Construction
- Mining

In the same period, there were reductions in the number of people living in Armadale and working in manufacturing and wholesale trade

Fig 5.12: Increases in Resident Labour Force Industry Sector of Employment



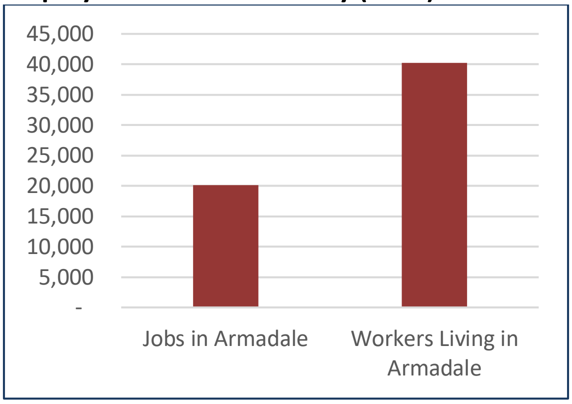
Source: ABS Census 2016

5.5.1 Job Ratios: Employment Self-Sufficiency and Self-Containment

Employment self-sufficiency – the ratio of local jobs to employed residents – in the City of Armadale is low. In the 2016 Census there were around 20,109 local jobs and 40,222 employed residents, giving an employment self-sufficiency ratio of 49%. Education and Training had the highest ratio (95%), while the lowest ratio was found in Mining (3%), reflecting the FIFO population living in the area. It is estimated that around 5% of Armadale resident workers have no fixed work location (either in Greater Perth or elsewhere in WA) and a further 3% were in FIFO arrangements in 2016.

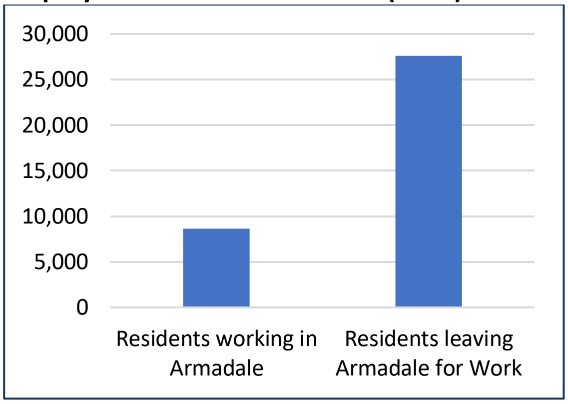
Self-containment measures the proportion of resident workers who are employed within the boundaries of the Local Government Area or region. It indicates the propensity of residents to seek employment outside the Local Government Area or region in which they live. In 2016, 24% of City of Armadale's resident workers were employed locally, approximately the same proportion as in 2011.

Employment Self-Sufficiency (2016)



Ref: ABS (2016)

Employment Self-Containment (2016)



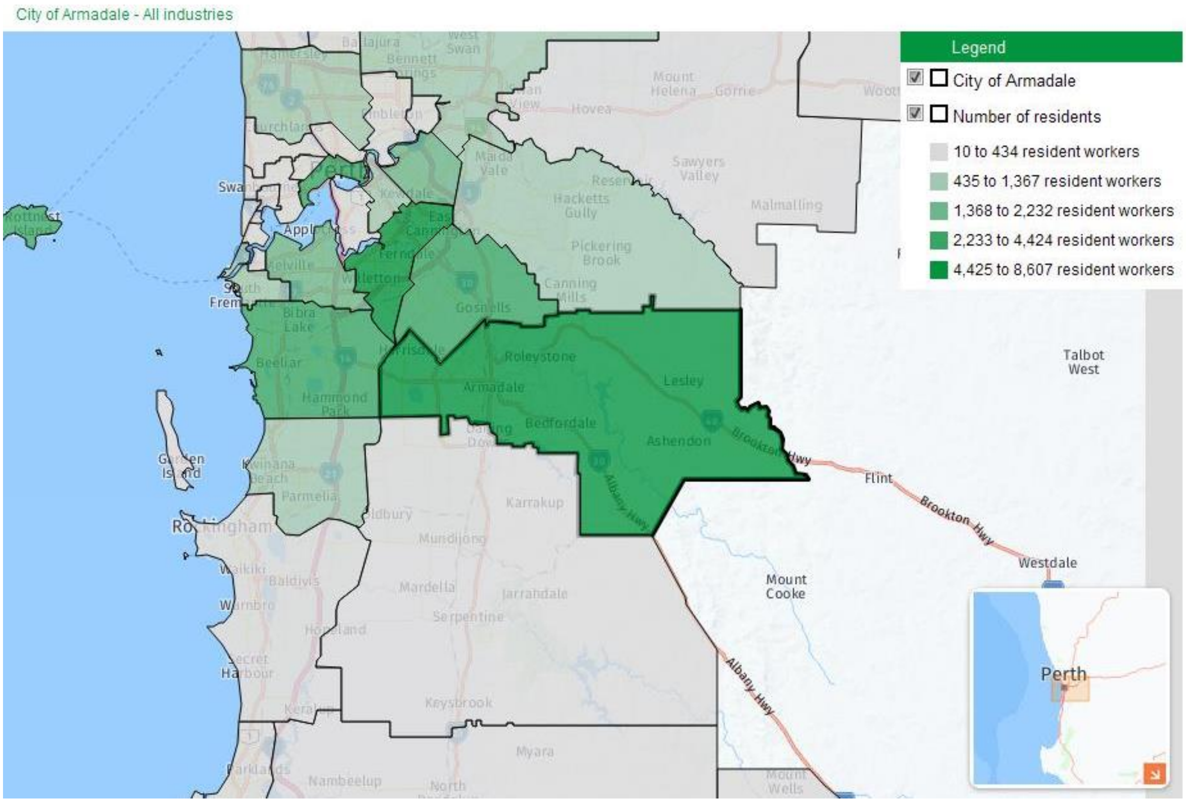
Ref: ABS (2016)

5.5.2 Employment Locations

5.5.2.1 Where people living in Armadale work

Employment locations of Armadale resident workers are shown in Figure 5.13. As noted in section 4.4.3 above, around 24% of resident workers are employed in the City of Armadale. This is the largest employment location for Armadale residents. The next largest employment locations for Armadale residents are in the municipalities of Canning (12%), Perth (9%), Gosnells (8%), Cockburn (6%) and Belmont (6%).

Fig 5.13: Employment locations of resident workers by LGA, 2016

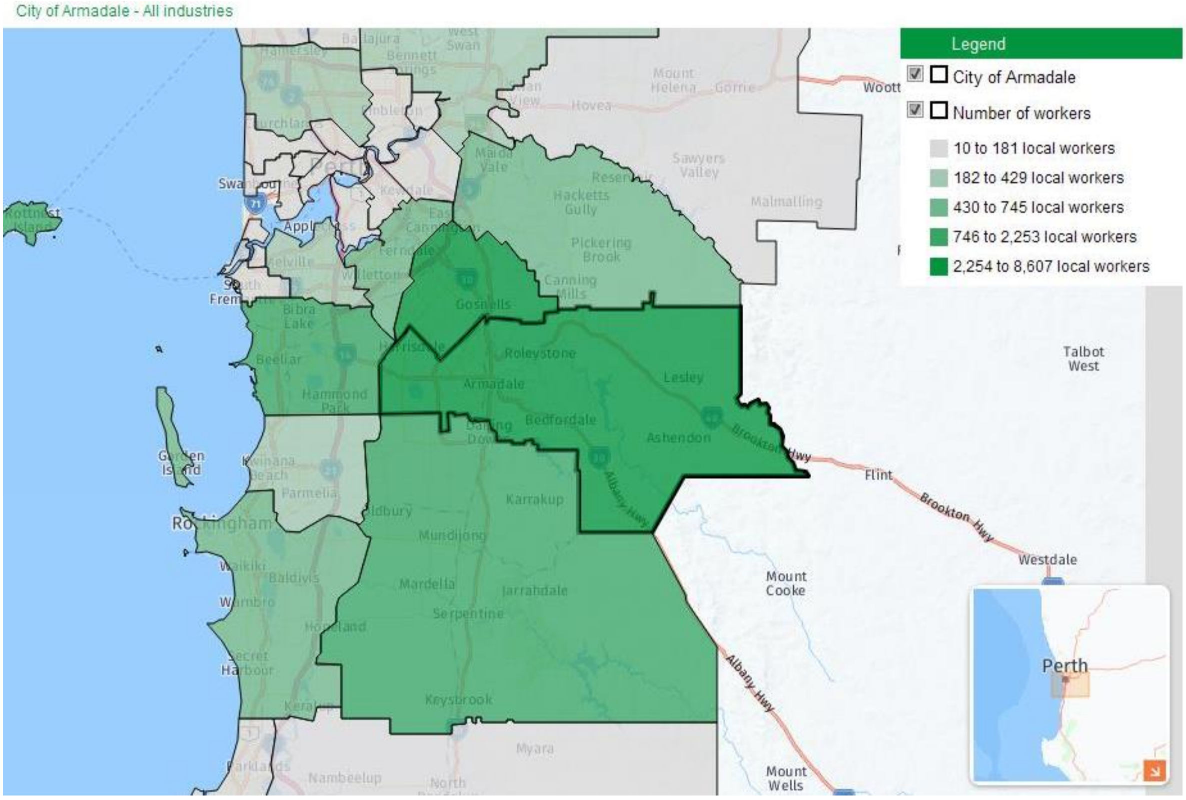


Ref: ABS Census 2016

5.5.2.2 Where people working in Armadale live

People working in Armadale mostly live in Armadale and the adjacent municipalities of Gosnells and Serpentine Jarrahdale. This is shown in Figure 5.14.

Fig 5.14: Residential locations of Armadale workers by LGA, 2016



Ref: ABS Census 2016

5.5.3 Implications for the Armadale City Centre

There is a clear need to maximize employment in the city centre as one means of increasing the employment provision in the region. Some of this employment, in particular retail employment, will be population-related. However, as will be explored in subsequent sections, even this is subject to intense competition from other competing centres and the ultimate scale of retail employment at Armadale is quite variable.

Externally-oriented and strategic employment growth in the town centre will rely on:

- servicing the economic strengths of the region; and
- taking advantage of the urban environment in the centre for activities that value proximity to complementary, supply and client activities.

This is a challenge. There is growth in value and regional exports in manufacturing in the industrial estates in the City. This gives opportunity for town-centred administration and support services and for town-located business tourism. This is explored in Section 7. With the possible exception of accommodation and food services, other economic activities in the region are, in the main, population driven industries and do not point to much current strategic advantage in externally oriented industries on which town centre development can build.

5.6 Achieving Employment Scale

There is some distance between the jobs currently planned in the Armadale region and the number necessary to address regional disadvantage and to meet the employment demand of an expanding workforce. New employment is anticipated in new industrial estates in the sector at Forrestdale, West Mundijong and Maddington-Kenwick, but these will account for only a portion of the 94,000 new jobs required. The Armadale City centre is a key element in bridging the gap, one of the few available in the region.

A 'business-as-usual' approach to development of the City Centre will not achieve the results. The role of the Armadale centre as a primary employment centre must be greatly expanded beyond current planning expectations. Armadale is a strategic metropolitan centre – the primary centre for a large and rapidly growing region - and as such should be the location of key regional services including education (at all levels, but particularly tertiary); health services; public administration; management, administration, research and product development for regional activities and high-level arts and entertainment. The greater the concentration of these services in the Armadale centre, the greater the agglomeration economies and the more attractive the centre becomes for more growth.

It is critical that every opportunity to increase the amount and diversity of economic activity in the centre is taken. It must provide the diversity to maximise its attractiveness to new enterprises. This means that key institutional drivers such as tertiary education and tertiary health services must be in the Armadale centre and not geographically distributed around the City. Only the town centre has the scale and urban environment to attract the types of jobs that are likely to be expanding in the future. The larger the centre, the more attractive it will be. By 2050, the broad region for which Armadale is the largest and primary centre will have a large population; for comparison, it will be at a scale of 75% of today's Gold Coast. This gives enormous possibilities for Armadale as the main business, research, education, health services, entertainment and cultural centre for this region.

The health and vitality of strategic metropolitan centres is central to achieving State Government planning objectives to locate employment close to places of residence and thus enjoy the many city efficiency and liveability benefits that flow from that. The most successful strategic metropolitan centres in Perth (for example Joondalup, Midland and Fremantle) contain a wide range of regional economic drivers, including tertiary education, major hospitals, law courts, civic uses and State Government offices. Each of them has enjoyed substantial government investment and development initiatives over an extended period and the returns on this investment are now becoming manifest. Joondalup, for example, has a major university, an advanced tertiary academy, a major health campus, a large justice precinct and State Government offices in prospect. For Midland the State Government Midland Redevelopment Project, dating from 2000, has resulted in a substantially rejuvenated city centre, with a major health campus, tertiary education, major Government offices and much spin-off activity in culture and the arts. This was only a distant dream at the commencement of the Midland Redevelopment Project.

In this league Armadale ranks poorly. Although it serves an equivalent function in its region as do Joondalup and Midland in theirs, it lacks any main economic drivers or key institutions, it has only a small component of district level government offices and structural and land availability issues mean that the retail offering is substantially less that it could be. These comparisons are further explored in Section 8.

There is ample evidence that Midland, Subiaco and Joondalup all have had much higher growth, including employment growth, when referenced against other Strategic Metropolitan Centres with which they might be compared. Common success factors for each of these centres are:

- A long term comprehensive development plan for a significantly redeveloped (or newly developed in the case of Joondalup) city centre;
- Significant and active involvement by state government agencies in the execution of that plan, including substantial financial investment and project management of key development initiatives;
- Significant creation of new and upgraded opportunities for private sector investment;
- Provision of important economic drivers in the form of state government agencies, or substantial agency divisions, and significant health and tertiary education facilities in the centre; and
- Continuing and active engagement and involvement of the local government in city centre development.

The Armadale activity centre requires a decisive intervention to deliver the required diversity of land use and employment opportunities that other strategic centres such as Fremantle, Rockingham, Midland and Joondalup enjoy. Without this capacity the centre will continue to underperform in terms of State Policy employment, service provision and residential density targets.

6 Retail and Commercial

6.1 Current and Potential

Armadale currently has 61,475m2 of shop/retail floorspace.

Retail gravity modelling has been undertaken to forecast the retail potential of the Armadale Strategic Metropolitan Centre (SMC) as at 2036. The retail modelling exercises modelled all activity centres in the Armadale LGA area and surrounding LGA areas. The existing and future network of competing activities external to the Armadale LGA area influencing the travel patterns of residents in the City of Armadale was also accommodated, including activity centres in the Shire of Serpentine – Jarrahdale, City of Gosnells, City of Melville, City of Canning and City of Cockburn. This is shown in detail in Appendix 1.

Figure 6.1 below depicts the current modelled probability of visitation to the Armadale SMC from each origin zone. As described previously regarding the function of the retail gravity model, the probability of visitation to the Armadale SMC depicted is a product of the travel time from each origin zone and the size of the Armadale SMC, relative to travel time to other competing activity centres, their size and rate of turnover.

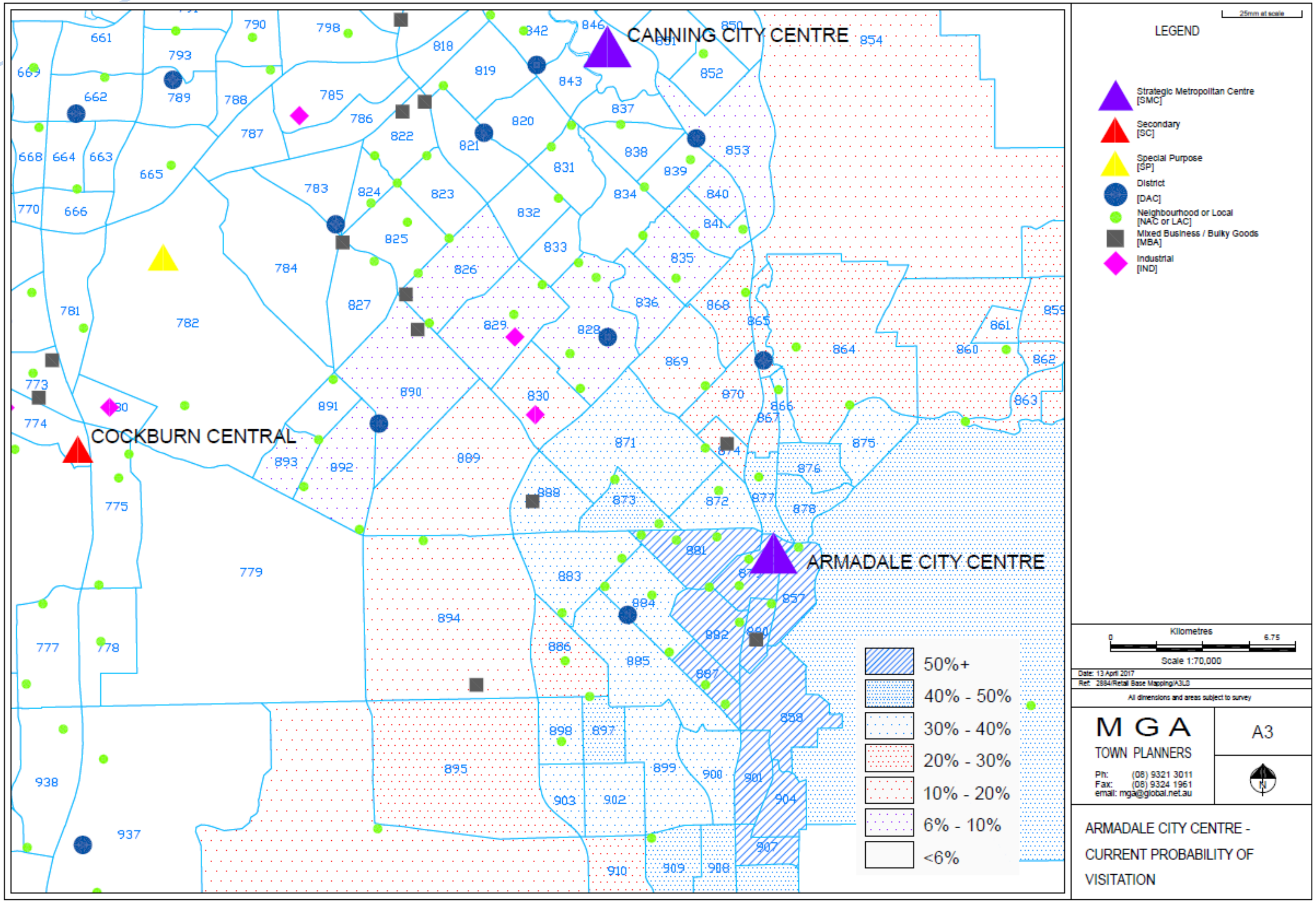
The figure shows that those residents south of the Armadale SMC, extending to Serpentine – Jarrahdale, are more likely to visit the Armadale SMC. This is due to the level of competition arising from the Cannington Secondary Activity Centre (SAC), Maddington District Activity Centre (DAC), Kelmscott DAC and Cockburn SAC and the general density of activity centres north and west of Armadale SMC, which significantly influence the travel patterns of residents in this area.

The modelling indicates that growth of up to 100,000m² may be acceptable at the Armadale SMC by 2036, assuming the City's strategy proposals for other Armadale activity centres are realised.

The nominal recommended floorspace limit for the Armadale SMC contained in the City's current activity centres strategy for the year 2031 (70,000m²) was found to be appropriate when modelled utilising the WAPC's population projections for 2031. The Armadale SMC has growth potential exceeding this nominal limit when modelled utilising new ID Forecast projections for the year 2036.

The retail potential of the Armadale SMC as at 2036 will ultimately be affected by the level of activity centre development throughout the Armadale LGA area and surrounding LGAs which may not occur to the extent identified in their respective strategies.

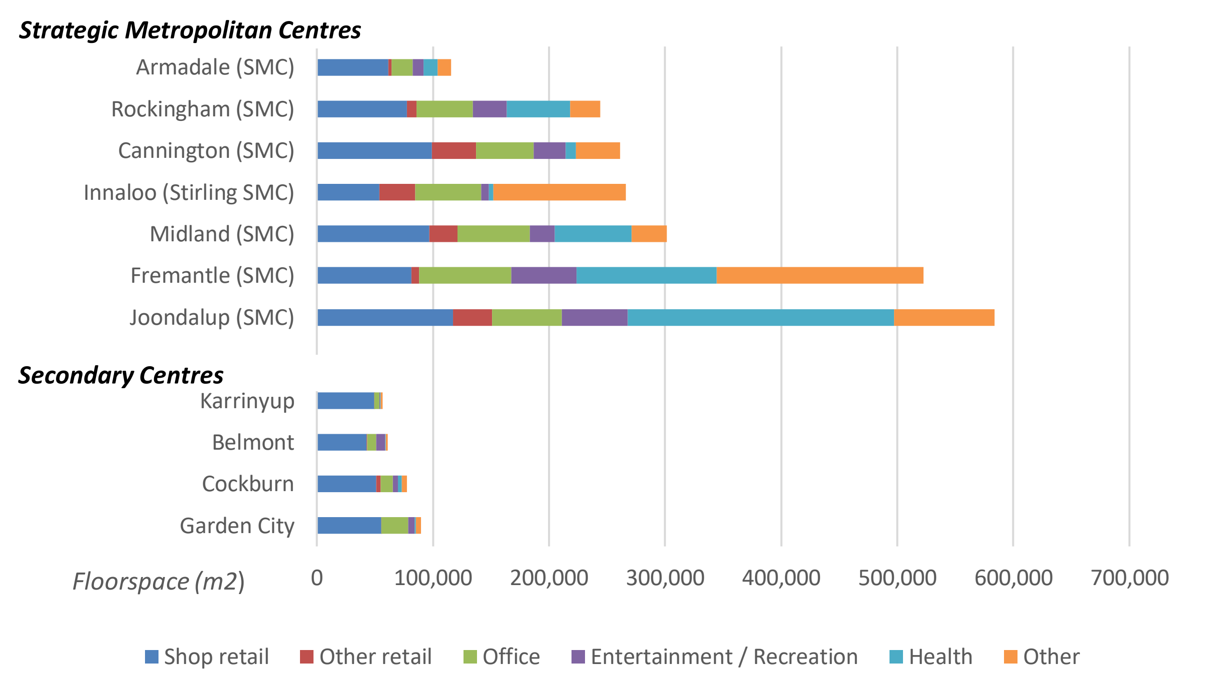
Fig 6.1: Armadale City Centre, Current Probability of Visitation



6.2 Comparisons

Figure 6.2 illustrates the composition of the Armadale Strategic Metropolitan Centre relative to selected other SMCs in the Perth Metropolitan Region. It illustrates that Armadale is relatively very small as a strategic metropolitan centre, with retail making up a high proportion of its overall floorspace. In floor area it is less than half the size of Rockingham, Cannington and Stirling (Innaloo); Midland is almost three times larger and Fremantle and Joondalup almost five times larger.

Fig 6.2: Floorspace Mix, Selected Metropolitan Centres (SMC)[7]



Ref: Land Use and Employment Survey *(WAPC 2015);*

It also shows has least diversity of all of the strategic metropolitan centres. As shown in Figure 6.3, the retail floorspace proportion of the total in Armadale is around 53%, compared with 32% in Rockingham and Midland, 20% in Joondalup and Innaloo and 16% in Fremantle.

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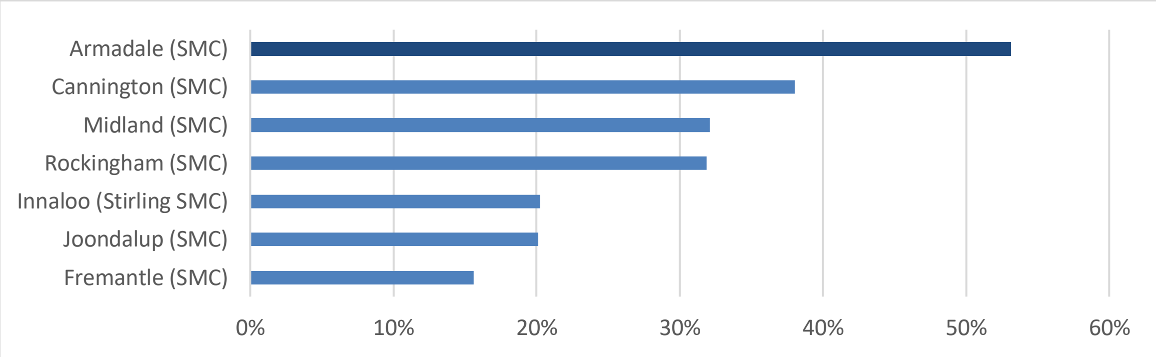
[7] Floor areas are derived from the 2015/17 WAPC Land Use and Employment Survey. For some of the Strategic Metropolitan Centres, data from several contiguous complexes are added to gain an indication of the scale of the urban activity centre. The relevant complex numbers are:

Strategic Metropolitan Centre	Complex number(s)
Armadale	925, 939, 387
Rockingham	808, 809
Cannington	8760, 559
Innaloo	261
Midland	700, 701 + adjustment for Midland Health Campus
Fremantle	400, 401, 402, 405, 8543, 8540, 8542,
Joondalup	600, 664

Fig 6.3: Retail Floorspace Proportion of Total Selected Metropolitan Centres (SMC)



Ref: Land Use and Employment Survey *(WAPC 2015);*

Table 6.1 describes various prominent characteristics observed within other higher order activity centres in the Perth Metropolitan Region, including those nearest to the Armadale SMC, namely the Cockburn SAC and Cannington SMC. In addition, a comparison of average household expenditure on shopping goods and turnover levels for SMC's are provided.

Table 6.1 – Comparison of Higher Order Activity Centres

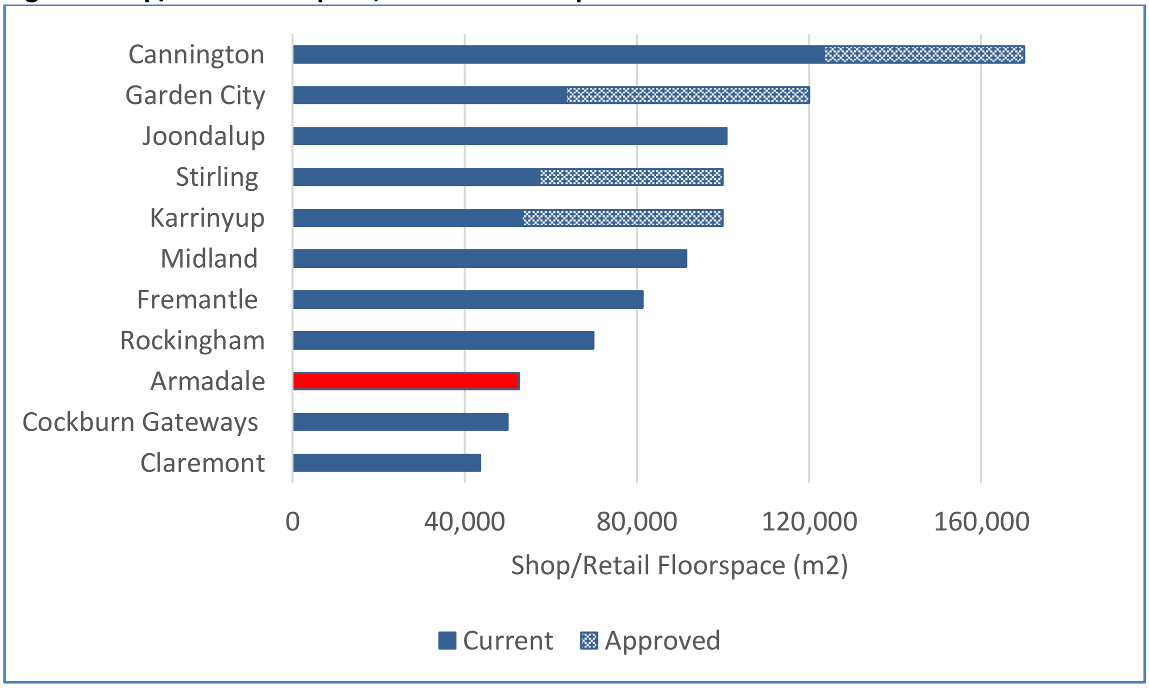
Activity Centre	LGA - Average Per Capita Expenditure	Shop/Retail Floorspace (m2)	Anchor Tenants	Shop/Retail Turnover Per m2 (2012)	Office Floorspace (2015 data) (m2)
Armadale SMC	$11,660 / capita	61,475	Armadale Central – Big W Armadale Shopping City – Target, K-Mart, Grand Cinemas	$6,200 / m2 (lend lease component)	17,924
Joondalup SMC	$12,992 / capita	117,528	Target, Myer, K-Mart, Big W, Grand Cinemas	$7,653 / m2	60,414
Stirling SMC	$12,110 / capita	53,899 (105,358 approved)	Target, K-Mart, Event Cinemas, New approval includes David Jones	$6,491 / m2	56,978
Midland SMC	$11,417 / capita	96,777	Big W, K Mart, Target, Ace Cinemas	$7,757 / m2	62,198
Cannington SMC	$11,523 / capita	99,278 (170,000 approved)	Myer, K Mart, Target, Hoyts 2-3 additional DDS / mini major stores with new approval.	$7,512 / m2	49,759
Fremantle SMC	$13,232 / capita	81,442	Target	< $6,000 / m2	79,186
Claremont SAC	$14,787 / capita	43,664 (incl. surrounds) 30,000 in centre.	David Jones	$10,000 / m2	8,835
Cockburn SAC	$12,114 / capita	51,322	Target, Big W	$10,000 / m2	10,441
Garden City SAC	$12,992 / capita	55,739 (120,000 approved)	K Mart, Myer, David Jones, Hoyts Cinemas	$8,521 / m2	23,009

Ref: Land Use and Employment Survey (WAPC 2015);

More detailed comparisons can be seen in the following figures.

Armadale now has less shop/retail floorspace than comparable centres. It is approximately the same size as the Cockburn secondary centre and will be only one-third the scale of the Cannington centre after its approved expansions are complete. This will provide a very strong draw to all development north of Armadale. This is shown in Figure 6.4.

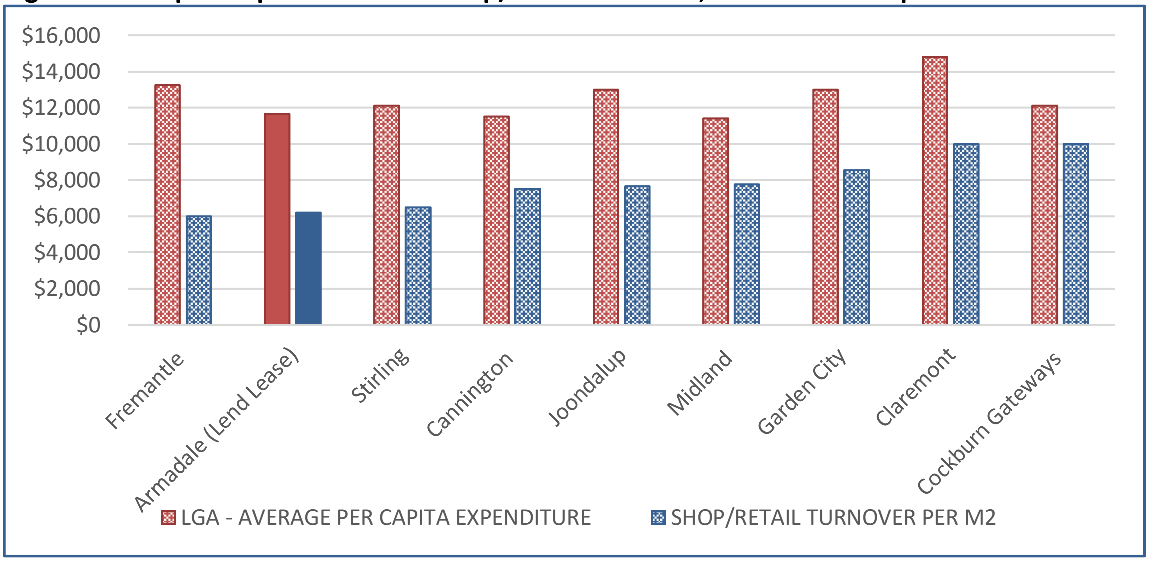
Fig 6.4: Shop/retail Floorspace, Selected Metropolitan Centres



Ref: Land Use and Employment Survey (WAPC 2015);

Armadale shows a relatively low level of shop/retail turnover per m2 compared with other centres as shown in Figure 6.5.

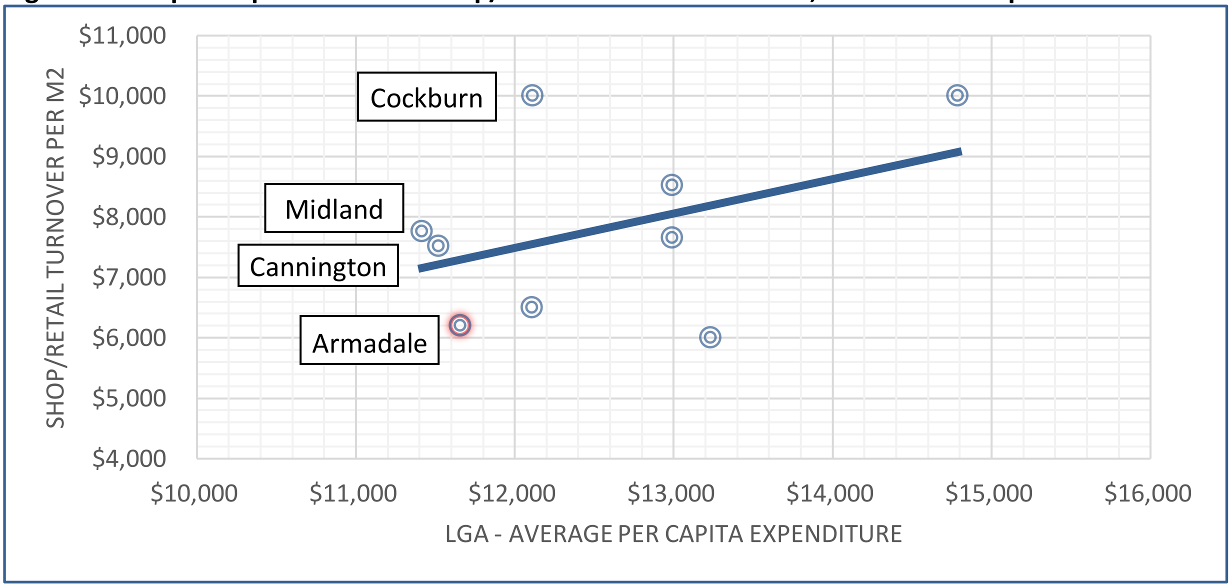
Fig 6.5: Per Capita Expenditure and Shop/Retail Turnover, Selected Metropolitan Centres



Ref: MGA 2017;

Figure 6.6 shows that there is a slight but not significant correlation between average per capita expenditure in the relevant LGAs of the centre and its shop/retail turnover. The implication is that even though Armadale is an area with relatively low discretionary expenditure, the centre turnover can increase. For example, both Cannington and Midland trade in areas with similar levels of per capita discretionary expenditure to Armadale, but trade at around 24% higher levels of turnover per m2.

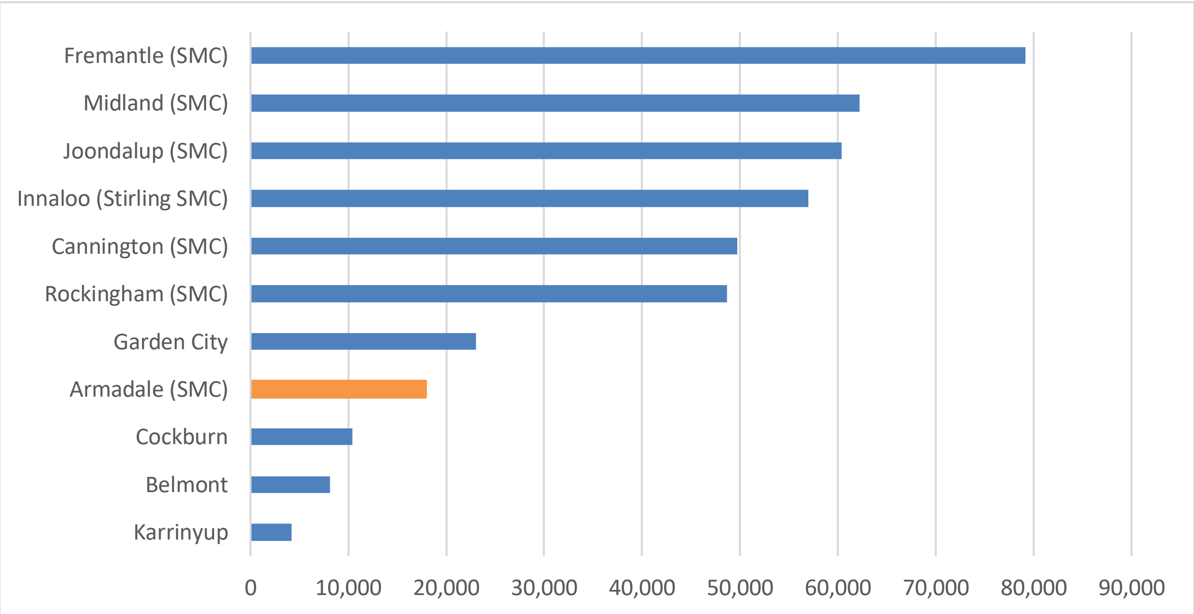
Fig 6.6: Per Capita Expenditure and Shop/Retail Turnover Trendline, Selected Metropolitan Centres



Ref: SMCO

Armadale has substantially less office space than comparable centres, as shown in Figure 6.7

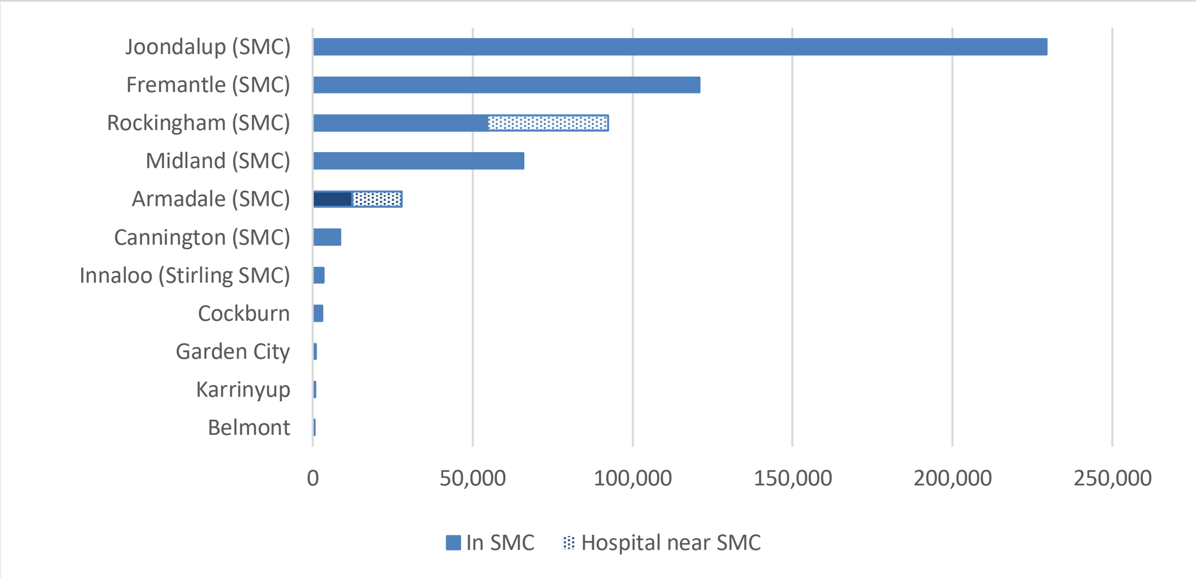
Fig 6.7: Office Floorspace (m2), Selected Metropolitan Centres



Ref: Land Use and Employment Survey (WAPC 2015);

Armadale City Centre has less health floorspace than comparable centres, as shown in Figure 6.8. the health campuses in Joondalup, Fremantle, Midland and Rockingham are larger than that for Armadale and these centres also show more spin-off and associated health services in the SMC.

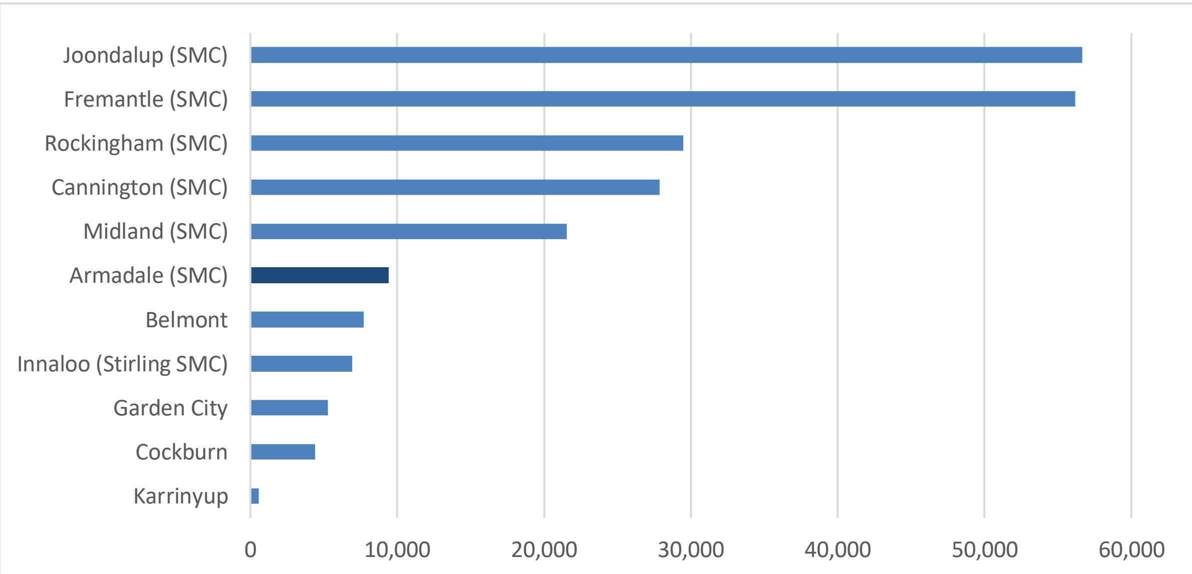
Fig 6.8: Health Floorspace (m2), Selected Metropolitan Centres



Ref: Land Use and Employment Survey (WAPC 2015);

Armadale has substantially less entertainment / recreation space than comparable centres, as shown in Figure 6.9.

Fig 6.9: Entertainment/ Recreation Floorspace (m2), Selected Metropolitan Centres



Ref: Land Use and Employment Survey (WAPC 2015);

Improvements to the level of activation and variety of visitors to the Armadale SMC would be could be achieved through greater diversity. This would include improvements to the extent of office, health or new entertainment facilities, possibly initially through the locating of State government offices or satellite offices in the centre. While demand for additional retail floorspace is identified, the structure plan should demonstrate that the delivery of alternative forms of floorspace and employment may be accommodated in the centre and actively pursued.

6.3 Implications for the Armadale SMC

6.3.1 Floor Space Potential

Based on the analysis undertaken, expected demand for new shopping floorspace at the Armadale SMC ranges between 80,000m² nla to 100,000m² nla by 2036, depending on the status of the City's strategy and the planned distribution of retail potential for that year among existing and future centres.

Beyond 2036, the population of the broad catchment area for the centre will continue to expand, increasing by a further 30% between 2036 and 2051. On this basis, further expansion of the centre will become possible. It is not unreasonable to expect the Armadale City Centre to reach a size of 120,000 – 130,000 m2 of shop/retail floorspace by 2051.

Currently the extent of retail floorspace is approximately half (or less) than that of existing or approved floorspace in other competing strategic metropolitan centres. Given the lack of other forms of floorspace and greater weighting of shopping floorspace, it may be prudent to focus on the delivery of other employment generators and attractions in the areas of business, health, education and entertainment, given this would improve prospects for those communities relying on the Armadale SMC.

The level of household expenditure on retail goods is 5% - 10% lower in the Armadale LGA than within other LGA's areas examined in Table 5.1. However, expenditure is relatively consistent with the average across the Swan and Canning LGA areas. Turnover at the centre is also lower in comparison to competing higher order centres.

The ongoing expansion of the Cockburn Gateways SC and Westfield Cannington over the coming decade will influence the Armadale SMC, as these centres improve on the variety and quality of fashion and food, consumer experiences and physical amenity.

6.3.2 Demographic Features

With more new residents and young families establishing homes in expanding suburbs, the demographics of the Armadale LGA will continue to change, adding to the need for new retail offerings at the Armadale SMC. This is evident in data obtained from the 2016 census, which reveals that:

- Newer suburbs such as Brookdale and Seville Grove feature a higher proportion of young persons aged between 0 – 19 (38.9% and 35.1% respectively), in comparison to longer established suburbs such as Armadale (26.6%) and the Greater Perth average (26.0%).
- The proportion of those aged 65+ in the suburb of Armadale (16.2%) far exceeded that of Brookdale (4.2%), Seville Grove (4.7%) and the Greater Perth average (12.5%).
- The proportion of those aged 30 - 49 in the suburb of Armadale (23.6%) was less than that of Brookdale (29.0%), Seville Grove (28.7%) and the Greater Perth average (28.6%).
- The proportion of couple families with children in Brookdale (62.9%), Seville Grove (49.5%) and Greater Perth (45.5%) exceeded that of the suburb of Armadale (33.2%).

6.3.3 Major Tenants

It is not considered that a department store such as Myer or David Jones would locate in the city centre, and the Armadale SMC contains a number of current popular retail anchors including K-Mart, Target, Big W, and supermarkets including Woolworths, Coles, IGA and Aldi. The retail needs of the catchment population are relatively well catered for in terms of diversity and choice with these anchors.

However, it is likely that over the course of the life of the structure plan (15 – 20 years), new larger retail tenants entering the market may seek to locate in the centre. In addition, there is scope for new speciality floorspace to satisfy population growth in surrounding suburbs resorting to the Armadale SMC for retail purchases.

Other significant attractions, being health oriented or the satellite campus of a tertiary institution, would bring a similar or greater level of activation to the centre, as described in more detail in Sections 8 and 9.

6.3.4 Current and Future Distribution

Currently, the Armadale SMC is dominated by the internalised retail malls at either side of Jull Street, which contain the aforementioned anchor tenants. Consumers are drawn to the parking facilities surrounding and below these premises, and currently there are limited attractions on Jull Street to bring consumers out of the internalised malls, unless passing between them.

The range of tenants currently on Jull Street includes the offices of six banking institutions, real estate offices, cafés adjacent the entry points to the shopping centres, cash converters and convenience fast food stores to name a few. The scale and offer on Jull Street is small in comparison to the internalised mall components of the city centre.

If retail expansions are sought in the future, these may be delivered through the addition of new levels to the existing shopping centres, but there is scope for this to be tempered through the allocation of retail potential for new larger tenants to landholdings to the north fronting Jull Street / Whitehead Street. It is not the role of town planning to dictate the particular types of shops that may locate in the centre, but the broad distribution of tenants based on size may be an outcome addressed in the structure plan.

A continuous and active shop frontage on Jull Street is a necessary feature to encourage pedestrian flows north from entry/egress points to the internal malls on Jull Street. Well considered vehicle parking and pedestrian entry points associated with a future retail complex opposite Memorial Park, with a significant retail tenant, would encourage additional pedestrian movements to and from the northern end of Jull Street and the northern entry to the Armadale City central area adjacent Memorial Park.

Alternatively, office or other commercial floorspace may occupy land at the corner of Jull Street and Whitehead Street. This would also deliver improvements to the streetscape, which is presently characterised by blank walls, car parks and a low density of vehicle - oriented convenience outlets including fast food and liquor stores, which encourages little pedestrian activation.

There may also be scope to trigger other improvements to Jull Street in conjunction with future retail expansions at each internalised shopping complex, including the extension of shop fronts and / or the filling of open car parks and spaces behind the tenancies on Jull Street. New entry points to the internalised Armadale Shopping City building from Jull Street or Whitehead Street may also deliver improved activation on these streets.

7 Tourism

7.1 Destination Armadale

From a tourism perspective, Armadale is essentially a modern city nestled in and framed by nature. Located on the doorstep of the Darling Ranges, Armadale represents one of two major centres in the Perth Hills – Kalamunda is well established as the other - and as such, is well placed to serve as a future tourism service centre for the wider region. The Armadale section of the broader Perth Hills region provides a range of established nature-based tourism experiences including bushwalking along the Bibbulmun Track, mountain bike riding along the Mundi Biddi trails, Araluen Botanic Park, Wungong Regional Park, dams, boutique wineries, orchards, golf courses. This is balanced by a mix of cultural history and heritage attractions and activated through a growing calendar of annual events and festivals.

To cement itself as a centre in the Perth Hills, increased activation, investment and development of the Armadale city centre to service tourist needs is required. The framework guiding the future development and direction of the wider region is provided in the current *City of Armadale Tourism Destination Strategy (2015-2019)* which is underpinned by the following core strategies (CoA 2014):

- *Expand the region's destination appeal and deliver the place proposition, through targeted activation in the Armadale city centre.*
- *Improve access to visitor attractions and services, such as the Visitor Centre, through destination signage, wayfinding and transport options.*
- *Capitalise on the region's established and growing events to develop event-based tourism in the region.*

At a day visitor level, the words "Armadale city centre" and "tourism" are not words that are naturally associated together. This loose connection largely stems from the poor socio-economic perception and sometimes ill-informed view regarding safety and security that dominates the Armadale city centre. Successful activation of the city centre from a tourism standpoint will increase visitation appeal and provide the necessary tourism infrastructure that will cement Armadale's position as a gateway to the Perth Hills.

In line with many of the towns and cities which occupy a position in the Perth Hills and on the foothills of the Darling Scarp, such as Armadale city centre and Kalamunda and Byford town centres, individually each centre is not dominated by tourism, but collectively, it connects with a diversity of tourism attractors and assets which, if developed, invested and managed correctly, can offer significant boost to the local economy. The Armadale, Kalamunda and Mundaring LGAs in particular offer synergies for visitors and should therefore consider joint marketing and promotional campaigns which will maximize cross-pollination of tourism products and attractions which ultimately lead to increased volume and value of visitors to the Perth Hills region. As a secondary benefit, collaborative efforts will encourage considered, complementary and well-informed development and expansion of the tourism industry, further aiding the diversification of the local economy.

7.2 Visitor Profile

Armadale city centre and its surrounds (including Wungong and Brookdale) attracts around one-third of all visitors to the Armadale LGA. Over the last three years, this area welcomed an average of just over 100,000 visitors each year. Of these, around 82% are day visitors[8], 13% are domestic (intrastate and interstate) overnight visitors and 4% are international visitors. Growth in visitation levels over the last three years has averaged at 3.8%; fuelled primarily by growth in the day visitor market of around 12% over the last three years.

A snapshot of visitation to Armadale City Centre and surrounds for the period year ending December 2016 is provided in Table 7.1. **Appendix 2** provides more detail regarding trends over time and provides the basis for the identification of key future opportunities which have capacity to activate the town centre in its own right and support the future positioning of Armadale city centre as an additional gateway to the Perth Hills along with Kalamunda.

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[8] Intrastate Daytrip Definition:
Day trips or same day visitors are those who travel for a round trip distance of at least 50km, are away for home for at least 4 hours, and who do not spend a night away from home as part of their travel. Same day travel as part of overnight travel is excluded as is routine travel such as commuting between work/school and home. Routine shopping is included as is travel for all purposes, not just pleasure.

Table 7.1: Snapshot Overview of Tourism Volume and Patterns of Visitation to Armadale City Centre and surrounds for the year ending December 2016

Indicator	Volume YE Dec 2016	% Market Share YE Dec 2016	Ave over 3 years (2014-2016)
Number of visitors			
Domestic day	95.9	82.7%	12.3%*
Domestic overnight	14.7	12.7%	4.7%*
International visitors	5.4	4.6%	9.0%*
Total	**116.0**	**100.0%**	**3.8%***
Visitor nights			
Domestic visitor nights	86.7	55%	31.4%
International visitor nights	70.9	45%	68.6%
Total/Ave	**157.7**	**100.0%**	
Ave length of stay			
Domestic overnight visitors	5.9	-	3.3
International visitors	13.2	-	21.3
Overall	**1.4**	**-**	**1.4**
Main Purpose of Visit			
Holiday	36.5	31.4%	30.1%
VFR	53.7	46.2%	31.6%
Business	19.5	16.8%	13.8%
Other	6.4	5.6%	24.4%
Main Activities during Trip[1]			
Outdoor/nature	30.8	22.1%	14.3%
Active outdoor sports	3.2	2.3%	6.5%
Arts/heritage	6.7	4.8%	5.4%
Local attractions/tourist activities	4.7	3.4%	4.6%
Social activities	88.6	63.6%	65.0%
Other activities	5.2	3.8%	4.2%

Note: December 2016 represents the most recently available tourism statistics for Australia (including State, tourism region, LGA and SA2 level).

* Ave growth over the period 2014 to 2016.

**Visitors may engage in more than one type of activity

Source: TRA (2016).

Traditional holiday and Visiting Friends & Relatives (VFR) are the major reason for visiting Armadale, accounting for an average of 31% and 46% respectively over the last year. The opportunity for the development of the town centre from this group is for the town centre to become a destination for VFR visitors through an expanded food and beverage offering and an expanded events and cultural program. The wider region is dominated by the holiday and VFR markets, however, Armadale also attracts a reasonably high proportion of business visitors. This reflects its role as a regional centre and can be expanded.

Other key tourism features are:

- With respect to market share, visitors from Western Australia have traditionally accounted for the majority of visitors to Armadale. There has been a significant increase in visitors from NSW over the last year for unexplained reasons.

- The largest source markets for international visitors to Armadale (and the wider region) are from the UK, New Zealand and Singapore. Together, these source markets account for almost half of all international visitors to Armadale. The UK, Singapore and other Asian countries have recorded the highest levels of growth over the last five years. These source markets are also the largest source markets for international visitors to the City of Kalamunda, highlighting future synergies that could be gained through joint marketing and promotional efforts.

- Private accommodation dominates, as might be expected with high ratio of VFR visitors. Overall, there is an approximate 90%:10% split between private and commercial accommodation used by overnight visitors to Armadale. Compared with the wider region, Armadale attracts a greater proportion of visitors staying in commercial (as opposed to private); in the wider region, this ratio is around 95%:5% private:commercial accommodation.

- There is an identified need for more tourist accommodation in the centre. There are currently 83 short stay rooms in the City of Armadale, of which only two establishments have more than 20 rooms and neither of these is in the city centre[9]. The current proposal for a 103 room 3 – 4 star hotel on the corner of Armadale Road and Abbey Road is a very positive step, but there will be opportunity for additional accommodation. With the high proportion of VFR travellers, mid-market serviced apartments would be a valuable and viable addition to the town centre.

- Social activities (including shopping for leisure, dining out, visiting friends and relatives, amongst several other activities) are the most popular type of activity undertaken by visitors to Armadale, with 64% of visitors engaging in social activities during their trip for the year

[9] City of Armadale, Short-stay Accommodation Prospectus

ending December 2016. This trend is not surprising however, given Armadale's position as the urban centre for the wider Shire. This is followed by participation/engagement in outdoor/nature activities (22%), arts and heritage (5%), other activities (4%) and visiting local attractions (3.5%). Despite the urban focus of the Armadale town centre, engagement in outdoor/nature and active outdoor activities is in line with the wider region, and suggests that Armadale is well positioned to serve as both an anchor point and as a connector for visitors wishing to undertake nature and outdoor related activities and explore the Perth Hills.

- Overall, Armadale and the wider region attracts a fairly broad age spectrum of visitors. For YED 2016 over 40% of visitors to the area were aged over 55. For the most part, these older visitors tend to spend less and engage in more passive activities but, at the same time due to their wide travel experiences tend to favour destinations which offer points of difference, expect good quality products and value for money. Balancing this is the younger age cohorts which tend to be more active in their choice of travel activities. Authenticity of experience, social engagement with others and a sense of achievement/accomplishment are all important elements sought by visitors in the 20-54 age group categories. It is noteworthy that the age profile of visitors to the City of Kalamunda broadly mirrors that of the wider Armadale region – again highlighting the potential tourism product and experience synergies between these markets.

7.3 Opportunities & Recommendations

Igniting the tourism potential of the city centre will require a consideration of the delivery of a place activation strategy for the city centre which encompasses attributes which will be important key success factors in igniting the tourism potential, including:

- community-focused ideas which generate local employment opportunities;
- build on the existing infrastructure strengths and connections of the city;
- highlight the unique competitive market positioning of the city;
- encourage creative expression which will create sense of place and inject personality.

While the development and implementation of a place activation strategy (as recommended in the *Tourism Destination Strategy)* will provide a platform to optimise recent infrastructure investments and support the City's efforts in community wellbeing and economic development, strategic focus is required across three primary areas:

- **Destination development** – product, services, experiences and tourist infrastructure.
  - Develop evening economy to increase activation of the city centre.
  - Create sense of place using visual arts as the primary medium to highlight the unique and place specific identity of the city centre.
  - Extend events and festivals calendar beyond community-based events and extend the festival season into the winter season.

- Promote mountain bike riding, road cycling and walking trails.
- Expand the tourist accommodation offering in the centre: encourage increased investment in serviced accommodation to support leisure and corporate demands.
- Continuous improvement in signage and wayfinding tools.
- Develop Perth Hills Gateway Precinct.

- **Destination marketing** – branding and marketing.
  - Investigate and undertake collaborative marketing efforts
  - Undertake a program of public relations (using social media as a key platform) to communicate Armadale's positioning as a tourism gateway.

- **Industry and governance** – policy, management, resourcing.
  - Establish a tourism advisory group which will include representatives from neighbouring Shires and key private sector stakeholders.
  - Host quarterly tourism, hospitality and retail industry networking events

These areas of strategic focus should not be considered in isolation of each other, but rather be developed as a coordinated and complementary program.

Table 7.2: Suggested Areas of Action to Increase Tourism Activation in Armadale City Centre

Destination Development
Develop evening economy
• Create regular schedule of Twilight markets during the warmer summer months. • Host regular movie-in-the-park evenings. • Improve the retail, food and beverage mix to encourage a dining-out culture. • Encourage food trucks and pop-up food markets. • Encourage development of evening music scene, comedy festival, jazz festival at small and unique venues. • Investigate the potential of using Minnawarra Park as a temporary venue for performing arts (theatre productions). Identify potential sources of funding to purchase/hire event infrastructure to enable productions.
Create sense of place using visual arts as the primary medium
• Memorable permanent art works such as sculpture or street art at key gateways could give Armadale personality and highlight its natural and cultural heritage connections with the Perth Hills. • Encourage commission and installation of public art works which reflect historical and locational elements. • Where possible, public art (including street art, sculpture should be located in high pedestrian traffic areas to reinforce a sense of place. • Develop and promote public art trails based on local heritage and culture using smartphone/geocaching technology as the delivery tool. • Implement public art strategy.
Expansion of events and festivals calendar
• Araluen Botanic Park is well-known for successful hosting of events and festivals e.g. Yates Springtime Festival at Araluen, Avocado Festival & Chilli Festival. Opportunities exist to host supporting/complementary events in the city centre that maximize the experience for visitors and encourage length of stay in the region.
Promote bike and walking trails
• Investigate the demand for a mountain bike and bushwalking trails service centre (hub) in Armadale. • Investigate shuttle bus opportunities to transport mountain bikes to/from beginning of the Munda Biddi trail. • Formalize mountain bike and road cycling network through signage and mapping, combined with trail redevelopment and improvement where necessary.

Destination Development
Encourage increased investment in serviced accommodation
• Development of mid-scale serviced accommodation to encourage overnight stays and satisfy current gap in the market.
Continued improvements in signage and wayfinding tools
• Continued improvements in signage and wayfinding (using pavement wayfinding tools for example) will greatly increase the visitor experience.
Develop Perth Hills Gateway Precinct
• Develop a dedicated Perth Hills Gateway Precinct which could incorporate a digital information centre, outdoor activity hub to support outdoor activities in the Perth Hills. • Entrance to the Precinct should be iconic in nature and accurately reflect the essence of the Perth Hills.
Destination Awareness
Investigate and undertake collaborative marketing efforts
• Establish a working relationship with the City of Kalamunda and Shire of Mundaring to create a joint tourism marketing and promotion plan. • Identify areas of cross pollination for the marketing and promotion of Armadale town centre as additional gateway to the Perth Hills. • Enhance digital presence by listing on Perth Hills website and establish hyperlinks to create a new multi-faceted destination focussed website.
Undertake a program of public relations (using social media as a key platform) to communicate Armadale's positioning as a tourism gateway.
• Establish a PR and brand advisory committee. This committee could include members of neighbouring Shires, local tourism associations, Dept. Parks & Wildlife and others where appropriate. • Establish a common vision and brief for brand development. • Identify the most appropriate social media platforms (e.g. Facebook/Twitter) for future communication of the brand. • Establish a social media program protocols and benchmarks to promote tourism and visitation. This program could also be used to accurately address unwarranted negative media perceptions.
Industry and governance
Establish a tourism advisory group which will include representatives from neighbouring Shires and key private sector stakeholders.
• Establish a tourism advisory group with clear strategic purpose that takes account of individual tourism strategies / destination management plans which dovetails key strategic deliverables with clear and common strategic directions. The advisory group should not be used as a channel for individual wish lists. • Hold quarterly meetings with advisory group.
Host quarterly tourism, hospitality and retail industry networking events
• Establish a tourism, hospitality and retail networking night which keeps all of the tourism industry informed about what is occurring in the town centre and the wider Armadale region. • These events could also be used to promote and gain buy-in for marketing initiatives relating to the town centre.

Source: AEC

8 Competitive and Comparative Analysis

8.1 Comparisons – Main Elements

The relative scale of Armadale compared with other comparable centres has been explored in Section 5. It shows that Armadale is relatively small across all major land uses:

- Retail
- Office
- Health
- Entertainment / recreation

The key elements in comparable major centres is summarised in Table 8.1 below. It shows that Joondalup stands out as a large diverse centre with all of the major institutional economic drivers that enable a diverse economy with substantial local employment. They include:

- A main university campus plus a specialist academy
- A major health campus
- Substantial government and non-government office uses.

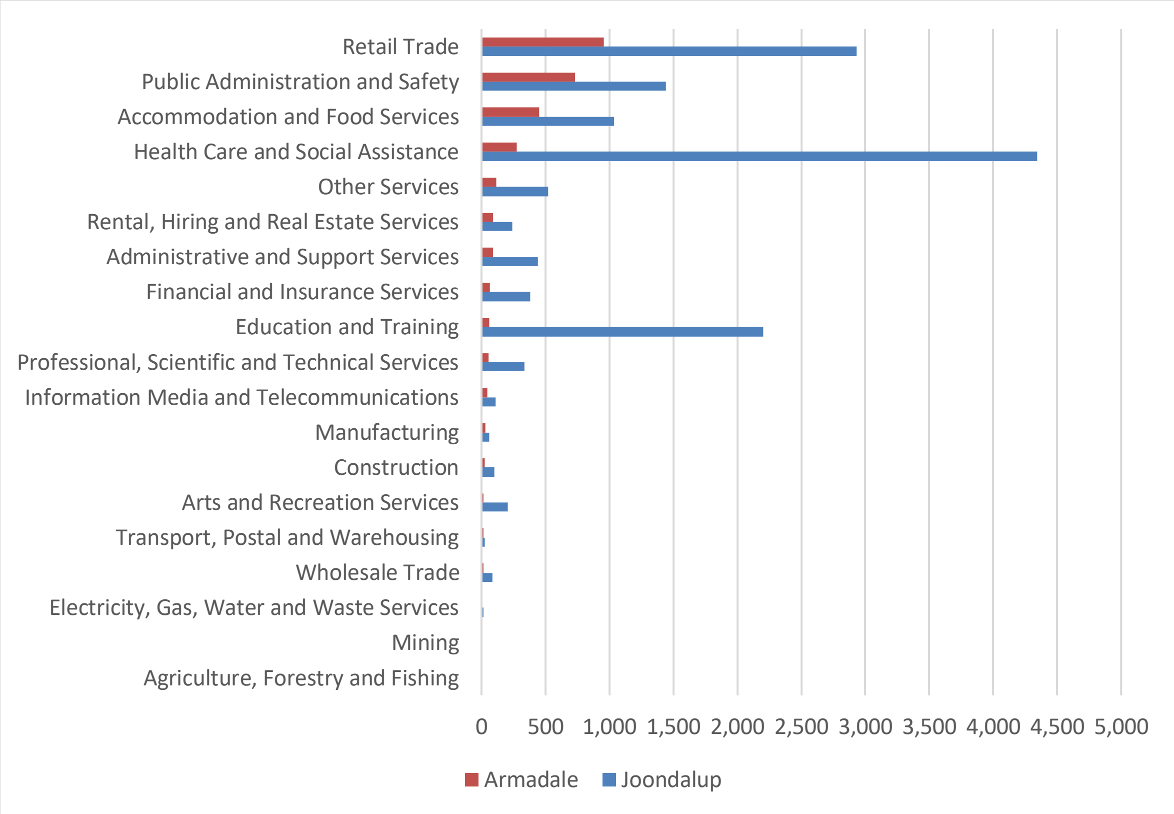
Including the town centre, the University, WA Police Academy, Joondalup TAFE and the Joondalup Health Campus, but excluding service industrial areas to the west of Joondalup Drive, Joondalup has around 14,800 workers[10]. This compares with around 3,100 in Armadale and gives an indication of an achievable scale for a Perth metropolitan regional centre.

Joondalup also has a high ability for co-ordinated and targeted development. Both state and local government retain key land parcels and the major retail centre is under single ownership. It has excellent transit connections.

The outcome is illustrated in the graph below. It shows that Joondalup centre has a very strong employment base in health and education, but also significant employees in growth and potentially externally oriented sectors such as accommodation and food services, finance and insurance, administrative services, information, media and telecommunications, professional, scientific and technical services and arts and recreation services.

[10] ABS, Census, 2016, (Place of Work)

Fig 8.1: Centre Employment, Armadale and Joondalup



ABS, Census, 2016, (Place of Work)

Other centres that have a good range of diversified elements are Midland, Fremantle and Rockingham.

Armadale currently has few of the key elements that enable diversification and growth. It is directly competing for regional-level trade and services with Cannington, Cockburn and Rockingham. Each of these have overlapping catchments with Armadale. Cannington has massive retail scale and depth. Rockingham is as yet relatively fragmented as a centre, but has the ingredients to be a very strong centre. Cockburn has some key facilities.

Against these Armadale is attractively laid out, has excellent transit integration and has good prospects of expanded tourism, but lacks key institutional elements to drive its economy forward.

Table 8.1: Major Centres, Key Elements

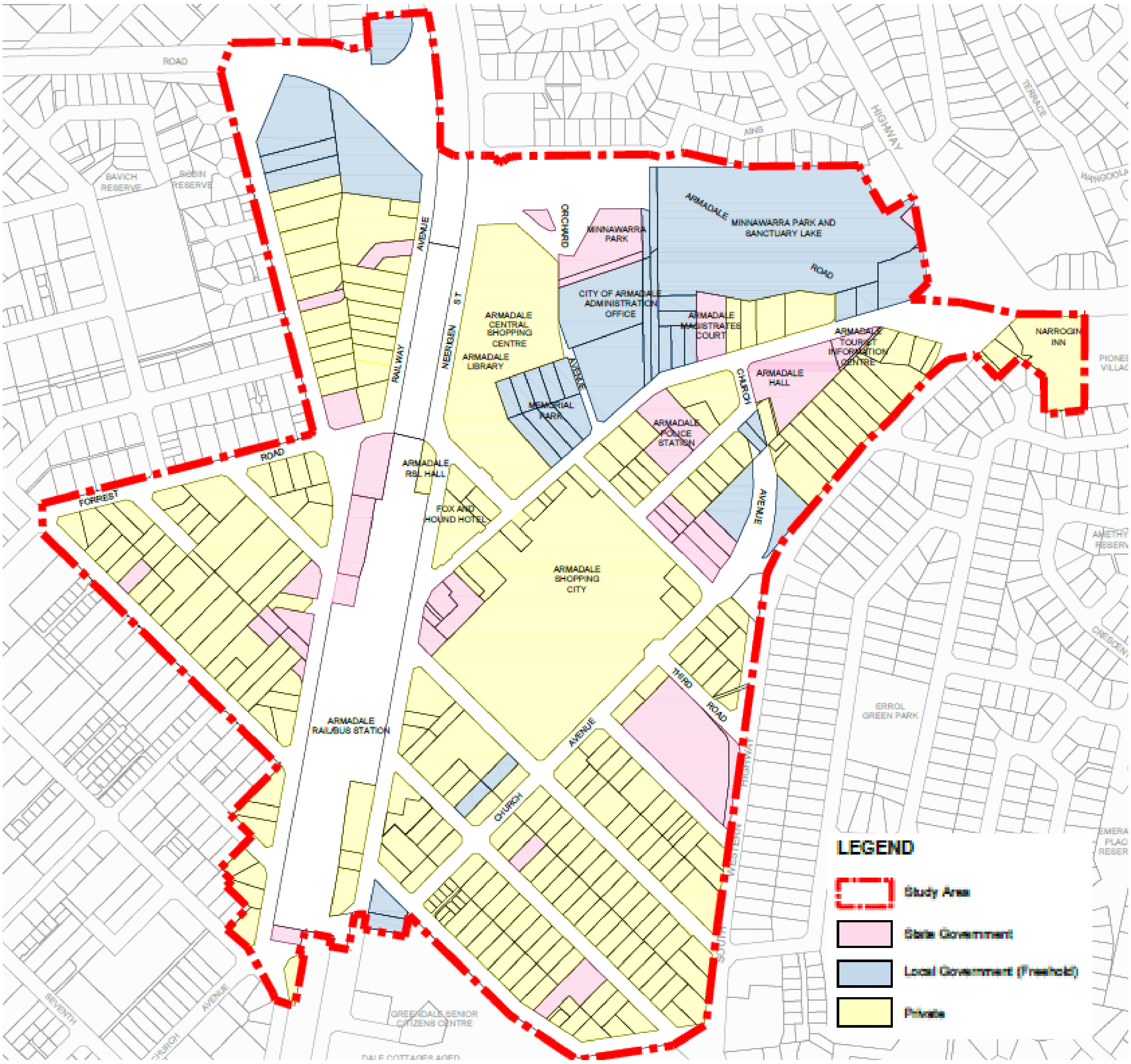
Activity Centre	University	TAFE	Hospital	Residential (Apartments)	Government Offices	Ownership	Transit
Armadale	X	TAFE	Armadale Health Service 1.8km N	X	Part	Multiple large landowners	Integrated rail
Joondalup	ECU	TAFE	Joondalup Health Campus	> 500 +	Co-Work	Dominant landowner / Gov't agency	Integrated rail
Rockingham	Murdoch	TAFE	Rockingham General 2km	> 500	Limited	Multiple large landowners	Rail available, good connectivity
Stirling	X	X	Osborne Park Hospital	< 100	planned	Multiple large landowners	Rail available but poor connectivity
Midland	Curtin (Medical)	TAFE	St. John of God	< 100 +	Agency	Dominant landowner / Gov't agency	Integrated rail
Cannington	Curtin 3.5km west	TAFE 3.5km west	Bentley Hospital 2km north	> 100 +	Agency (part) / Co-Work	Dominant landowner	Rail available but poor connectivity
Fremantle	Notre Dame	TAFE	Fremantle Hospital	> 500 +	Agency (part) / Co work	Multiple landowners	Integrated rail
Claremont	UWA 3.9km east.	X	Charles Gardner Hospital 3.5km east	> 500 +	X	Dominant landowner	Integrated rail
Cockburn Gateways	Murdoch 5km by rail.	TAFE 5km by rail.	Fiona Stanley 5m by rail	> 500 +	Agency (part)	Dominant landowner / Gov't agency	Integrated rail
Garden City	X	X	X	> 100 +	X	Dominant landowner	X
Morley	X	TAFE	X	X	X	Dominant landowner	X

8.2 Land Ownership

For a major centre, the ability to marshal substantial capital towards centre development is a main competitive element. Coordinated land ownership is a key enabling factor.

Armadale has multiple landowners. The two main retail centres, Armadale Central and Armadale Shopping City are in separate ownership and Jull Street is fronted by a number of small sites with different owners. This is a significant barrier to coordinated centre development.

Map 8.1: Armadale City Centre Land Tenure



Source: City of Armadale

Many of the competing centres with very large expansion programs (for example, Cannington, Karrinyup, Booragoon, Midland Gate) have one single land owner. The effect of this can been seen in the case study on Karrinyup below. This is currently embarking on a substantial expansion program, with a budget of $550 million. These data are drawn from public information provided to the local authority and the Metro North-West JDAP at the time of development applications.

Case Study: Karrinyup Centre Expansion

In its current form, the Karrinyup Shopping Centre reflects a 1980's 'big box' shopping centre, with poor urban form and poor pedestrian connectivity to the entrances to the Centre, with heavy reliance of the use of private vehicles. Most of the existing tenancies address the internal shopping mall and do not offer any outlook over the surrounding public streets leaving nothing but blank concrete walls. Landscaping in both the form of hard and soft landscaping features is also limited across the site.

The existing Karrinyup Bus Station is not integrated with the shopping centre. Whilst pedestrian crosswalks are provided throughout the parking areas surrounding the bus station, there is no weather protection for pedestrians walking from the bus station to the nearest entrance. This contributes in lower than ideal patronage of public transport.

It is proposed to create a mixed-use centre on the site with an overall amount of floorspace exceeding 123,000m2. Of this, approximately 93,000m2 is expected to be classified as 'PLUC 5 Shop-Retail NLA floorspace'. This includes a significant amount of food and beverage floorspace. More than 20,000m2 of the proposed floorspace fronts a public road, the Main Street or one of the Town Square / Piazza / Entry Features.

It has a development budget of $530 Million.

Expansion details of non-residential uses are shown in the table below.

Planning Land Use Category (PLUC)	Current Floorspace 2014 (m2 NLA)	Stage 1 Floorspace 2018 (m2 NLA)	Floorspace 2031 (m2 NLA)	Floorspace Beyond 2036 (m2 NLA)
Shop/ retail	53,292	93,355	97,000	100,000
Other retail	90	300	1,000	1,500
Office/ business	7,264	10,394	16,500	40,000
Health/ welfare/ community services	1,093	2,654	4,500	7,500
Entertainment/ recreation/ culture	2,457	10,116	13,500	16,500
Total floorspace*	**64,196**	**116,819**	**132,500**	**165,500**

Note: total floorspace excludes floorspace in other PLUC, such as utilities, residential and service industry.

Land uses in the expanded centre are diverse and include:

- Retail / Other retail
- Health and medical
- Personal services
- Recreation / fitness
- Child care
- Community purposes
- Entertainment (Cinema, theatre)
- Restaurants and cafes
- Office
- Tavern

At least 750 multiple-dwelling residential are proposed in subsequent stages, with construction of the first 50 units being a condition of development approval.

From an architectural and urban design perspective the appearance of the proposed development is significantly improved over the existing. The buildings will present well to, and enable greater interaction with, the public realm and neighbouring properties with much improved pedestrian and cyclist access and transit integration.

The proposal includes the creation of the village precinct based around a Main Street. It is expected that this area will become the hub for after-hours activity and support of a range of eating, leisure and entertainment uses.

Employment in the centre will grow substantially:

Year	2016	2021	2026	2036	Beyond 2036
Employment	1,943	3,230	3,679	4,332	5,202

Source: Pracsys, 2014

The site is identified as being within a secondary centre as defined by State Planning Policy 4.2 - Activity Centres for Perth and Peel (SPP 4.2). It shares most of the trade area with the Stirling Centre, which is identified as the Strategic Metropolitan Centre for the area. However, the extent of uses additional to retail uses in both centres, plus a substantial residential intensification program in the area mean that each have ambitions to grow substantially.

The scale of the development allows conditions of development approval to be imposed that support the centre, but also have significant community benefit. These include:

- A requirement to fund the cost of improving public transport access - to fund the PTA’s estimated cost of delivering additional Transperth bus service kilometres for a minimum period of five years from the opening of the retail centre.
- Implementation of a Travel Behaviour Change Plan particularly targeting centre employees but also customers.
- Substantial regional and local road modifications, including landscaping.
- Funding of substantial extensions to the City’s bicycled path network.
- Funding of substantial upgrades to the local footpath provision.

- A Place Management and Activation Strategy setting out the arrangements for the ongoing management of Main Street and Piazza (within the development).
- Provision of substantial residential accommodation within the development. (Up to 750 dwellings is allowed for in the Structure Plan)

9 Centre Development

9.1 Prospects

The Armadale City Centre has prospects for substantial growth. By 2036 the regional population will increase by three-quarters from its current level and by 2051 it will more than double to a catchment of around 374,000. This gives opportunity for substantial expansion of the centre to service a wide range of services and functions, including regional level:

- Retail
- Education, including post-secondary education
- Government and administration
- Cultural activities, arts and entertainment
- Human services:
  - Health
  - Community support
- Justice services

Retail modelling indicates that the expected demand for new shopping floorspace at the Armadale City Centre ranges between 80,000m² nla to 100,000m² nla by 2036, an approximate doubling of current retail floorspace. Beyond 2036, further expansion of the centre will become possible and it is not unreasonable to expect the centre to reach a size of 120,000 – 130,000 m2 of shop/retail floorspace by 2051.

The regional population will create demand for substantial increases in post-secondary education, including tertiary education, and expanded regional health facilities. As the primary regional centre these are best located in the Armadale City Centre. Neither of these is currently in any state government planning framework.

Similarly, economic activity in the region, principally manufacturing and peri-urban agriculture will provide opportunities for Armadale as an administrative, management, education and research base. There will be a substantial number of state government employees in the labour force and remote working technology and changes to state government culture and work practices make the siting of co-working and satellite spaces for government agencies in Armadale quite viable. This is not yet on any government agenda.

Entertainment floorspace – and by implication entertainment activity - in the Armadale City Centre is comparatively very low and should increase to increase centre vitality and extend use. This might be in the form of expanded cinema, performance venues and performing arts spaces. A study undertaken in 2010[11] found that there is an identified demand for purpose-built performance/cultural and convention space within the City of Armadale and that the town centre would provide a suitable location for the development of an arts /cultural /convention and community facility. The City is commencing the upgrade and expansion of the Armadale Hall into a significant multi-purpose facility.

For a successful centre that can build on itself over time, scale is important and diversity is important. This will provide the advantage of proximity and the agglomeration economies that will increase the attraction of the centre and encourage more development.

The importance of the key drivers to overall employment can be seen in the scenario below. It shows the importance of health and education services, as major employers, to the overall employment mix and overall employment numbers. It is noteworthy that in Joondalup these sectors have more employment than the retail sector. It assumes the presence, by 2050, of a more substantial education facility on the site and expanded health services – maybe not a full health campus but a viable mix of day hospitals, specialists and super GP clinics. It also allows for increases in government administration employment (particularly state government but also the local government as the population in the City increases) and some administration and management services for core regional industries. Increases are also assumed in tourism activities and also in entertainment and arts.

This is but one scenario, but it shows the minimum employment effect of an implemented EDS.

[11] Thinc Projects Australia and Creating Communities, Convention /Arts Facility Demand Study-City of Armadale Civic Precinct, April 2010

Table 9.1: A Possible (but Minimum) Employment Scenario for Armadale City Centre

Employment Industry	Current	2031	2051
Retail Trade	954	2,000	3,000
Public Administration and Safety	733	1,000	1,500
Accommodation and Food Services	450	800	1,200
Health Care and Social Assistance	275	400	1,000
Other Services	118	150	200
Rental, Hiring and Real Estate Services	93	100	200
Administrative and Support Services	89	200	500
Financial and Insurance Services	68	200	300
Education and Training	60	900	1,500
Professional, Scientific and Technical Services	58	200	300
Other / not classified	74	100	150
Information Media and Telecommunications	46	100	150
Manufacturing / manufacturing services	30	80	100
Construction	24	100	300
Arts and Recreation Services	17	150	250
Transport, Postal and Warehousing	15	30	50
Wholesale Trade	14	30	80
Electricity, Gas, Water and Waste Services	7	10	30
Agriculture / agriculture services	0	50	150
Mining / mining services	0	100	200
Total Employment	**3,116**	**6,700**	**11,160**

Under this scenario, approximate minimum floorspace requirement in the centre would be as shown in Table 9.2.

Table 9.2: A Possible (but Minimum) Land Use Scenario for Armadale City Centre

Land Use	2015[12]	2031	2051
Retail (incl food services and other retail)	61,475	84,000	126,000
Accommodation (rooms)		200 – 250	400 - 500
Office	17,924	56,000	92,750
Health Care	12,346	22,000	55,000
Education		32,400	54,000
Entertainment / arts	9,430	12,000	14,500
Services, utilities, construction	4,294	8,670	12,010
Other retail / wholesale / logistics	3,653	4,140	8,940
Total Floorspace (m2)	**109,122**	**215,910**	**354,260**

[12] (Latest available data) WAPC, Land Use and Employment Survey 2015 (excludes vacant)

9.2 Development Scenarios

Work to date on the ASMC Structure Plan has identified that the main structuring element for the future of the Armadale City Centre is the treatment of the railway line. This has become a pressing issue with the announcement that planning is now underway for an extension of the metropolitan passenger rail service to Byford by around 2023. The issues for the Armadale City Centre are thus all current and their resolution is now required.

Three scenarios have been developed for the town centre, each with different treatments of the rail:

Scenario 1: Sinking the Rail

- Rail in covered trench, covered for most of its length by public open space and buildings;
- Underground rail station.

Scenario 2: Rail Viaduct

- Rail in elevated viaduct with open space and (limited) development under viaduct;
- Elevated train station.

Scenario 3: The Base Structure / Minimal Change

- Rail remains at grade;
- Grade-separated road crossings (bridge or tunnel) at Armadale Road and Church Avenue and possibly at Forrest Road.

Their outcomes are quite different. The capacity of the Armadale City Centre at full build-out with the three scenarios is shown below:

Table 9.3: Armadale City Centre at Full Build-out for Three Scenarios

	Scenario 1	Scenario 2	Scenario 3
Residents	7,000	5,400	5,050
Employment (jobs)	18,000	13,100	9,400
Students	1,600	1,100	190
Total Private Sector Investment	$ 2,253 m	$ 1,665 m	$ 1,296 m

Therefore, only Scenarios 1 and 2 have capacity to accommodate the minimum and most basic employment outcomes of a successful economic development strategy, and only Scenario 1 has the capacity for Armadale to become a significant employment centre and to fulfil its role as the major metropolitan centre for a wide region.

9.2.1 Construction Employment

The scenarios all involve substantial public sector civil works construction expenditures. This in turn enables substantial private sector construction as the various development opportunities are pursued. Each of the scenarios will provide construction employment in the public sector civil works construction phase and in the private sector development phase. This total will be spread over the time frame of the developments. The total new jobs in Western Australia for each scenario in each of these phases is shown in the table below.

Table 9.4: Construction Employment and Expenditure for Three Scenarios

	Scenario 1	Scenario 2	Scenario 3
Expenditure			
Public Sector Civil Works ($m)	611	401	236
Private Sector Development ($m)	2,253	1,500	1,296
Construction Employment (jobs)			
Public Sector Civil Works	4,909	3,223	1,894
Private Sector Development	18,106	12,055	10,415

9.2.2 Options Analysis:

A preliminary options analysis indicates that Scenario 1 is probably the highest cost, but this is offset by its superior outcome on every quantifiable and qualitative and strategic benefit. It has:

- The greatest employment capacity;
- The most development land created for sale and financial cost offset;
- The highest transport-related environmental and efficiency outcomes;
- A positive effect on centre land values;
- The most substantial contribution to the strategic and regional role of the Armadale SMC;
- The highest degree of policy alignment;
- The most construction phase employment; and
- The highest amenity and attraction for all economic and community functions and uses.

Table 9.5: Options Summary

	Scenario 1	Scenario 2	Scenario 3
Cost	Highest	Medium	Lowest
Employment capacity (jobs)	18,000	13,100	9,400
Quantifiable Benefits			
Land released for development and sale	Substantial	none	none
Travel and transport savings	high	medium	none
Land value	Increase	Reduction	Base
Qualitative and strategic			
• Contribution to the strategic and regional role of the Armadale SMC	Substantial	Low / medium	Base
• Policy alignment	High	Medium	Low
• Amenity and attractiveness	High	Low	Low

9.3 Implementation

The three development scenarios imply three distinct forms of implementation.

Scenario 1: Sinking the Rail

- The major public works for Scenario 1 involve re-laying the rail line in a cut-and-cover trench and releasing land above and around the sunken rail as public space, roads and development sites. It would be a primarily a State Government development project.
- Land will be created for sale to the market and some land assembly may be required.
- Therefore, the most appropriate vehicle for the public works and land development is the MRA under the Metropolitan Redevelopment Act.
- A high proportion of City Centre public works would be by the MRA or jointly with the City.
- Active intervention by the City is required to maximise the benefit to the City

Role of the City

- Prepare overall planning framework;
- Prepare business case for Scenario 1 as the preferred City development scenario;
- Work with MRA to incorporate relevant parts of City Centre Plan into MRA Scheme;
- Active promotion of other parts of City Centre Plan.

Scenario 2: Rail Viaduct

- The major public works for Scenario 2 involve a rail extension, elevated to achieve grade separation of key roads. It would primarily be a State Government construction project.
- Some land might be created for sale to the market.
- Additional City Centre public works would be the responsibility of the City.
- Active intervention by the City is required to maximise the benefit to the City.

Role of the City

- Prepare overall planning framework.
- Active promotion of other parts of City Centre Plan.

Scenario 3: The Base Structure / Minimal Change

- Primarily an overall planning framework for incremental change;
- While there would be some state Government capital works (for example road/rail grade separations) all City Centre public works would be the responsibility of the City;
- Active intervention optional.

Role of the City

- Prepare overall planning framework;
- Active promotion of other parts of City Centre Plan.

Under any of the scenarios, coordinated development of the Armadale City Centre is necessary if it is to reach anything like its potential in terms of economic activity and employment. The amount of private sector capital that can be marshalled with coordinated development by a single landowner in a growing centre is noted in section 8 above. It is substantial. However, the fragmented land ownership at Armadale does not currently enable this.

It is highly likely that retail expansions in Armadale will be sought in the future. With the current landholdings, these may be delivered through the addition of new levels to the existing shopping centres. This would serve to increase the concentration of retail activity in these two centres, but would do nothing to activate the centre generally. There is scope for this to be tempered through the allocation of retail potential for new larger tenants to landholdings to the north fronting Jull Street / Whitehead Street, but this is only a partial unlocking of the centre.

However, if, for example, an aim were to make Jull Street an active 'food street', much in the vein of the new Main Street area of the Karrinyup centre, all of the initiative, and expenditure, would need be the City's. With fragmented land ownership and many small sites along this street, there is no mechanism to ensure that the level of capital investment and redevelopment that would be required to make this successful would be available. The major landowners would have few incentives to assist this, preferring to ensure that any new activity was retained within their centre. The activation of Jull Street a main element of each of the scenarios, but is one of the main factors for activation for Scenario 3.

There is a spectrum of implementation mechanisms available to the City, with varying degrees of cost, efficacy and risk. These can be applied, with variations, to each of the development scenarios.

Minimal Intervention Option: Set Planning Framework

This is essentially the default option in which the City and then sets the planning framework via an Activity Centre Plan and then relies on normal property market forces to implement it over time. This might include a development contribution regime to assist in the funding of public infrastructure and place activation in the town centre. This framework might include development incentives to encourage development consistent with the plan.

Positive

- Gives certainty for individual landowners to make their own commercial decisions over time.

Negative

- Development may be piecemeal, with limited levels of co-ordination and design cohesion. There is a high probability that the major landowners will develop within their own sites with restricted capital investment and with limited new activation of public spaces and key streets. There is scope for this to be tempered through the allocation of retail potential for new larger tenants to

landholdings to the north fronting Jull Street / Whitehead Street, but this is only a partial unlocking of the centre and will be limited by fragmented land ownership and access to development capital for small projects.
- There is limited opportunity for coordinated Armadale City Centre marketing and place making, with this being primarily a City responsibility.
- Unlikely to substantially increase the diversity of land use.

Active Intervention Option

The objective of active intervention in town centre development would be to enable coordinated development across key parts of the town centre, but particularly the retail core. The aim is to create the circumstances that enables substantial and coordinated private sector investment. It is likely that the development scale would be large with this option. with higher overall quality, more intense land use and a coordinated economic and business development program

There are several models for this. One cooperative model is Stirling City Centre Alliance. collaboration between the community, local and state government and the private sector t mange the Stirling City Centre redevelopment project. The Stirling City Centre Alliance project team was tasked with facilitating the planning process by working with key stakeholders, encouraging the collaborative process and helping the City of Stirling realise its vision for the future. The Stirling City Centre Alliance commence in 2008 and formally concluded at the end of 2013, but follow-up actions continue. It attracted significant amounts of co-ordinated project funding to the Stirling Centre. Key alliance members included the City of Stirling, WAPC, Department of Transport, Water Corporation, Western Power and other agencies (e.g. Treasury and Housing).

A longer-term outcome of the Alliance process is the recently approved coordinated retail development of Innaloo that will create a new main street and Town Square between two separate land holdings and coordinate development across them to increase retail floor areas to 105,358m2 and including entertainment areas and a relocated major cinema complex).

A more interventionist model is available to the City. The legislative framework is contained in the *Metropolitan Redevelopment Act* an in the Improvement Scheme provisions of the *Planning and Development Act 2005*. The model would use these provisions to provide a head of power to activate a large developer (public agency or private) with access to sophisticated development skills and long-term capital to develop key parts of the City under a JV arrangement. Although there is some government land in the precinct, except for Scenario 1, a government agency (MRA) as a prime developer is unlikely without a mechanism to attract significant private capital. There are both positive and negative elements to this more interventionist approach:

Positive

- Development is likely to be coordinated, with high levels of design and development cohesion and over a shorter time frame. It is likely to be larger in scale than minimal intervention, with higher levels of investment and will make the activation of public spaces (e.g. Jull St) more certain.

- It enables high levels of coordinated marketing and place making.
- The JV is responsible for public realm infrastructure – no financial risk for the Shire.
- Gives opportunity for individual landowners to participate in overall development or to sell property.

Negative

- This option requires considerable political will. The economic, social and strategic benefits of this approach would need to be well articulated and communicated. This level of intervention to assemble private land is very rare in WA.
- There is therefore some risk of failure or abandoning the project at key stages.

9.3.1 Implementation tasks for all scenarios:

Coordination:

1 Establish **City Centre Task Force** (the model is Stirling Alliance)

- Objectives – to maximize the outcomes of a redeveloped City Centre:
    - Coordinate retail development. (A model for this is the coordinated development of Innaloo).
    - Attract new office uses, including government agencies and government co-working tele-offices.
    - Attract a tertiary education campus to the City.
    - Attract expanded health services to the City.
    - Promote and encourage high-density residential development in the City Centre.
    - Integrate transport system changes with overall City Centre development.
    - Identify locations for and encourage the establishment of co-working and business incubator spaces and programs.
    - Expand entertainment and community events – extend and expand existing city programs (e.g. the City's Activation Strategy).
    - Extend the City's Short Stay Accommodation Strategy to attract more short-term accommodation.
- Membership: key stakeholders
    - City of Armadale (Chair)
    - Key landowners
    - MRA / LandCorp
    - WAPC / Department of Planning Lands and Heritage
    - Department of Transport / PTA
    - Key community representatives

Funding:

3 Consider a city development fund – this would be a special levy or special area rate applied to city centre projects. Application of the fund would be on recommendation of the City Centre Task Force.

4 For key projects (e.g. activation of Jull Street and coordination of retail development) consider an active intervention strategy, via establishment of a **City Centre Precinct Development JV Program:**

- The City negotiates with the State Government to create an overall development implementation framework for identified parts of the centre (primarily the retail core) via the *Metropolitan Redevelopment Act* or the Improvement Scheme provisions of the *Planning and Development Act 2005*. This would specifically include widespread activation of the compulsory acquisition powers incorporated in each Act.
- Invite private sector development partners to provide capital and project management to undertake the whole development.
- Formalise a JV agreement between the government as presumptive landowner and the private developer.
- The JV undertakes development and is responsible for public realm infrastructure
- Individual land owners would be given the choice of:
    - Immediate land sale at valuation; or
    - Proportionate share in the JV

References

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Western Australian Planning Commission (WAPC 2018 2), *South Metropolitan Peel Sub-Regional Planning Framework*, WAPC 2018

Western Australian Planning Commission (WAPC 2018 3) *Land Use and Employment Survey 2015/17*

Western Australian Planning Commission, State Planning Policy 4.2, Activity Centres for Perth and Peel

Western Australian Planning Commission, *State Planning Strategy 2050*

Appendix 1: Retail

A1 Introduction

Retail gravity modelling has been undertaken by MGA Town Planners to forecast the retail potential of the Armadale Strategic Metropolitan Centre (SMC) as at 2036.

The retail modelling exercises modelled all activity centres in the Armadale LGA area and surrounding LGA areas for the current timeframe (2011/12). This set a base line enabling calibration against known reported activity centre turnover.

Subsequently, the City's current Activity Centres Planning Strategy (Working Paper 2012) was reviewed, to identify the City's 2031 floorspace proposals for all activity centres in the Armadale LGA area. Subsequently, the retail modelling informing the City's strategy was replicated, in order that current 2031 strategy proposals could be accommodated simultaneously while testing acceptable floor space demand for the Armadale SMC through to the year 2036.

The existing and future network of competing activities external to the Armadale LGA area influencing the travel patterns of residents in the City of Armadale was also accommodated, including activity centres in the Shire of Serpentine – Jarrahdale, City of Gosnells, City of Melville, City of Canning and City of Cockburn.

The following sections of the report describe the study area, existing and future framework of competing retail facilities, the model methodology and results and observations.

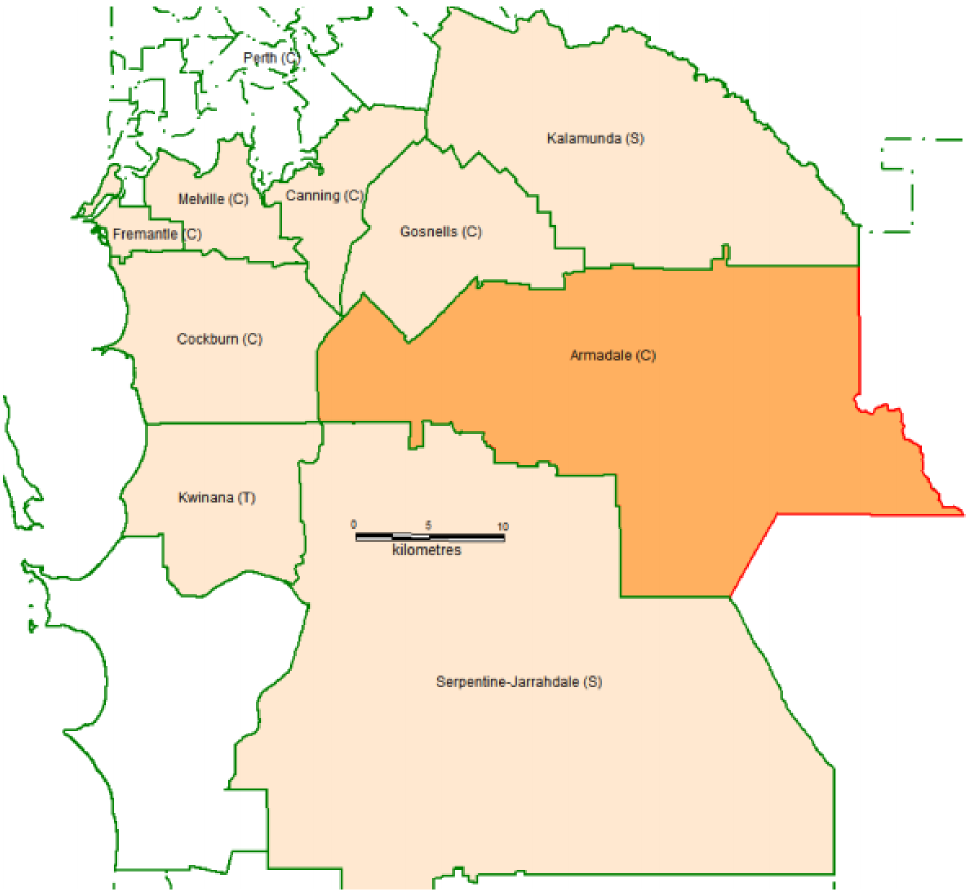
In addition, a comparison of the composition and trading levels of other Strategic Metropolitan and Secondary activity centres is shown, identifying those features and benefits providing socio – economic advantages, employment and entertainment to the populations they service.

Finally, an assessment of the implications for the Armadale SMC is set out, describing possible floorspace potential based on modelled demand, observations made in relation to the town centre, and suggested strategies to achieve desirable activation in key areas.

A2 Study Area

The retail gravity model has been used to define the trade area for the Armadale SMC simultaneously with that of all other activity centres in the modelled study area. The calibration method is described further below. Calibration refines the probability of visitation and proportion of turnover derived for each centre, to ensure centre performance meets with reported turnover or metropolitan benchmarks in the calibration year.

The modelled study area includes that portion of the Perth metropolitan area south of the Swan River, including the LGA areas of Canning, Cockburn, Kalamunda, Fremantle, Melville, Gosnells and Serpentine - Jarrahdale. **Figure A1** below is taken from the City's *Activity Centres Planning Strategy (Working Paper 2012)*, depicting the study area used as basis for the modelling undertaken to inform the strategy. The same study area was used and has an extent necessary to accommodate the trade areas for other significant competing centres, including the Cannington SMC, Cockburn Gateways SAC and Maddington DAC. This enabled calibration and modelling based on reported turnover for significant competing centres, which influence the shopping patterns of residents in the trade area of the Armadale SMC.



A3 Retail Gravity Model

Description

The retail gravity model forecasts customer choice for different retail centres, resulting from the distribution of shopping floor space and the nature of the transport network.

The gravity model assumes that shoppers are more likely to use shopping centres which are located closer to their homes, rather than centres that are further away. However, the model also accommodates the potential for shoppers to travel to other competing centres further away through bypassing smaller shopping centres to visit larger centres. The model determines a trade area for each activity centre simultaneously, based on the probability of visitation to each centre from each origin zone in the study area. That is, the model accommodates the overlapping of catchments for all centres.

$$S_{ij} = Oi \frac{A_j^a\ (exp^{-bTij})}{\sum_j A_j^a\ (exp^{-bTij})}$$

The modelling involves use of the above formula, where:

- *Sij* = the proportion of population or $ household expenditure attracted from origin zone *i* to centre *j*;
- *'Oi'* = population or household expenditure in zone *i*;
- *'A'* = is a measure of centre *j* size;
- *'T'* = travel time from each origin zone to each activity centre; and
- *'b'* = the gravity parameter;
- A separate attraction factor 'a' is applied to an activity centres' floor space 'A', to calibrate against reported turnover for shopping centres, and retail averages.

In summary, the model estimates the probability of visitation and level of expenditure at each activity centre, based on:

- the size of each activity centre.
- the travel time to all competing activity centres from all origin zones modelled; and
- population / aggregate household expenditure.

The gravity model assumes that the probability of visitation from any given *origin zone* to each activity centre is proportional to a product of the size of centres, and inversely proportional to travel time to each competing activity centre.

Methodology / Data Inputs

- **PLUC 5 Floorspace Modelled**

All activity centres having PLUC 5 shop/retail floor space in the study area were modelled, including small local activity centres and future activity centres identified in the City's *Activity Centres Planning Strategy (Working Paper 2012),* as shown in **Figure A2** below.

The Department of Planning Land Use and Employment Survey (LUES) (2008)[13] was reviewed to determine existing PLUC 5 shop/retail floor space for the base modelling year (2011). Other data sources utilised include the Property Council Shopping Centre manual 2011, and advice from local government agencies regarding development established after the most recent LUES (2008).

Current available draft activity centre strategies and centre plans were also utilised to inform modelling for future development scenarios, including the current activity centre strategies for the City of Gosnells, Shire of Serpentine Jarrahdale and the Cannington City Centre Structure Plan.

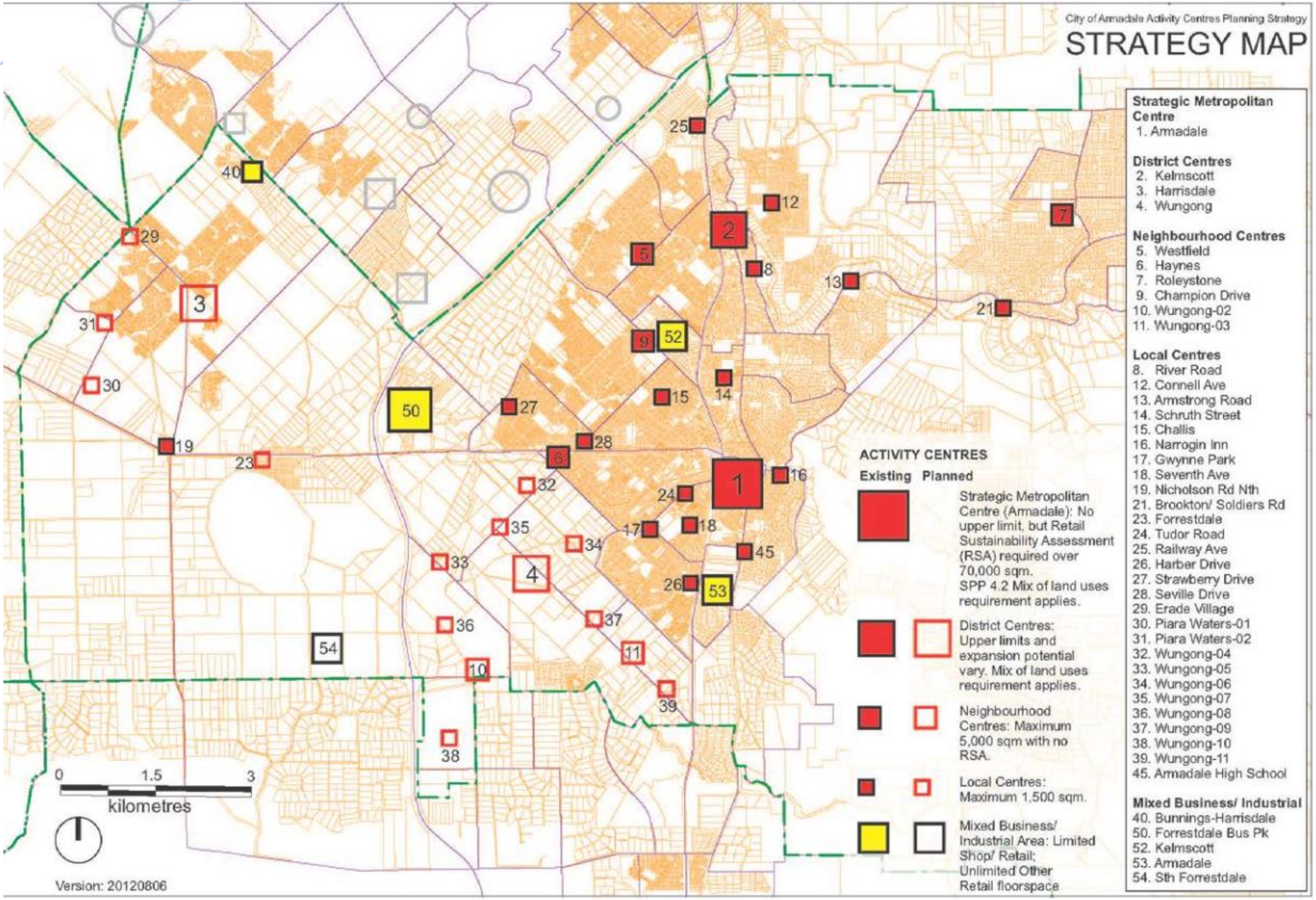
- **Driving Travel Time**

Travel time is an important factor impacting on the relative attractiveness of a centre and a measurement taken into account in the retail gravity model. The shortest travel time through the road network from the centroid of each origin zone (MTZ) to the location of each shopping centre is provided as an input to the model from online mapping sources.

- **Household and Per Capita Expenditure**

Per capita expenditure data was prepared by MDS Market Data Systems, based on the Western Australian PLUC 5 shop/retail goods and services category. The micro-simulation model run by MDS Market Data Systems is based on the ABS Household Expenditure Survey (HES) and census population data, which is updated through the use of data informing spending behaviour such as Australian National Accounts and Taxation Statistics.

[13] *Data Source: WAPC Land Use and Employment Survey 2008 Perth Metropolitan Region: PLUC 5 Total Floorspace In Survey Development Areas By Planning Land Use Category Extracted On 23 November 2010.*


City of Armadale Activity Centres Planning Strategy
STRATEGY MAP
Strategic Metropolitan Centre
1. Armadale
District Centres
2. Kelmscott
3. Harrisdale
4. Wungong
Neighbourhood Centres
5. Westfield
6. Haynes
7. Roleystone
9. Champion Drive
10. Wungong-02
11. Wungong-03
Local Centres
8. River Road
12. Connell Ave
13. Armstrong Road
14. Schruth Street
15. Challis
16. Narrogin Inn
17. Gwynne Park
18. Seventh Ave
19. Nicholson Rd Nth
21. Brookton/ Soldiers Rd
23. Forrestdale
24. Tudor Road
25. Railway Ave
26. Harber Drive
27. Strawberry Drive
28. Seville Drive
29. Erade Village
30. Piara Waters-01
31. Piara Waters-02
32. Wungong-04
33. Wungong-05
34. Wungong-06
35. Wungong-07
36. Wungong-08
37. Wungong-09
38. Wungong-10
39. Wungong-11
45. Armadale High School
Mixed Business/ Industrial
40. Bunnings-Harrisdale
50. Forrestdale Bus Pk
52. Kelmscott
53. Armadale
54. Sth Forrestdale
ACTIVITY CENTRES
Existing Planned
Strategic Metropolitan Centre (Armadale): No upper limit, but Retail Sustainability Assessment (RSA) required over 70,000 sqm. SPP 4.2 Mix of land uses requirement applies.
District Centres: Upper limits and expansion potential vary. Mix of land uses requirement applies.
Neighbourhood Centres: Maximum 5,000 sqm with no RSA.
Local Centres: Maximum 1,500 sqm.
Mixed Business/ Industrial Area: Limited Shop/ Retail; Unlimited Other Retail floorspace
0 1.5 3
kilometres
Version: 20120806

Calibration

Calibration of the model involves refinement to ensure that supermarket based centres, district, secondary and strategic metropolitan centres feature modelled turnover according to those turnover values reported by shopping centre owners or metropolitan benchmarks for the calibration year. Publications utilised included *Shopping Centre News*, the Property Council of Australia *Shopping Centre Manual* and *Urbis Retail Averages.*

Population

Population data utilised to inform the modelling undertaken included the following:

- ABS 2011 Census data for the base calibration year.
- WAPC population projections for the year 2031 to replicate the City's strategy proposals.
- ID Forecast population projections for the year 2036.

The total population contained in the City of Armadale LGA area for each of these years is shown in Table A1 below:

Table A1 – Total Armadale LGA population by year and data source

ABS 2011	WAPC 2031	ID Forecast 2036
62,296	118,300	144,827

A4 Retail Potential Model Outputs

Scenarios

The PLUC 5 model includes activity centres south of the Swan River and Perth CBD, to determine the distribution of household expenditure based on the PLUC 5 category of goods and services among competing centres.

- **Scenario 1 –** The base model for calibration purposes, as at 2011/12.
- **Scenario 2 –** Replication of the City's Activity Centres Planning Strategy as at 2031.
- **Scenario 3 –** As per Scenario 2, but utilising the ID Forecast population projections for the year 2036.

Strategies and Approvals

As described previously, the modelling for the year 2031 included the proposals contained in the City of Gosnells and Shire of Serpentine – Jarrahdale activity centres strategies. Other known activity centre development approvals were accommodated in the modelling, including Garden City Booragoon SAC, 120,000m² nla and the Cannington SMC – 170,535m² nla.

Model Outputs

Table A2 below shows the floorspace and turnover for centres in the Armadale LGA area as at 2011/12, being the calibration year.

Table A2 – Calibration Year

Centre Name	PLUC 5 Floorspace NLA 2011/12 (m²)	Base Turnover 2011/12 ($/m²)
Armadale City (SMC)	52666	$6,180.5
Kelmscott (DAC)	15829	$6,378.3
Harrisdale (DAC)	0	$0.0
Wungong (DAC)	0	$0.0
Westfield (NAC)	1962	$6,625.6
Haynes (NAC)	2139	$6,950.2
Roleystone (LAC)	1841	$6,109.0
Champion Drive (NAC)	4195	$7,116.0
Wungong 2 (NAC)	0	$0.0
Wungong 3 (NAC)	0	$0.0
River Rd (LAC)	0	$0.0
Connel Ave (LAC)	100	$5,264.7
Armstrong Rd (LAC)	200	$5,771.2
Schruth St (LAC)	300	$5,872.1
Challis (LAC)	400	$5,885.1

Centre Name	PLUC 5 Floorspace NLA 2011/12 (m²)	Base Turnover 2011/12 ($/m²)
Narrogin Inn (LAC)	937	$6,048.2
Gwynne Park (LAC)	143	$5,491.5
Seventh Avenue (LAC)	345	$5,760.9
Nicholson Rd Nth (LAC)	0	$0.0
Brookton / Soldiers Rd (LAC)	490	$5,101.7
Forrestdale (LAC)	0	$0.0
Tudor Road (LAC)	801	$6,153.8
Railway Ave (LAC)	600	$6,430.8
Harber Dr (LAC)	100	$5,225.2
Strawberry Dr (LAC)	100	$6,348.1
Seville Dr (LAC)	0	$0.0
Erade Village (LAC)	0	$0.0
Piara Waters 01 (LAC)	0	$0.0
Piara Waters 02 (LAC)	0	$0.0
Wungong 4 (LAC)	0	$0.0
Wungong 5 (LAC)	0	$0.0
Wungong 6 (LAC)	0	$0.0
Wungong 7 (LAC)	0	$0.0
Wungong 8(LAC)	0	$0.0
Wungong 9 (LAC)	0	$0.0
Wungong 10 (LAC)	0	$0.0
Wungong 11 (LAC)	0	$0.0
Old Station Rd (LAC)	350	$2,801.3
Brookton Highway (LAC)	0	$0.0
Brookton / Gardiner Rd (LAC)	60	$4,209.7
Conifer Road (LAC)	0	$0.0
Armadale High School	0	$0.0
Bunnings / Harrisdale	0	$0.0
Forrestdale (MBA)	0	$0.0
Kelmscott (MBA)	6637	$6,108.7
Armadale (MBA)	125	$5,397.3
South Forrestdale (MBA)	0	$0.0

Figure A2 below depicts the current modelled probability of visitation to the Armadale SMC from each origin zone. As described previously regarding the function of the retail gravity model, the probability of visitation to the Armadale SMC depicted is a product of the travel time from each origin zone and the size of the Armadale SMC, relative to travel time to other competing activity centres, their size and rate of turnover.

The figure shows that those residents south of the Armadale SMC, extending to Serpentine – Jarrahdale, are more likely to visit the Armadale SMC. This is due to the level of competition arising from the Cannington SAC, Maddington DAC, Kelmscott DAC and Cockburn SAC and the general density of activity centres north and west of Armadale SMC, which significantly influence the travel patterns of residents in this area.

Fig A2: Armadale City Centre, Current Probability of Visitation

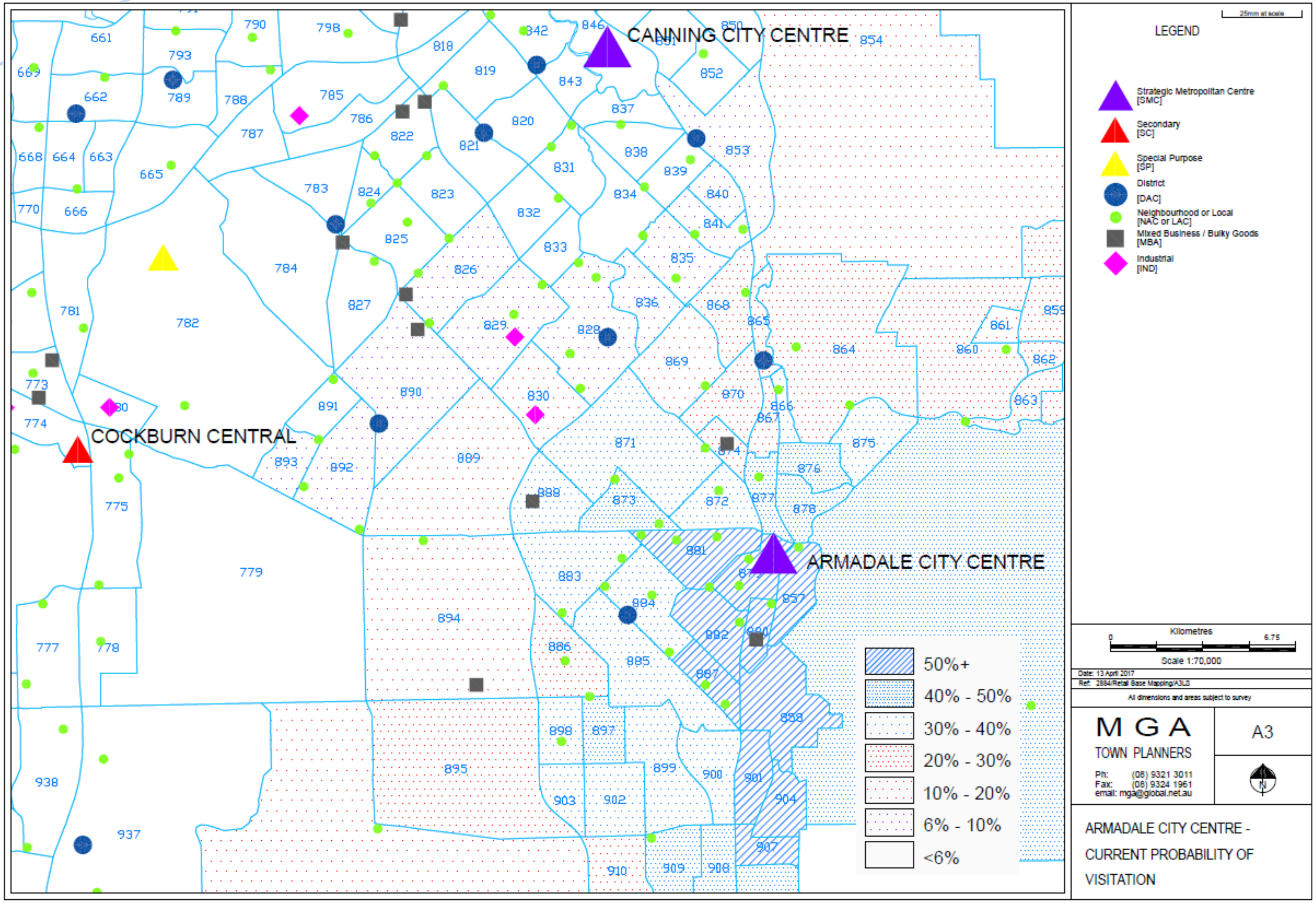


Table A3 shows the model outputs for the year 2031, replicating the City's Activity Centres Planning Strategy, in comparison to the above outputs for the calibration year (2011/12), and maintaining all dollar values at 2011/12 values. Dollar values are not adjusted for inflation, so impacts are likely to be slightly smaller.

Table A3 – Comparison of Base Year (2011) to 2031 Strategy Proposals

Centre Name	PLUC 5 Floorspace 2011/12 (m²)	Turnover 2011 - 2011/12 ($/m²)	PLUC 5 Floorspace from Strategy 2031 (m²)	Turnover 2031 - 2011/12 ($/m²)	% Change
Armadale City (SMC)	52666	$6,180.5	70000	$6,378.1	3.20%
Kelmscott (DAC)	15829	$6,378.3	18400	$6,089.9	-4.52%
Harrisdale (DAC)	0	$0.0	31000	$5,946.6	Na
Wungong (DAC)	0	$0.0	35000	$6,059.4	Na
Westfield (NAC)	1962	$6,625.6	2000	$5,820.5	-12.15%
Haynes (NAC)	2139	$6,950.2	4500	$6,327.6	-8.96%
Roleystone (LAC)	1841	$6,109.0	2000	$6,033.8	-1.23%
Champion Drive (NAC)	4195	$7,116.0	4195	$6,246.3	-12.22%
Wungong 2 (NAC)	0	$0.0	5900	$6,195.4	Na
Wungong 3 (NAC)	0	$0.0	3500	$6,043.9	Na
River Rd (LAC)	0	$0.0	600	$6,206.3	Na
Connel Ave (LAC)	100	$5,264.7	100	$4,850.8	-7.86%
Armstrong Rd (LAC)	200	$5,771.2	200	$5,844.6	1.27%
Schruth St (LAC)	300	$5,872.1	300	$5,546.4	-5.55%
Challis (LAC)	400	$5,885.1	400	$5,137.5	-12.70%
Narrogin Inn (LAC)	937	$6,048.2	937	$5,881.0	-2.76%
Gwynne Park (LAC)	143	$5,491.5	143	$4,945.6	-9.94%
Seventh Avenue (LAC)	345	$5,760.9	345	$5,404.6	-6.19%
Nicholson Rd Nth (LAC)	0	$0.0	155	$6,503.5	Na
Brookton / Soldiers Rd (LAC)	490	$5,101.7	490	$5,361.1	5.09%
Forrestdale (LAC)	0	$0.0	500	$6,069.1	Na
Tudor Road (LAC)	801	$6,153.8	801	$5,599.0	-9.01%
Railway Ave (LAC)	600	$6,430.8	600	$5,741.4	-10.72%
Harber Dr (LAC)	100	$5,225.2	300	$5,152.9	-1.38%
Strawberry Dr (LAC)	100	$6,348.1	150	$5,626.3	-11.37%
Seville Dr (LAC)	0	$0.0	360	$6,779.0	Na
Erade Village (LAC)	0	$0.0	2000	$5,270.6	Na
Piara Waters 01 (LAC)	0	$0.0	1500	$5,612.6	Na
Piara Waters 02 (LAC)	0	$0.0	900	$5,166.0	Na
Wungong 4 (LAC)	0	$0.0	450	$5,388.1	Na
Wungong 5 (LAC)	0	$0.0	700	$6,154.8	Na
Wungong 6 (LAC)	0	$0.0	1000	$5,394.4	Na
Wungong 7 (LAC)	0	$0.0	1500	$5,837.1	Na
Wungong 8(LAC)	0	$0.0	1500	$6,027.0	Na
Wungong 9 (LAC)	0	$0.0	700	$6,043.9	Na
Wungong 10 (LAC)	0	$0.0	400	$6,649.4	Na

Centre Name	PLUC 5 Floorspace 2011/12 (m²)	Turnover 2011 - 2011/12 ($/m²)	PLUC 5 Floorspace from Strategy 2031 (m²)	Turnover 2031 - 2011/12 ($/m²)	% Change
Wungong 11 (LAC)	0	$0.0	400	$7,118.5	Na
Old Station Rd (LAC)	350	$2,801.3	350	$3,221.3	14.99%
Brookton Highway (LAC)	0	$0.0	1500	$4,938.2	Na
Brookton / Gardiner Rd (LAC)	60	$4,209.7	1500	$4,580.7	8.81%
Conifer Road (LAC)	0	$0.0	1500	$4,046.7	Na
Armadale High School	0	$0.0	200	$6,479.3	Na
Bunnings / Harrisdale	0	$0.0	0	$0.0	Na
Forrestdale (MBA)	0	$0.0	500	$5,721.4	Na
Kelmscott (MBA)	6637	$6,108.7	6637	$5,441.9	-10.92%
Armadale (MBA)	125	$5,397.3	125	$5,606.3	3.87%
South Forrestdale (MBA)	0	$0.0	0	$0.0	Na

The outputs from scenario 2 identify that expansion of the Armadale SMC to 70,000m² by 2031 as recommended in the City's existing strategy is a realistic upper nominal limit, assuming all other strategy proposals are also implemented. The scenario 2 outputs were generated through the use of WAPC population projection data, which was produced some time ago (2012). It is noted the City's strategy was informed by ID Forecast projections for the year 2031, also produced during 2012, which are likely to be different to the WAPC data.

If other competing centres do not achieve their potential identified in the strategy, there is likely to be greater growth potential for the Armadale SMC by 2031.

Table A4 shows the model outputs for the year 2036, replicating the City's Activity Centres Planning Strategy and utilising 2036 ID Forecast projections in place of the WAPC 2031 projection data.

Table A4 – 2036 Model Outputs

Centre Name	PLUC 5 Floorspace 2011/12 (m²)	Turnover 2011 - 2011/12 ($/m²)	PLUC 5 Floorspace from Strategy 2036 (m²)	Turnover 2036 - 2011/12 ($/m²)	% Change
Armadale City (SMC)	52666	$6,180.5	100,000	$7,202.3	16.53%
Kelmscott (DAC)	15829	$6,378.3	18400	$6,763.4	6.04%
Harrisdale (DAC)	0	$0.0	31000	$7,696.2	Na
Wungong (DAC)	0	$0.0	35000	$7,474.6	Na
Westfield (NAC)	1962	$6,625.6	2000	$6,671.7	0.70%
Haynes (NAC)	2139	$6,950.2	4500	$7,672.7	10.39%
Roleystone (LAC)	1841	$6,109.0	2000	$5,550.1	-9.15%
Champion Drive (NAC)	4195	$7,116.0	4195	$7,212.2	1.35%
Wungong 2 (NAC)	0	$0.0	5900	$7,899.2	Na

Centre Name	PLUC 5 Floorspace 2011/12 (m²)	Turnover 2011 - 2011/12 ($/m²)	PLUC 5 Floorspace from Strategy 2036 (m²)	Turnover 2036 - 2011/12 ($/m²)	% Change
Wungong 3 (NAC)	0	$0.0	3500	$7,469.8	Na
River Rd (LAC)	0	$0.0	600	$6,474.4	Na
Connel Ave (LAC)	100	$5,264.7	100	$5,194.5	-1.33%
Armstrong Rd (LAC)	200	$5,771.2	200	$5,724.4	-0.81%
Schruth St (LAC)	300	$5,872.1	300	$5,946.5	1.27%
Challis (LAC)	400	$5,885.1	400	$5,892.0	0.12%
Narrogin Inn (LAC)	937	$6,048.2	937	$6,567.0	8.58%
Gwynne Park (LAC)	143	$5,491.5	143	$5,786.4	5.37%
Seventh Avenue (LAC)	345	$5,760.9	345	$6,289.2	9.17%
Nicholson Rd Nth (LAC)	0	$0.0	155	$8,288.1	Na
Brookton / Soldiers Rd (LAC)	490	$5,101.7	490	$4,655.6	-8.74%
Forrestdale (LAC)	0	$0.0	500	$7,770.6	Na
Tudor Road (LAC)	801	$6,153.8	801	$6,462.4	5.02%
Railway Ave (LAC)	600	$6,430.8	600	$6,833.2	6.26%
Harber Dr (LAC)	100	$5,225.2	300	$6,057.6	15.93%
Strawberry Dr (LAC)	100	$6,348.1	150	$6,921.6	9.04%
Seville Dr (LAC)	0	$0.0	360	$8,186.5	Na
Erade Village (LAC)	0	$0.0	2000	$6,807.6	Na
Piara Waters 01 (LAC)	0	$0.0	1500	$6,910.7	Na
Piara Waters 02 (LAC)	0	$0.0	900	$6,557.3	Na
Wungong 4 (LAC)	0	$0.0	450	$6,560.3	Na
Wungong 5 (LAC)	0	$0.0	700	$7,750.6	Na
Wungong 6 (LAC)	0	$0.0	1000	$6,557.6	Na
Wungong 7 (LAC)	0	$0.0	1500	$7,205.3	Na
Wungong 8(LAC)	0	$0.0	1500	$7,709.1	Na
Wungong 9 (LAC)	0	$0.0	700	$7,469.8	Na
Wungong 10 (LAC)	0	$0.0	400	$8,467.1	Na
Wungong 11 (LAC)	0	$0.0	400	$8,610.2	Na
Old Station Rd (LAC)	350	$2,801.3	350	$2,634.9	-5.94%
Brookton Highway (LAC)	0	$0.0	1500	$4,018.7	Na
Brookton / Gardiner Rd (LAC)	60	$4,209.7	1500	$3,906.5	-7.20%
Conifer Road (LAC)	0	$0.0	1500	$3,116.3	Na
Armadale High School	0	$0.0	200	$7,312.9	Na
Bunnings / Harrisdale	0	$0.0	0	$0.0	Na
Forrestdale (MBA)	0	$0.0	500	$7,322.7	Na
Kelmscott (MBA)	6637	$6,108.7	6637	$6,202.5	1.54%
Armadale (MBA)	125	$5,397.3	125	$6,476.1	19.99%
South Forrestdale (MBA)	0	$0.0	0	$0.0	Na

The outputs above indicate that growth of up to 100,000m² may be acceptable at the Armadale SMC by 2036, assuming the City's strategy proposals for other competing activity centres are realised. Some differences between the ID Forecast 2036 and WAPC 2031 population projections were noted and are described below, which aside from the more distant census timeframe, have influenced the modelled growth potential for the Armadale SMC as at 2036.

Observations

- The nominal recommended floorspace limit for the Armadale SMC contained in the City's current activity centres strategy for the year 2031 (70,000m²) was found to be appropriate when modelled utilising the WAPC's population projections for 2031. The Armadale SMC has growth potential exceeding this nominal limit when modelled utilising new ID Forecast projections for the year 2036.

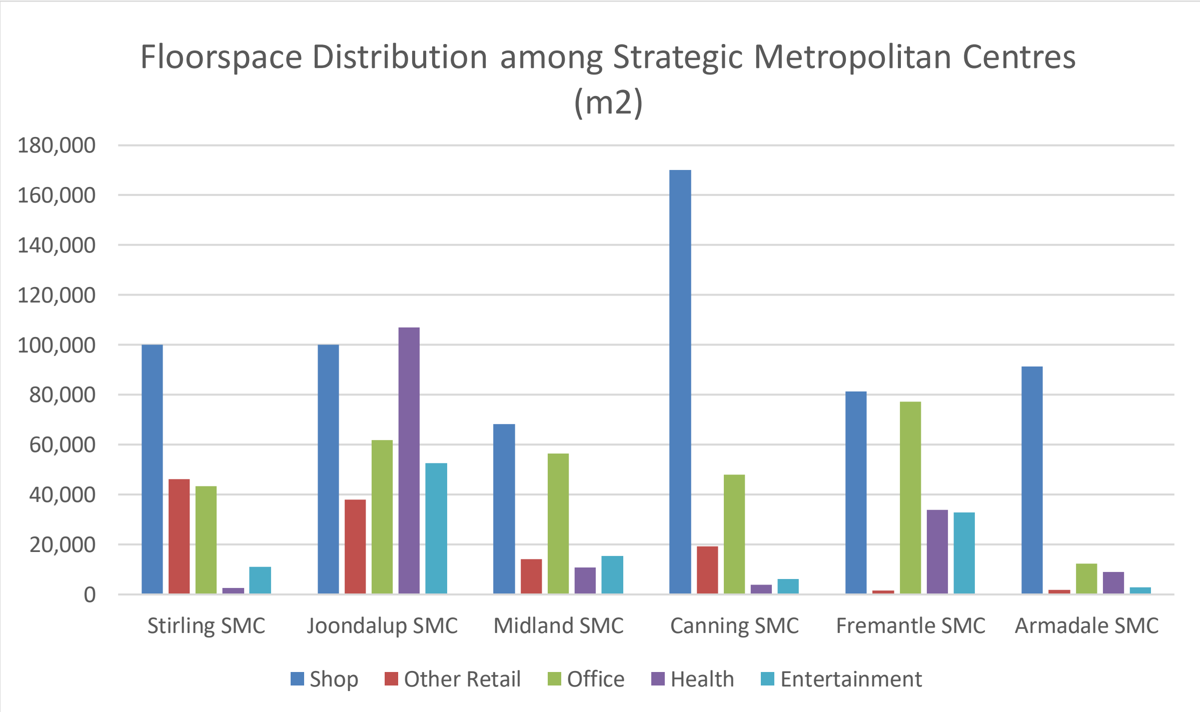
- The City's strategy does not extend to the year 2036, and it may be the case that the City would opt to encourage further growth in other activity centres within a revised future strategy extending to 2036. On that basis, it is suggested that an upper nominal limit of approximately 80,000m² - 85,000m² be considered for the Armadale SMC.

- The retail potential of the Armadale SMC as at 2036 will ultimately be affected by the level of activity centre development throughout the Armadale LGA area and surrounding LGA's which may not occur to the extent identified in their respective strategies. Any proposed development involving the level of growth suggested would be subject to a separate RSA, taking the prevailing retail landscape and any imminent developments into consideration.

- During the investigation, it was noted that the ID Forecast population figure published for the suburb of Seville Grove as at 2017 is 11,479 persons, with growth to 12,596 persons by 2036. This 2017 figure is greater than the WAPC projection of 9,261 persons by 2031. Similarly, an additional 3,000 persons are forecast for the suburb of Armadale South as at 2036, beyond that shown in the WAPC projections for 2031. Generally, the ID Forecast projections for 2036 were greater across the majority of suburbs, which is likely to be accounted for predominantly by the differing census period.

A5 Comparison with other Strategic Metropolitan and Secondary Activity Centres

The following chart illustrates the composition of the Armadale SMC relative to other SMCs in the Perth Metropolitan Region.



Commercial Land Use Survey (DoP 2008)
Updates to Shop Floorspace post 2008 (MGA)

The chart identifies that:

- The Midland SMC has approximately five times the office space of the Armadale SMC, of which approximately half is made up of State government offices in addition to other business services having synergies with those agencies.
- The Joondalup SMC has a strong focus on health and related education and training. The centre also features office / business floorspace of an extent similar to the Midland SMC and Fremantle SMC.
- The Canning SMC and Stirling SMC are now dominated by shopping floorspace provision, following the recent approval of major retail expansions, but still provide a level of office based employment exceeding that of Armadale.

Improvements to the level of activation and variety of visitors to the Armadale SMC could be achieved through improvements to the extent of office, health or new entertainment facilities, possibly initially through the locating of State government offices or satellite offices in the centre. While demand for additional retail floorspace is identified, the structure plan should demonstrate that the delivery of alternative forms of floorspace and employment may be accommodated in the centre and actively pursued.

Table A5 describes various prominent characteristics observed within other higher order activity centres in the Perth Metropolitan Region, including those nearest to the Armadale SMC, namely the Cockburn SAC and Cannington SMC. In addition, a comparison of average household expenditure on shopping goods among other LGA's in the Perth Metropolitan Region and turnover levels for SMC's are provided.

Table A5 – Comparison of Higher Order Activity Centres

Activity Centre	LGA - Average Per Capita Expenditure	Tertiary Institution / Tafe	Hospital	Shop/Retail Floorspace (m2)	Anchor Tenants	Shop/Retail Turnover Per m2 (2012)	Office Floorspace (2015 WAPC Survey) (m2)
Armadale SMC	$11,660 / capita	TAFE	Armadale Health Service 1.8km north	61,475	Armadale Central – Big W Armadale Shopping City – Target, K-Mart, Grand Cinemas	$6,200 / m2 (lend lease component)	17,924
Joondalup SMC	$12,992 / capita	Edith Cowan Campus and TAFE	Joondalup Health Campus	117,528	Target, Myer, K-Mart, Big W, Grand Cinemas	$7,653 / m2	60,414
Stirling SMC	$12,110 / capita	NA	Osborne Park Hospital	53,899 (105,358 approved)	Target, K-Mart, Event Cinemas, New approval includes David Jones	$6,491 / m2	56,978
Midland SMC	$11,417 / capita	TAFE	St. John of God	96,777	Big W, K Mart, Target, Ace Cinemas	$7,757 / m2	62,198
Cannington SMC	$11,523 / capita	Curtin / TAFE 3.5km west	Bentley Hospital	99,278 (170,000 approved)	Myer, K Mart, Target,	$7,512 / m2	49,759

Activity Centre	LGA - Average Per Capita Expenditure	Tertiary Institution / Tafe	Hospital	Shop/Retail Floorspace (m2)	Anchor Tenants	Shop/Retail Turnover Per m2 (2012)	Office Floorspace (2015 WAPC Survey) (m2)
			2km north		Hoyts 2-3 additional DDS / mini major stores with new approval.		
Fremantle SMC	$13,232 / capita	Notre Dame and TAFE	Fremantle Hospital	81,442	Target	< $6,000 / m2	79,186
Claremont SAC	$14,787 / capita	UWA 3.9km east.	Charles Gardner Hospital 3.5km east	43,664 (incl. surrounds) 30,000 in centre.	David Jones	$10,000 / m2	8,835
Cockburn SAC	$12,114 / capita	Murdoch and TAFE 5m by rail.	Fiona Stanley 5m by rail	51,322	Target, Big W	$10,000 / m2	10,441
Garden City SAC	$12,992 / capita	NA	NA	55,739 (120,000 approved)	K Mart, Myer, David Jones, Hoyts Cinemas	$8,521 / m2	23,009

A6 Implications for the Armadale SMC

Floor Space Potential

Based on the analysis undertaken, expected demand for new shopping floorspace at the Armadale SMC ranges between 80,000m² nla to 100,000m² nla by 2036, depending on the status of the City's strategy and the planned distribution of retail potential for that year among existing and future centres.

At this point in time, the extent of retail floorspace is approximately half that of existing or approved floorspace in other competing strategic metropolitan centres as identified in **Table A5** above. Given the lack of other forms of floorspace and greater weighting of shopping floorspace, it may be prudent to focus on the delivery of other employment generators and attractions in the areas of business, health, education and entertainment, given this would improve prospects for those communities relying on the Armadale SMC.

The level of household expenditure on retail goods is 5% - 10% lower in the Armadale LGA than within other LGA's areas examined in **Table A5**. However, expenditure is relatively consistent with the average across the Swan and Canning LGA areas. Turnover at the centre is also lower in comparison to competing higher order centres.

The ongoing expansion of the Cockburn Gateways SC and Westfield Cannington over the coming decade will influence the Armadale SMC, as these centres improve on the variety and quality of fashion and food, consumer experiences and physical amenity.

Demographic Features

With more new residents and young families establishing homes in expanding suburbs, the demographics of the Armadale LGA will continue to change, adding to the need for new retail offerings at the Armadale SMC. This is evident in data obtained from the 2011 census, which reveals that:

10 Newer suburbs such as Brookdale and Seville Grove feature a higher proportion of young persons aged between 0 – 19 (38.9% and 35.1% respectively), in comparison to longer established suburbs such as Armadale (26.6%) and the Greater Perth average (26.0%).

11 The proportion of those aged 65+ in the suburb of Armadale (16.2%) far exceeded that of Brookdale (4.2%), Seville Grove (4.7%) and the Greater Perth average (12.5%).

12 The proportion of those aged 30 - 49 in the suburb of Armadale (23.6%) was less than that of Brookdale (29.0%), Seville Grove (28.7%) and the Greater Perth average (28.6%).

13 The proportion of couple families with children in Brookdale (62.9%), Seville Grove (49.5%) and Greater Perth (45.5%) exceeded that of the suburb of Armadale (33.2%).

Major Tenants

It is not considered that a department store such as Myer or David Jones would locate in the city centre, and the Armadale SMC contains a number of current popular retail anchors including K-Mart, Target, Big W, and supermarkets including Woolworths, Coles, IGA and Aldi. The retail needs of the catchment population are relatively well catered for in terms of diversity and choice with these anchors.

However, it is likely that over the course of the life of the structure plan (15 – 20 years), new larger retail tenants entering the market may seek to locate in the centre. In addition, there is scope for new speciality floorspace to satisfy population growth in surrounding suburbs resorting to the Armadale SMC for retail purchases.

Other significant attractions, being health oriented or the satellite campus of a tertiary institution, would bring a similar or greater level of activation to the centre.

Current and Future Distribution

Currently, the Armadale SMC is dominated by the internalised retail malls at either side of Jull Street, which contain the aforementioned anchor tenants. Consumers are drawn to the parking facilities surrounding and below these premises, and currently there are limited attractions on Jull Street to bring consumers out of the internalised malls, unless passing between them.

Currently, the range of tenants on Jull Street includes the offices of six banking institutions, real estate offices, café's adjacent the entry points to the shopping centres, cash converters and convenience fast food stores to name a few. The scale and offer on Jull Street is small in comparison to the internalised mall components of the city centre.

If retail expansions are sought in the future, these may be delivered through the addition of new levels to the existing shopping centres, but there is scope for this to be tempered through the allocation of retail potential for new larger tenants to landholdings to the north fronting Jull Street / Whitehead Street. It is not the role of town planning to dictate the particular types of shops that may locate in the centre, but the broad distribution of tenants based on size may be an outcome addressed in the structure plan.

A continuous and active shop frontage on Jull Street is a necessary feature to encourage pedestrian flows north from entry/egress points to the internal malls on Jull Street. However, well considered vehicle parking and pedestrian entry points associated with a future retail complex opposite Memorial Park, with a significant retail tenant, would encourage additional pedestrian movements to and from the northern end of Jull Street and the northern entry to the Armadale City central area adjacent Memorial Park.

Alternatively, office or other commercial floorspace may occupy land at the corner of Jull Street and Whitehead Street. This would also deliver improvements to the streetscape, which is presently characterised by blank walls, car parks and a low density of vehicle - oriented convenience outlets including fast food and liquor stores, which encourages little pedestrian activation.

There may also be scope to trigger other improvements to Jull Street in conjunction with future retail expansions at each internalised shopping complex, including the extension of shop fronts and / or the filling of open car parks and spaces behind the tenancies on Jull Street. New entry points to the internalised Armadale Shopping City building from Jull Street or Whitehead Street may also deliver improved activation on these streets.

References

City of Armadale 2012: *Activity Centres Planning Strategy (Working Paper 2012)*

LUES 2008: *WAPC Land Use and Employment Survey 2008 Perth Metropolitan Region: PLUC 5 Total Floorspace In Survey Development Areas by Planning Land Use Category Extracted On 23 November 2010.*

LUES 2105: *WAPC Land Use and Employment Survey 2015*

ABS Household Expenditure Survey (HES) modelled by MDS Market Data Systems

Property Council of Australia *Shopping Centre Manual*

Shopping Centre News

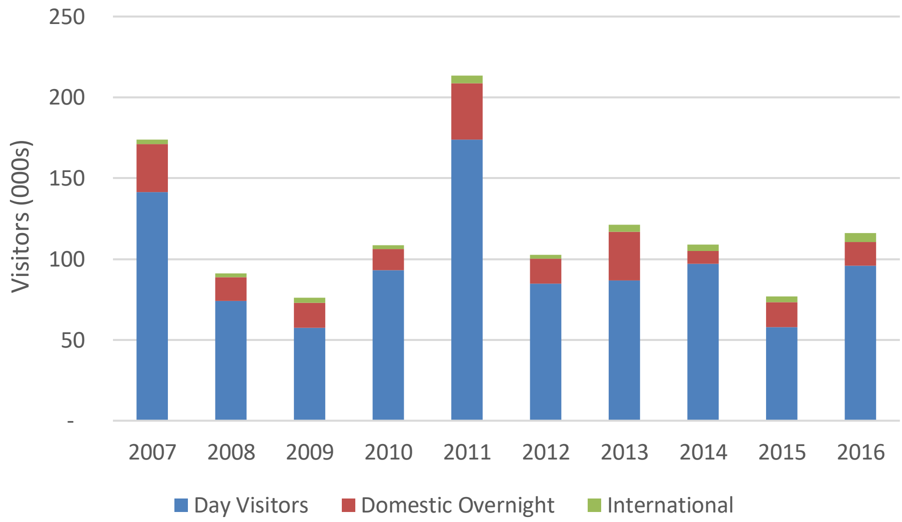
Urbis Retail Averages.

Appendix 2: Tourism Profile

Total Visitors

Armadale (including Wungong and Brookdale SA2) received 116,000 visitors for the year ending December (YED) 2016, comprising 82.5% (84,500) day visitors, 15.9% (16,700) domestic overnight visitors and 3,900 international visitors. Average growth over the last five years has been around 3.87%, fuelled by growth of 12.3% by the day visitor market and 9% from the international market (albeit off a low base). The domestic overnight visitor market has grown by 4.7% over the last three years.

Figure A.1a: Visitation to Armadale (year ending December 2007 - 2016)

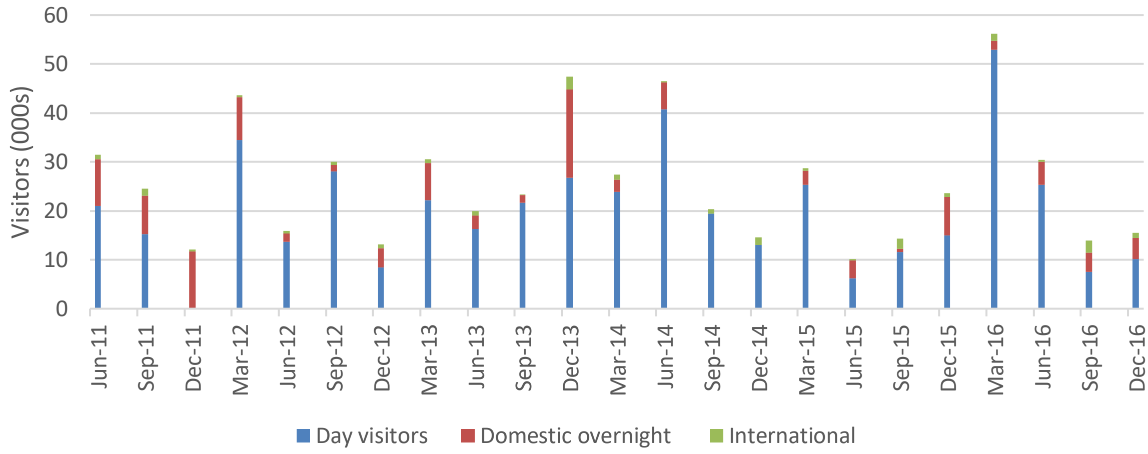


Source: TRA (2016a & 2016b)

Seasonality

Long term trends indicate that overall, Armadale exhibits a fairly seasonal pattern of visitation, with higher levels of visitation being experienced during the warmer months October through March.

Figure A.2: Seasonality Profile of Armadale (2011 – 2016)



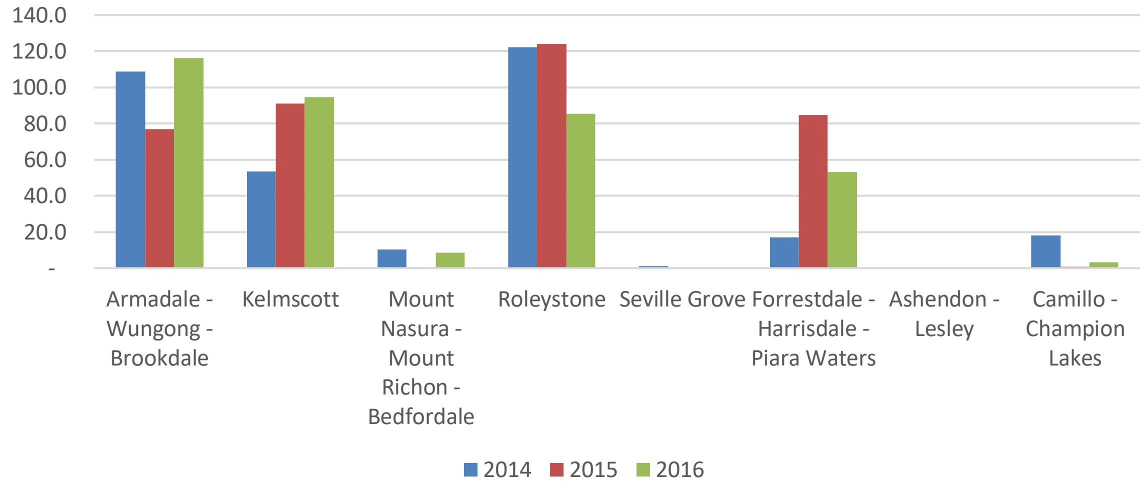
Source: TRA (2016a & 2016b)

Visitors from wider Armadale region

Armadale attracted 31% of the total number of visitors to the wider Armadale region[14] for YED 2016, with day, domestic and international visitors each accounting for around one-third of the total market. Kelmscott and Roleystone are both popular areas for visitation in their own right. Growth in visitation to Roleystone and Kelmscott has been significant over the last three years, averaging at 24% and 36% respectively, fuelled by growth in the holiday and VFR markets.

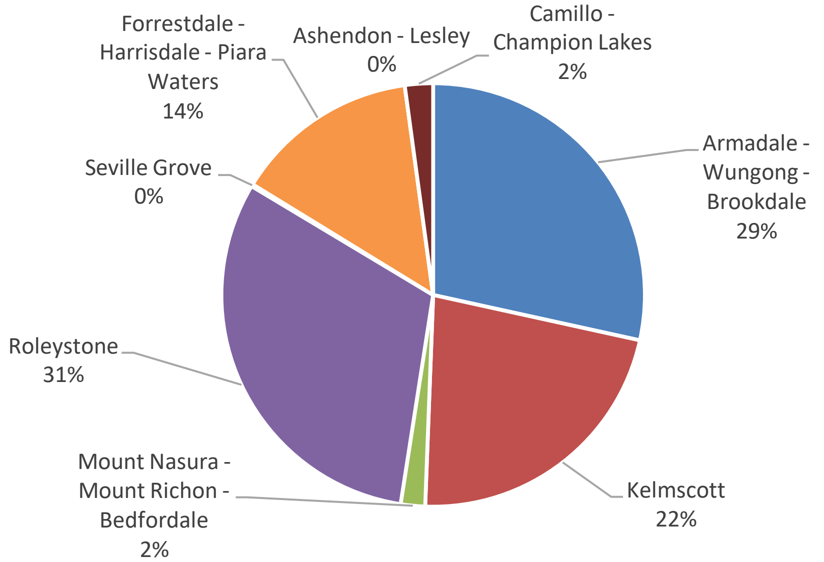
[14] Armadale LGA including the suburbs of Kelmscott, Mount Nasura, Mount Richon, Bedfordale, Roleystone, Seville Grove, Forrestdale, Harrisdale, Piara Waters, Ashendon, Lesley, Camillo and Champion Lakes.

Figure A.1b: Visitation to Armadale Region (year ending December 2014 - 2016)



Source: TRA (2016a & 2016b)

Figure A.1c: Market Share of Visitors to Armadale Region (average year ending December 2014 - 2016)

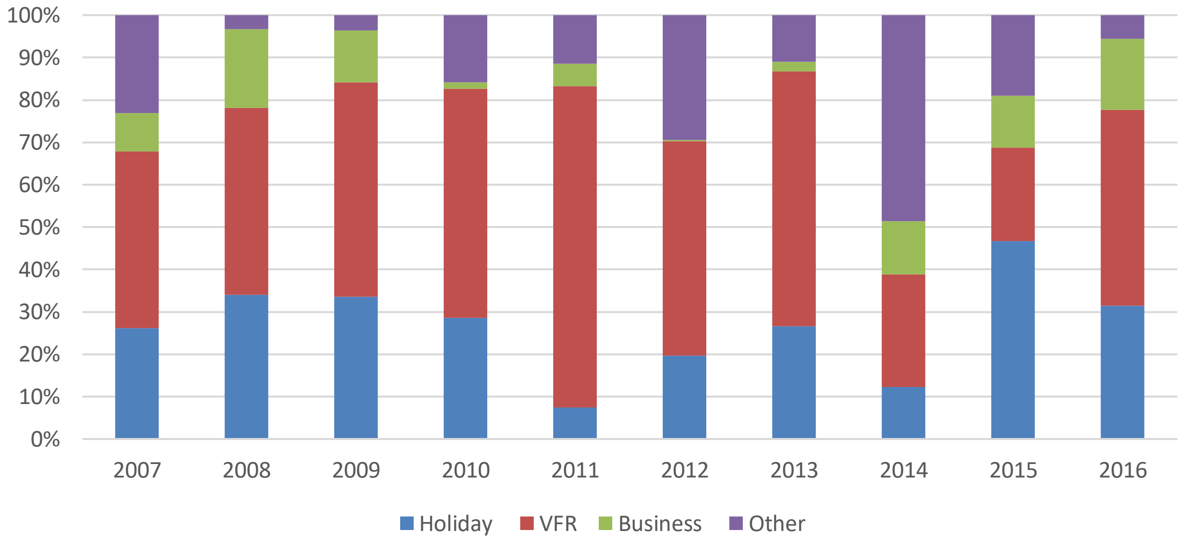


Source: TRA (2016a & 2016b)

Visitors by Reason

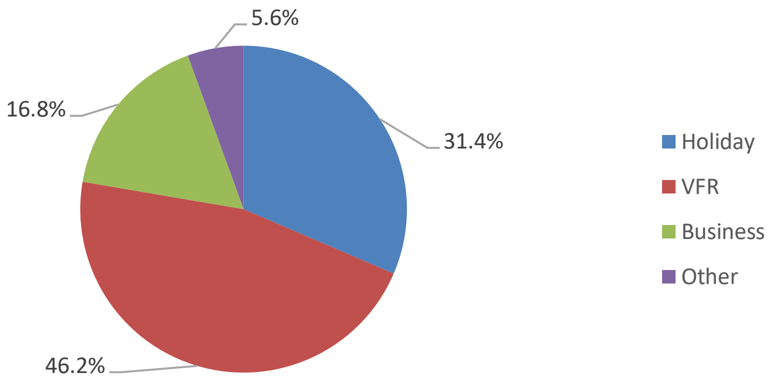
Traditional holiday and Visiting Friends & Relatives (VFR) are the major reason for visiting Armadale, accounting for an average of 31% and 46% respectively over the last year. The wider region is dominated by the holiday and VFR markets; however, Armadale attracts above its fair share of the corporate market.

Figure A3.a: Visitors to Armadale by Main Reason for Visit (year ending December 2007-2016)



Source: TRA (2016a & 2016b)

Figure A.3b: Visitors to Armadale by Reason, Market Trends (year ending December 2016)



Source: TRA (2016a & 2016b)

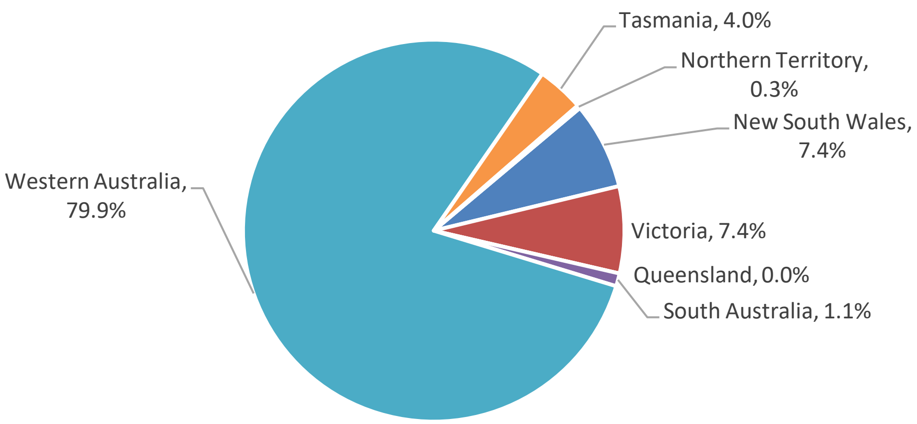
Source of Origin

Domestic Overnight Visitors

With respect to market share, visitors from Western Australia have traditionally accounted for the majority of visitors to Armadale. There has been a significant increase in visitors from NSW over the last year for unexplained reasons.

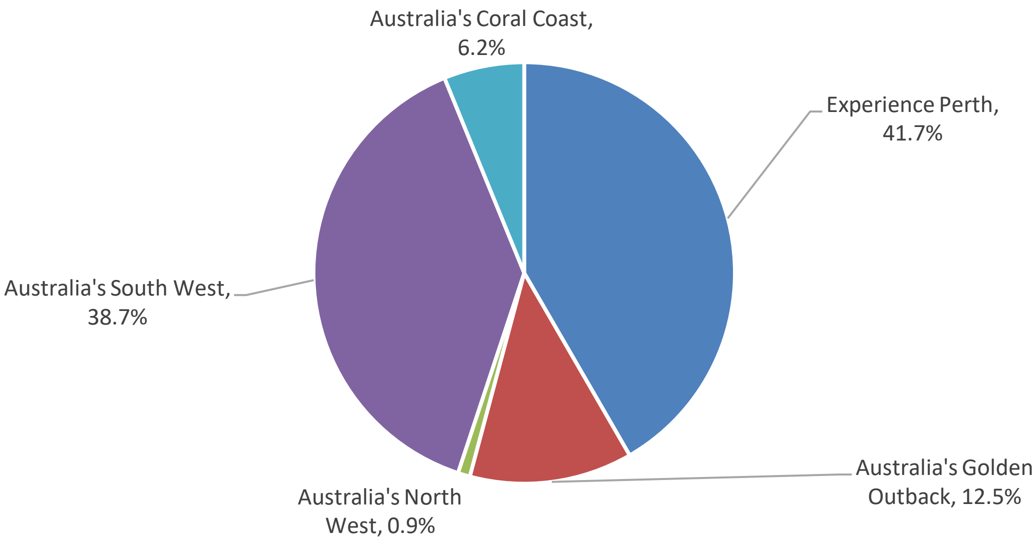
Over the last five years, an average of 43.5% of all intrastate domestic overnight visitors to Armadale originated from the Experience Perth tourism region. Australia's South West is the second largest source market for intrastate domestic overnight visitors (accounting for almost 40%). These trends mirror those achieved by the City of Armadale as a whole as well as the City of Kalamunda, and therefore present good synergies for future tourism and marketing campaigns.

Figure A.4a: Source of Origin of Domestic Overnight Visitors to Armadale (average 2012 - 2016)



Source: TRA (2016a)

Figure A.4b: Source of Origin of Intrastate Domestic Overnight Visitors to Armadale (average 2012-2016)

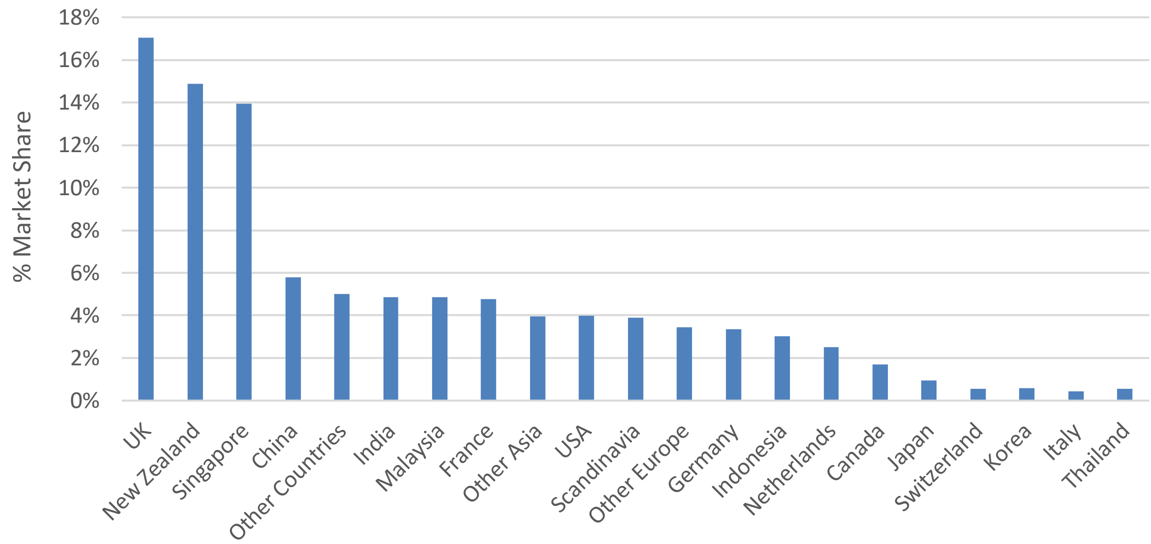


Source: TRA (2016a)

International Visitors

The largest source markets for international visitors to Armadale (and the wider region) are from the UK, New Zealand and Singapore. Together, these source markets account for almost half of all international visitors to Armadale. The UK, Singapore and other Asian countries have recorded the highest levels of growth over the last five years. Once again, these source markets are also the largest source markets for international visitors to the City of Kalamunda, and further highlights future synergies that could be gained through joint marketing and promotional efforts.

Figure A.4c: Country of Origin of International Visitors to Armadale (average over 5 years, 2012 - 2016)

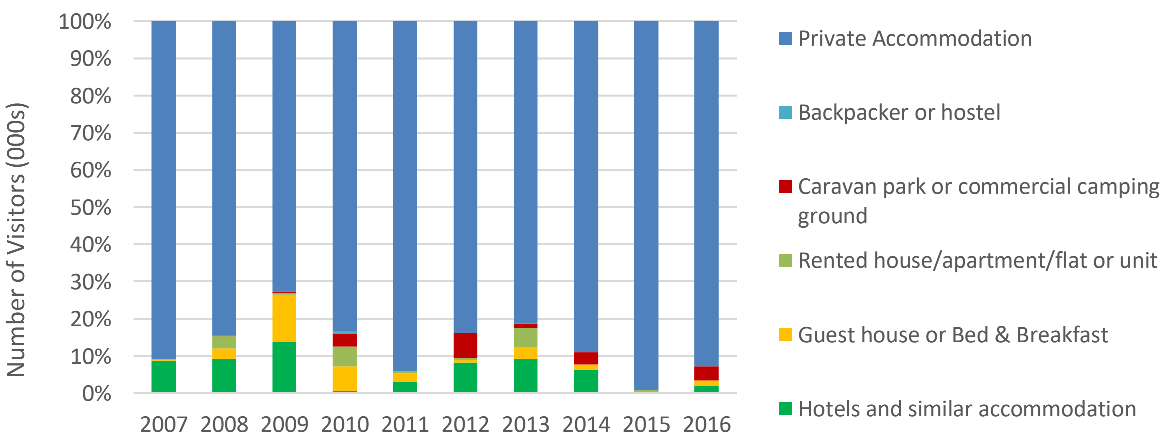


Source: TRA (2016b)

Type of Accommodation Used

Overall, there is an approximate 90%:10% split between private and commercial accommodation used by overnight visitors to Armadale. Armadale attracts a greater proportion of visitors staying in commercial (as opposed to private); in the wider region, this ratio is around 95%:5% private:commercial accommodation.

Figure A5: Type of Accommodation used by Overnight Visitors to Armadale (year ending September 2012-2016)



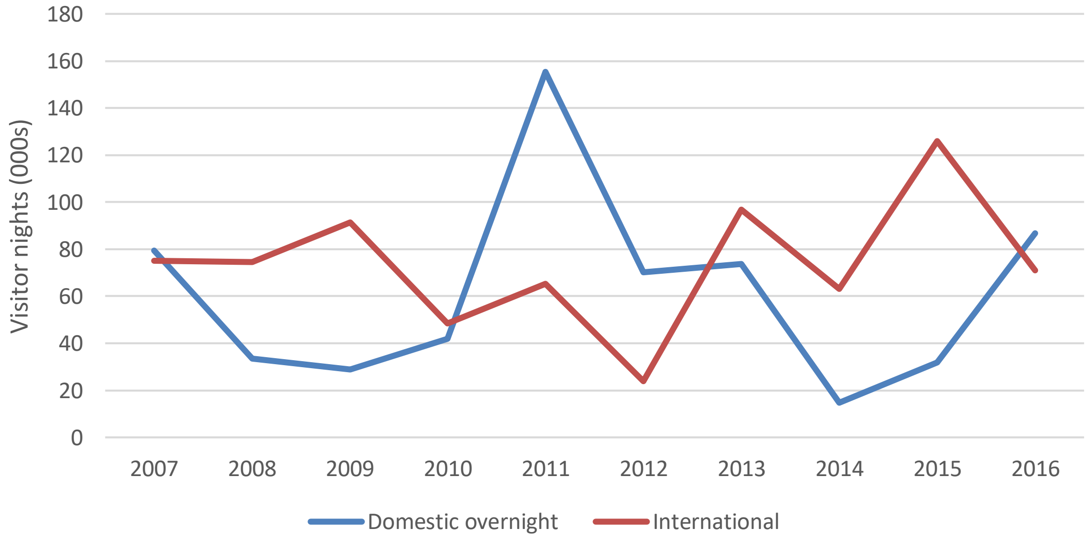
Source: TRA (2016a & 2016b)
Visitor Nights

The number of visitor nights in Armadale numbered just over 157,700 for the YED 2016, and represented an increase of 16.0% over the previous year YED 2016. The share of visitor nights generated by each market has shifted somewhat in recent years, with market trends now indicating a return to a fairly even spread across both domestic and international markets. Noteworthy, however, is the average length of stay by the different markets in generating visitor nights.

Figure A6a: Share of Visitor Nights in Armadale (year ending December 2007-2016)

Source: TRA (2016a & 2016b)

Figure A6b: Visitor Nights in Armadale (year ending December 2007-2016)

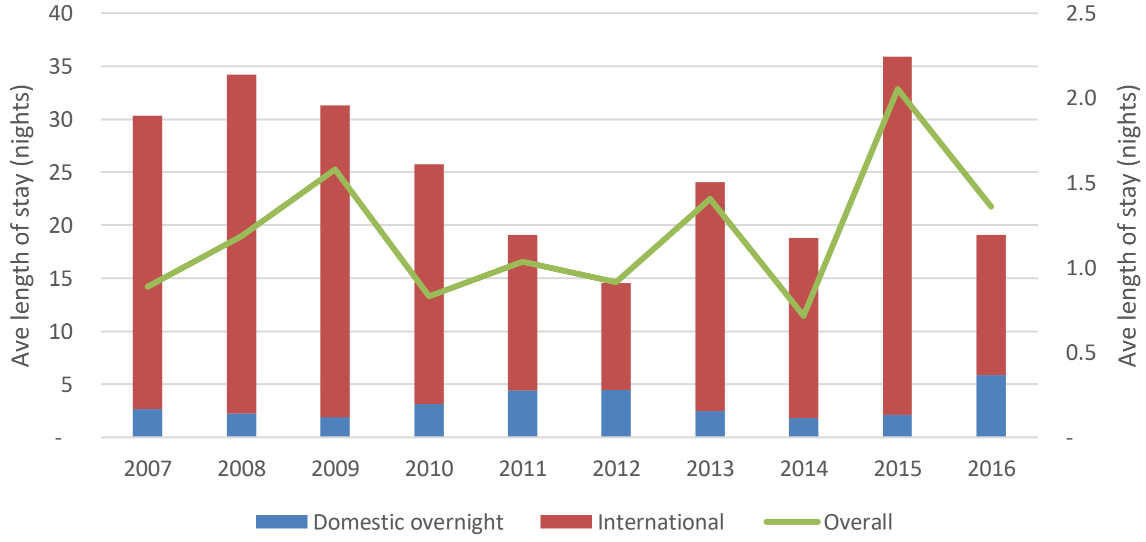


Source: TRA (2016a & 2016b)

Average Length of Stay

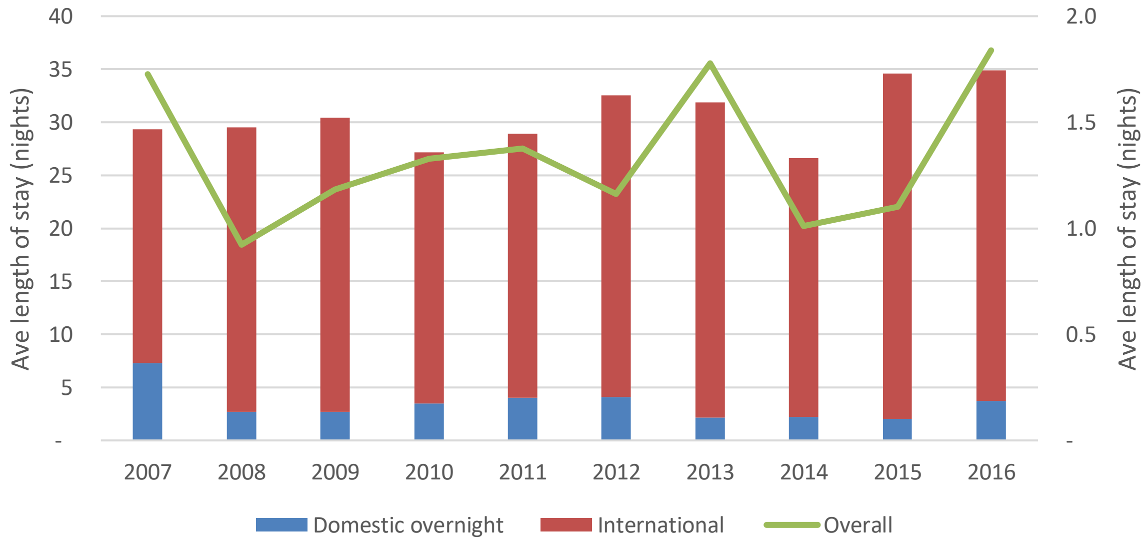
Average length of stay for domestic overnight visitors was 5.9 nights in YED 2016 and 13.2 nights for international visitors. Over the last three years, the average length of stay generated by the domestic overnight market has been 3.3. nights; this compares with 21.3 nights for the international market, and 1.4 nights overall.

Figure A7a: Average Length of Stay in Armadale (year ending December 2007-2016)



Source: TRA (2016a & 2016b)

Figure A7b: Average Length of Stay in Wider Armadale Region (year ending December 2007-2016)

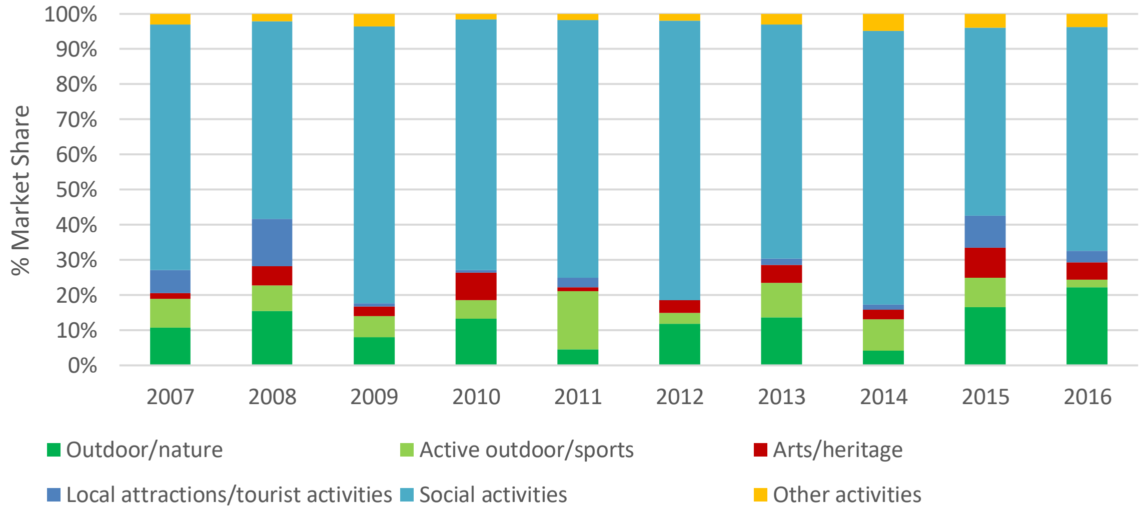


Source: TRA (2016a & 2016b)

Types of Activities

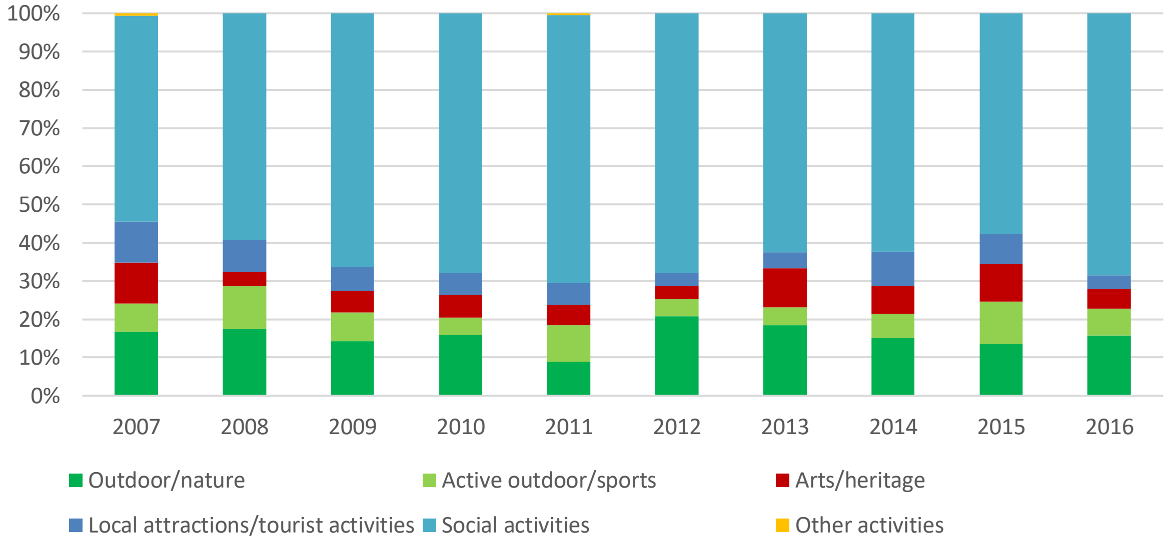
Social activities (including shopping for leisure, dining out, visiting friends and relatives, amongst several other activities) are the most popular type of activity undertaken by visitors to Armadale, with 64% of visitors engaging in social activities during their trip for the year ending December 2016. This trend is not surprising however, given Armadale's position as the urban centre for the wider Shire. This is followed by participation/engagement in outdoor/nature activities (22%), arts and heritage (5%), other activities (4%) and visiting local attractions (3.5%). Despite the urban focus of the Armadale town centre, engagement in outdoor/nature and active outdoor activities is in line with the wider region, and suggests that Armadale is well positioned to serve as both an anchor point and as a connector for visitors wishing to undertake nature and outdoor related activities and explore the Perth Hills.

Figure A.8a: Types of Activities* undertaken by Visitors to Armadale (year ending December 2007-2016)



Notes: * Visitors may engage in more than one type of activity
Source: TRA (2016a & 2016b)

Figure A.8: Types of Activities* undertaken by Visitors to Armadale (year ending December 2007-2016)



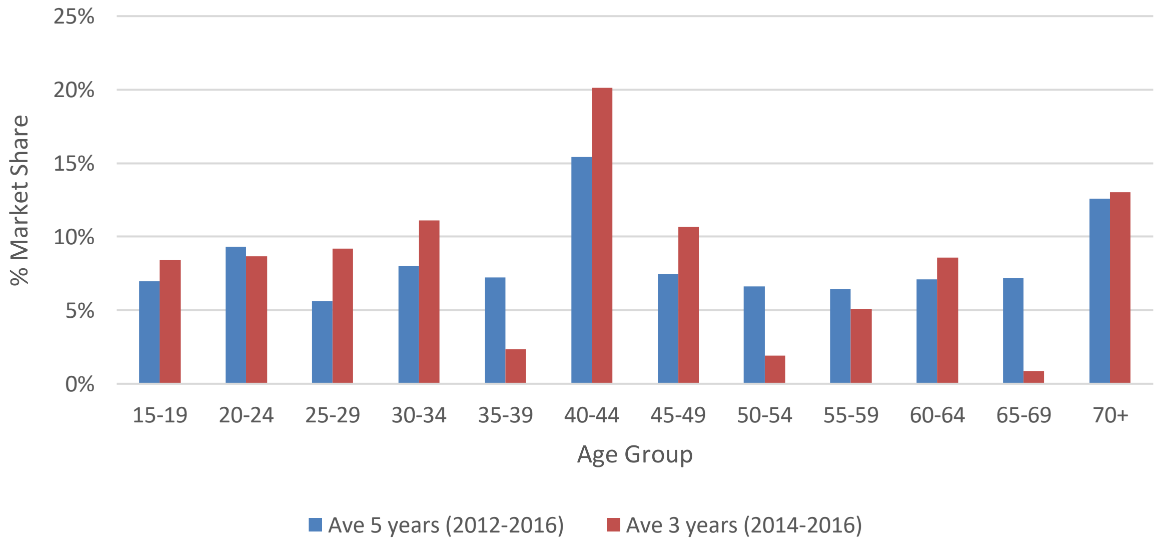
Notes: * Visitors may engage in more than one type of activity
Source: TRA (2016a & 2016b)

Age of Visitors

Overall, Armadale and the wider region attracts a fairly broad age spectrum of visitors. For YED 2016 over 40% of visitors to the area were aged over 55. For the most part, these older visitors tend to spend less and engage in more passive activities but, at the same time due to their wide travel experiences tend to favour destinations which offer points of difference, expect good quality products and value for money. Balancing this is the younger age cohorts which tend to be more active in their choice of travel activities. Authenticity of experience, social engagement with others and a sense of achievement/accomplishment are all important elements of sought by visitors in the age 20-54 age group categories.

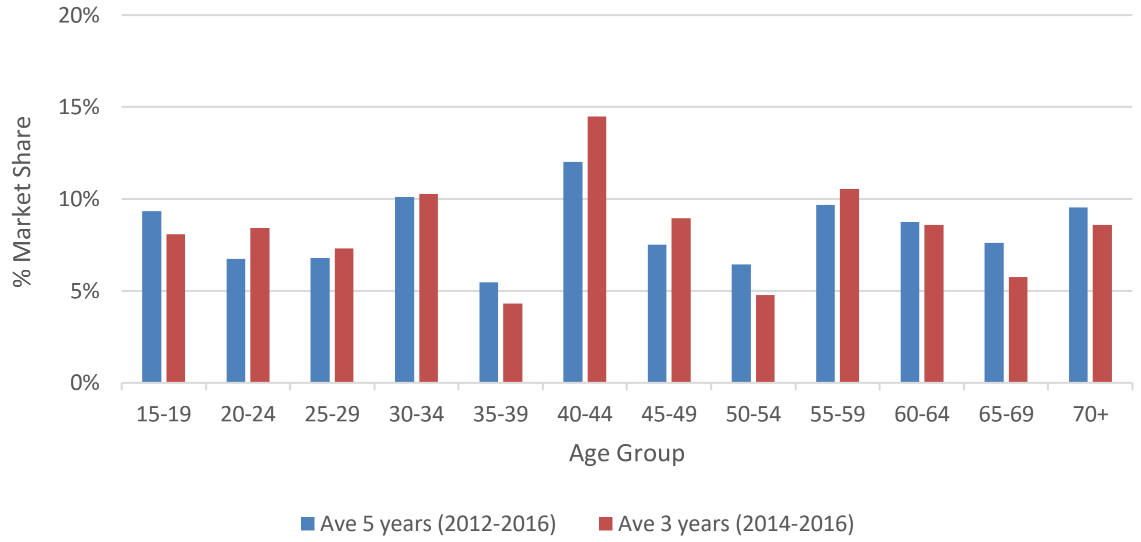
Noteworthy is the fact that the age profile of visitors to the City of Kalamunda broadly mirrors that of the wider Armadale region – again highlighting the potential tourism product and experience synergies between these markets.

Figure A.9a: Age Profile of Visitors to Armadale



Source: TRA (2016a & 2016b)

Figure A.9a: Age Profile of Visitors to the Wider Armadale Region



Source: TRA (2016a & 2016b)

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Tourism Research Australia (TRA) (2016a). National Visitor Survey (NVS). Accessed from: http://traonline.tra.gov.au/ (April 2017)

Tourism Research Australia (TRA) (2016b). International Visitor Survey (IVS). Accessed from: http://traonline.tra.gov.au/ (April 2017)