

**STIRLING CITY CENTRE**  
**Community Leadership Group #19**  
**Herdsmen Lake Wildlife Centre, Cnr Flynn & Selby Street, Herdsmen**  
**6:00pm –9:00pm, Wednesday 11 May 2011**  
**WORKSHOP SUMMARY**

**1. WELCOME, WORKSHOP PURPOSE AND PROCESS**

Purpose is to build community capacity and provide a project update. A presentation of recent Westfield shopping centre developments illustrated contemporary design solutions. Some of these might be applicable and feasible options for Innaloo. This presentation was followed up by a discussion of the Westfield/State Government Memorandum of Understanding (MOU).

Marie Verschuer (workshop facilitator), welcomed participants to the meeting and outlined the purpose of the CLG meeting.

The meeting purpose is to:

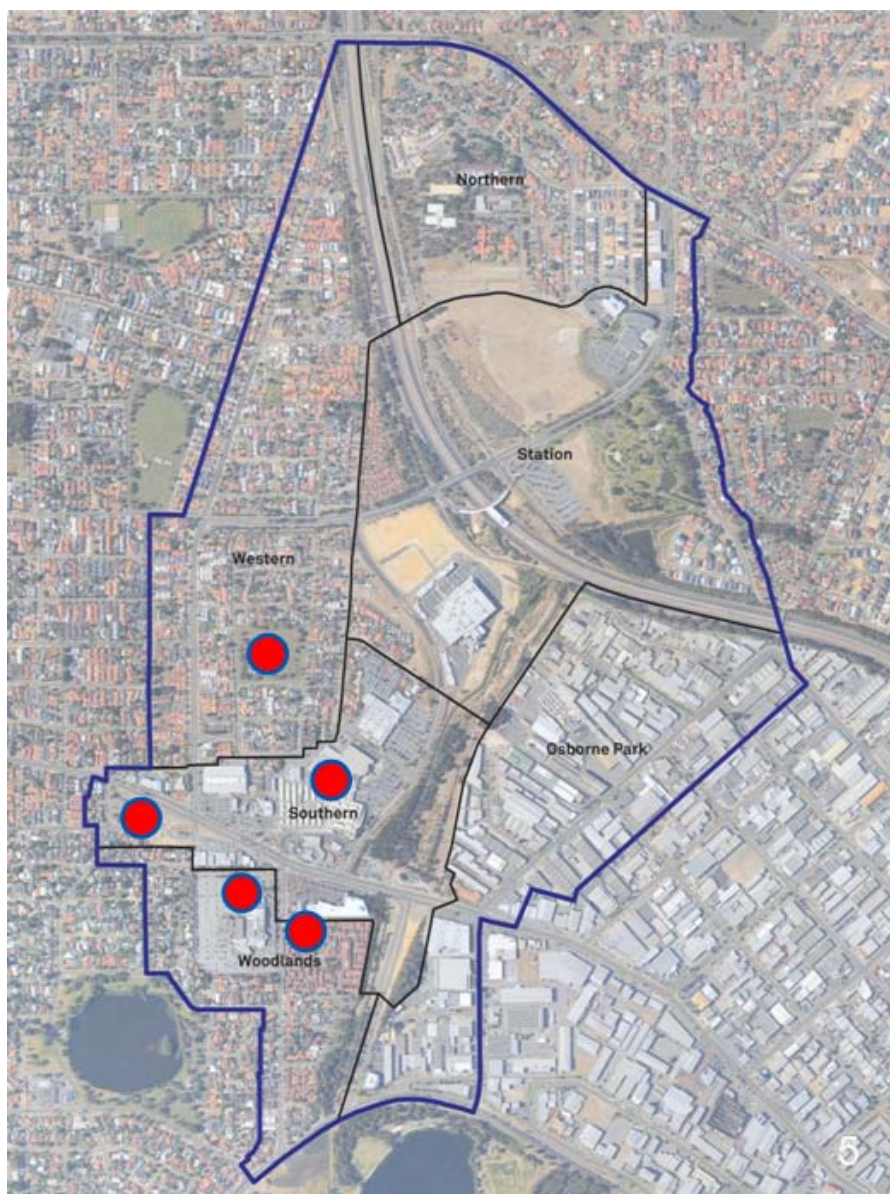
- Provide Alliance and project update;
- Learn what makes for a good retail centre;
- Discuss ideas for CLG growth;
- Discuss accountability procedures; and
- Learn introductory information about the Public Realm

The meeting agenda is provided in Attachment One. A list of workshop participants is provided in Attachment Two.

**2. PROGRAM SCHEDULE AND UPDATE**

Marie Verschuer, Stirling Alliance, presented an update on the Woodlands and Innaloo Precinct meetings, noting the following:

- Various potential developments have been discussed with the community recently in the project area as indicated on the map below;



- These include: office/commercial development concept at the Greater Union Cinema site; mixed use development concept at the corner of Ewen St/Scarborough Beach Rd; medium density housing development concept in Innaloo (in conformity with the draft Innaloo Precinct Plan guidelines); TAB multi-deck carpark (current development application lodged with the City of Stirling) and the Westfield proposal (subject of this meeting’s presentation).
- The community should see this as an opportunity to become better informed about current development applications and concept proposals. Developer presentations and follow up discussions at CLG and Precinct group meetings enable local residents to provide input when proposals are being developed and/or espoused.
- Stephen Kovacs, Stirling Alliance, provided an update explaining the process of approving applications in terms of the Structure Plan and Detailed Area Plans (DAPs) noting:
- Several months from now, pending the adoption of the Structure Plan and enabling scheme amendment by Council, town planners at the City of Stirling will be able to base their assessment of a development application on the provisions incorporated in the respective draft DAP. At this stage, the Structure Plan and associated DAP’s will have the status of a “seriously

entertained proposal” notwithstanding the fact that final approval of the Structure Plan/Scheme Amendment will require the support of both the Western Australian Planning Commission and Minister for Planning. Adoption of the draft Structure Plan/Scheme Amendment and applicable DAP’s will therefore create more certainty to developers (including long time residents with properties in the area).

- Currently, community feedback and comment is being applied to Development Applications where appropriate to contribute to decision-making.
- An example of this involved the community identifying a potential noise issue for a development near elderly residents and therefore, an acoustic report was required of the applicant.
- A community member indicated that he has spoken to engineering people in the area and asked them to converse and build a relationship with the Alliance to ensure they are aware of the new plans that are coming out etc.

Nanette Garland, Stirling Alliance Program Director, provided a project update focused on the Infrastructure Australia Submission, Gateway Review and Funded Delivery Vehicle noting the following:

- The focus for the Stirling City Centre Alliance has progressed from planning and input for planning to delivery;
- The Alliance’s Infrastructure Australia (IA) Submission received the following feedback from the agency:
  - This is a project IA would like to support. However there is a need to demonstrate national significance and to gain cross government support and alignment.
- The Alliance will refine the IA submission and plan to lodge a follow up submission addressing the feedback prior to the end of calendar year 2011.
- The Gateway Review
  - This is a review process conducted by the Department of Treasury and Finance. The Gateway Review entailed comprehensive peer review. This was achieved through interviews with state and local government staff and community and business stakeholders, as well as key documents such as the IA submission.
  - Gateway Review provided much the same feedback as IA saying that the project is fantastic but that it needs to demonstrate its national significance.
- The Alliance needs to look at and determine, in relation to other delivery agencies, what powers it needs and how it will create the legal documents around delivery.
- Recently a Sub Alliance has been formed to look at funding options. These will include government and private funding options, TIF schemes and Public/Private Partnerships (PPP’s). These models will have to be determined before we establish the scope of what will be funded and when, as well as delivery. A possible PPP with Westfield is currently being explored.
  - This is represented in the model below:

### Westfield State Government Possible PPP

Funding and Delivery of required infrastructure to facilitate the Westfield Shopping Centre expansion and the Stirling City Centre



1 <sup>st</sup> Base	<b>Funding Arrangement</b>	
<b>Dollars</b>	State Government • DOT/MRWA / PTA • Western Australian Planning Commission	Private Sector • Westfield • Development Partner
2 <sup>nd</sup> Base	<b>Infrastructure &amp; Detailed Area Plans</b>	
<b>Scope</b>	State Government • Additional Road Capacity • Stephenson Road / Bridge • Ellen Stirling Boulevard realigned • Public transport - Light Rail?	Private Sector • Additional Road Capacity • Stephenson Road / Bridge • Ellen Stirling Boulevard realigned
3 <sup>rd</sup> Base	<b>Delivery Vehicle</b>	
<b>Delivery</b>	• Shopping Centre • State Government Land (approx 4.5 Ha) • Roads / Bridge • Public transport - Light Rail? • Sustainability at some level?	

Westfield State Government PPP Process DRAFT 110508

### 3. GUEST SPEAKER – Brad Osborne, Westfield update/questions

Brad Osborne of Westfield explained what makes for a good retail centre from a business perspective using examples of projects recently undertaken by Westfield. The examples also illustrate the variety of designs that can be incorporated into a contemporary shopping centre. These design options seek to integrate retail developments into town centre environments and are designed to provide a pleasant experience to shoppers and visitors. Brad also discussed potential future avenues for development in the project area and spoke to the following key items:

- Westfield's Demonstration Projects
- What makes retail property work?
- What are the different forms of retail property?
- Infrastructure funding – what are options are open to Stirling?

Think about the community's role in the fantastic work the Alliance has done, how does the agreed vision become reality? We need to demonstrate the vision through an active project. Don't underestimate how important that demonstration is in a political sense.

At this stage Westfield hasn't done enough planning to depict a preferred future plan.

Westfield are a long running (recently celebrated their 50<sup>th</sup> anniversary) and very successful business. They started in Blacktown Sydney in 1959 and are now one of the largest retail companies in the world. They have daily contact with almost 24 000 retailers and are a vertically integrated company. They would like to invest more money in WA.

### Demonstration Projects

WESTFIELD STRATFORD – gateway into the 2012 London Olympics

- Urban renewal
- Vision similar to Stirling City Centre Alliance vision
- Public realm style outer areas combined with under cover large box style development with glass roof and active streets
- What WA see as “modern” in terms of Westfield development are designs of 15 years ago

WESTFIELD SYDNEY CITY CENTRE

- CBD redevelopment
- Commercial buildings are 6 star Green Star rated
- Development is anchored by Myer and David Jones and is in the middle of Sydney CBD including the central tower, 100 Market Street and Pit Street Mall
- Refurbished with public art, glass and international standard landmark retail opportunities.
- New food level ranges in dining experiences from the humble kebab to 6 Star fine dining.

WESTFIELD DONCASTER

- Suburban location, urban renewal project (not to the level of Innaloo)
- Classic brownfield development
- Opened in 2008
- Westfield has tracked new projects in the area since its centre opened; approx 1 billion in other projects

### What makes retail property work?

- Retail rent is unique in commercial property in that it is performance based linked directly to the performance of the tenants.;
- Landlords benefit from successful businesses.
- Our job is to make sure that the businesses contained in our space perform to the best of their ability.
- because of this focus, retail developers are adamant that we will not do something that will hurt our retailers.

### What are the different forms of retail property?

- Why do we put certain connections in certain locations?
- 3 different forms of retail property
  - High Volume Retailers
  - Low Volume Retailers
  - Bulky Retailers
- Macro business aspects – demographic and population
- The strip vs. the mall – attract different tenancies
- Specialties vs. Anchors – some large tenancies attract foot traffic to other tenancies
- Foot traffic and sightlines

### Infrastructure Funding

- Along a continuum of publicly funded to privately funded there is a risk transfer to the private sector
- There are a wide range of funding options available along the spectrum from fully government funded to fully privately funded if and where it is appropriate.
- There are two forms of Public Private Partnerships (PPP's): Economic and Social
  - An Economic PPP provides a net financial return to the private sector owner or operator of the asset. An example is a toll road, where the cars paying the toll provide a return to the company in excess of the maintenance costs of operating the infrastructure
  - A Social PPP typically involves a community asset that is operated by a private sector firm. Government pays a subsidy to the private sector since operating costs cannot be recouped from user charges. An example might be a social asset such as a public hospital or school that is built and operated by the private sector.
- There are other types of funding models including Multi-sector Govt. Funding, Tax Incremental Funding (TIF) schemes, and the potential of IA Funding.
- The Alliance needs to consider alternatives to the existing IA funding strategy.
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- Westfield might be in a position to help government with understanding options for the funding of infrastructure we do not believe that it is our responsibility. They are willing to help find solutions to problems but believe ultimately that it is the public sector that should fund public roads.

Further discussion identified the following:

- Is Westfield exploring other options for design and development?
  - Yes
- Is Westfield looking beyond retail (commercial or residential)?
  - Not currently as it is a retail driven company; however, Westfield will look at other opportunities.
  - Westfield is the largest landowner of activity centres in Australia and understands the respective State Government plans for mixed use developments (i.e. commercial, residential) for these emerging suburban centres.
  - Range of different options will be considered to achieve this policy outcome, from joint ventures to other ventures. However, Westfield shareholders base their investment decisions on retail land uses.
  - In terms of retail sales, adding residential and employment density within a shopping centre's pedestrian catchments will attract a small (perhaps 5%) increase in sales; as such density around a retail centre is favourable and therefore encouraged, although not very significant to the Centres turnover. The success of a large shopping centre is underpinned by access to a large catchment. For example, WA's largest shopping mall is Westfield Carousel in Cannington. This retail centre draws customers from Victoria Park to Armadale.
  
- What is the proposed size upgrade of the current centre to achieve the goals Westfield want to achieve?
  - 80 000 or 100 000 square metres
  
- What is the current centre size
  - 40 000 square metres now so what they are proosing is a big 'jump'
  - Super regional centres attract different types of people than local centres. They are a destination vs. a local shopping centre which provides convenient services to a local customer base.
  
- What is a successful centre like Carousel like in terms of size
  - Carousel 80 000
  
- Will you be engaging the community and working with them in terms of your development?
  - Westfield understands the impacts of construction on the community and is sympathetic that it will be a long time before they see the completed project.
  - Impacts include dust, noise, inaccessible areas etc.
  - Westfield want to work with the community to the best of their ability to produce something that the community are happy with and would like in their area but the community also have to accept that there are some things that Westfield absolutely require in their development and equally, the local community may want some inclusions in Westfield's design which may not be commercially deliverable.
  - Keen to explore opportunities for community to be involved
  
- Do Westfield's options and plans reflect Ellen Stirling realigned or not?

- Westfield are looking at options with Ellen Stirling realigned and without it realigned – lots of design options

#### **4. Workshop Session - CLG Growth and the Accountability Procedures**

##### **Growth**

Marie Verschuer, Stirling Alliance, discussed an opportunity for expanding the CLG membership and noted the following:

- We need to think about how we can strengthen our ranks and address issues collectively as they arise.
- We want to look at connections and map out networks
- Filling out the handout in front of you will allow us to identify networks currently within the CLG

A handout of different associations in the project area was provided with the intent that through another email to the members, feedback about networks could be collected.

Some members commented that this was an idea with potential.

Lists will be emailed to the CLG email list and returned by members.

##### **Accountability Procedure**

Marie Verschuer, Stirling Alliance, discussed the importance of a process for being able to comment on applications and issues as a group and noted the following:

- It is important to develop a process for the community and its representatives to comment on many of the new issues and applications coming in.
- The draft process is based on the Performance Framework developed by Stirling City Centre Alliance.
- The draft needs review and feedback but will potentially use the 5 areas of strategic focus to rate the impacts of particular developments and issues on our project area.
- Once refined these will be put in the CLG Terms of Reference.

Some members commented that this was a very good idea.

Further work is required before these are added to the Terms of Reference, however, endorsement is granted in principle.

CLG members should be sent this material for further review and opportunity to comment.

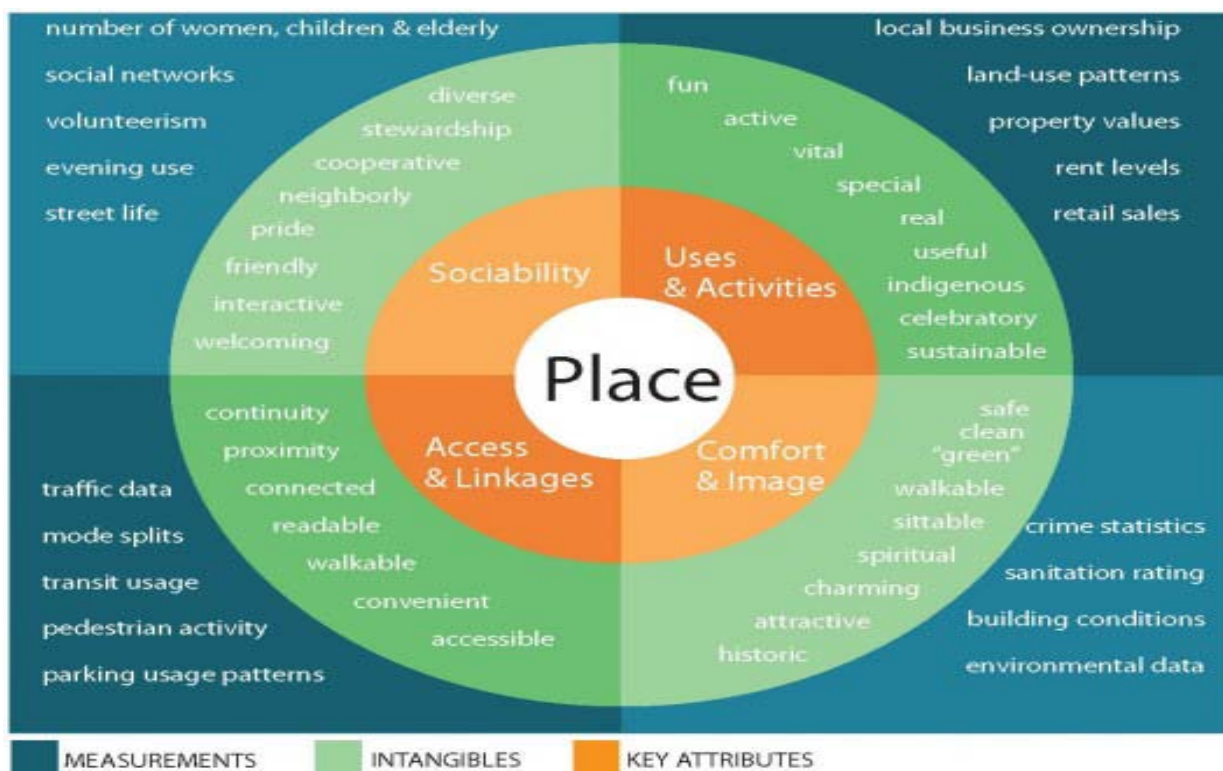
#### **5. The Public Realm - Discussion**

Vanessa Randolph, Stirling Alliance, presented on the importance of the public realm in developing places for people and noted the following:

- As part of a program of education, the community has asked for further information on various topics; one is the public realm.
- Professor Jan Gehl is an Urban Design Professor and architect who has developed *The Project for Public Spaces*. With a team of urban designers,

architects, researchers and students, he has championed the process of planning for the spaces between buildings and planning for people.

- There are 4 key qualities of a good place according to him and his team:
  - Access and linkages
  - Sociability
  - Uses and activities
  - Comfort and image
- The diagram below captures this information and provides qualitative and quantitative elements to measure the success of a place. This will be a valuable tool for the community in assessing places that they want in the project area.



- Attributes that lead to the failure of places include:
  - Lack of places to sit
  - Lack of gathering points
  - Poor entrances and visually inaccessible spaces
  - Dysfunctional features
  - Paths that don't go where people want to go
  - Domination of space by vehicles
  - Blank walls or dead zones around the edges of a place
  - Inconveniently located transit stops

Reading material on this topic can be obtained through links to be emailed to the CLG group or through visiting the Project Office.

## 6. NEXT STEPS

Stephen Kovacs, Stirling Alliance, concluded the evening workshop with a summary of upcoming programme deliverables and events.

- Future Meeting Dates and Upcoming Events
  - The next CLG meeting will be held on Wednesday 8<sup>th</sup> of June.
  - The Structure Plan and associated Scheme Amendment will be sent to Council for approval to advertise in the next few months. Pending endorsement, there will be a Community Open Day designed to disseminate further information and enable interested members of the public to ask questions.
  - This will potentially occur in late July (pending Council endorsement)
  - The community requested they see the working draft Structure Plan before it goes to Council for approval to advertise, and have the opportunity to have a presentation made to them on recent changes.
- Landscape and Urban Design Strategy
  - Community input will occur as part of the process (e.g. community workshop). It is envisaged that an expert consultant will be commissioned to commence this work within the next few months, and will identify elements such as the principles guiding the selection of street trees and paving surfaces, as well as the use and design of open spaces.
- Integrated Transport Strategy
  - Will address how we can improve transport in the project area including in the short term as well as identifying the consequences of development and maximising the benefits.
- Community Led Projects
  - Traffic calming priority with improvements to local transport and footpaths. The Alliance has been working very closely with City of Stirling engineering staff to identify short term priorities and build the case for increased funding allocations for local transport infrastructure. The intent of this work is to ensure that in the next couple of years, new footpaths and traffic calming will be implemented.
  - A plan and internal memo to go out with the community commentary from previous meetings and Stephen will provide a progress report at the next CLG
- Markets
  - The Alliance is able to support CLG members who are keen to progress the development of a weekend community market. The Alliance can provide contact details of people from organisations with experience in implementing and operating markets. Community members can then report back to the CLG on progress and what they need from the Alliance in terms of additional help (e.g. securing City of Stirling endorsement). We can help you get some 'runs on the board' and use your skills.
- Website and Facebook content
  - If you have any suggestions for additions to the Website or Facebook, or if you'd like to give feedback please contact us.
  - If you have any heritage photos that you would like to submit or stories please come into the Project Office and speak to us.
- Welcome Vanessa Randolph
  - Vanessa has been seconded to the City of Stirling from the Department of Planning to be the new Community Liaison Officer and will be helping us continue our community work. Please feel free to contact her and discuss the project etc.

Further discussion identified the following:

- Current buses do not redirect to the main Innaloo area and make coming into the heart of Innaloo very difficult for public transport users. Could this be

addressed by the Integrated Transport Strategy through something like a city loop?

- Opportunity for local community to get involved in transport planning – meet transport consultants, see plans, have workshop and make contributions
- Can the CLG see the computer animation depicting the future Stirling City centre at the next meeting?
  - If it is complete then this will be possible.
- London Plane Trees are in a lot of the plans we have been seeing. These cause reactions in all people who have Asthma. Planting these trees will exclude children and other people. How can we communicate this?
  - Local knowledge like this is highly valued.
  - As part of the process for community input into the Landscape and Urban Design Strategy these issues can be raised and addressed.

## **ATTACHMENT ONE - AGENDA**

## **ATTACHMENT TWO - WORKSHOP PARTICIPANTS**

NANETTE GARLAND	STIRLING ALLIANCE
MARIE VERSCHUER	STIRLING ALLIANCE
TONY MISSIKOS	STIRLING ALLIANCE
STEPHEN KOVACS	STIRLING ALLIANCE
VANESSA RANDOLPH	STIRLING ALLIANCE
PETER SCALES	STIRLING ALLIANCE
JEFF MALCOLM	MGA PLANNERS
PAM MACKIDELL	
R&V DUNLOP	
A&M MOORE	
PHYLIS ROBERTSON	
CHRISTINE HOLT	
MARIO DI VALENTI	
GARRY GASCOIGNE	
BEVERLEY GASCOIGNE	
M. DI LORITO	

VINCE FURFARO

JOHN KOBELKE

INES MIOTTI

SAM RADIS

MICK BEGOVICH

MATTHEW BEGOVICH

BRONTE ANDERSON-TULETT

CHRIS WATSON

MEMBER FOR BALCATT

STIRLING PROGRESS ASSOC.