



— City of —
Melville

NOTE: This document only contains Agenda Item P10/310:
Special Trading Precincts and Extended Trading Hours.
For a full copy of the Agenda click [here](#).

AGENDA

FOR THE

ORDINARY MEETING OF THE COUNCIL

TO BE HELD ON

16 FEBRUARY 2010

AT 6.30PM IN THE COUNCIL CHAMBERS

MELVILLE CIVIC CENTRE

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P10/3108 - SPECIAL TRADING PRECINCTS AND EXTENDED TRADING HOURS (REC)

On 24 December 2009 the Western Australian Government Gazette published the *Retail Trading Hours (Tourism Precincts) Order 2009* that established new extended trading hours for the tourism precincts of Perth and Fremantle.

Effective from 1 January 2010 *general retail shops* within this precinct will be able to operate as follows:

- 8.00am – 9pm Monday to Friday
- 8.00am – 5pm Saturday
- 11.00am – 5.00pm Sunday

In late 2009 the *Retail Trading Hours Amendment (Joondalup Special Trading Precinct) Bill 2009* was presented in the Legislative Assembly and is now before the Legislative Council.

In addition to establishing the *Joondalup Special Trading Precinct* the proposed Act will also re-categorise Perth and Fremantle as *Special Trading Precincts*.

The extended trading hours for *Special Trading Precincts* will be as defined in the *Retail Trading Hours (Tourism Precincts) Order 2009* published in the Western Australian Government Gazette of 24 December 2009.

The expanded Perth tourism precinct, including portions of Subiaco, Leederville, Highgate, Mt Lawley and South Perth, and the proposed Joondalup *Special Trading Precinct*, establish the basis for a more equitable allocation of *Special Trading Precincts*, and the option for extended trading hours, throughout the Metropolitan Region.

This concept is further sustained in correspondence to the City of Melville from the Hon Christian Porter MLA Member for Bateman and the Joe Francis MLA Member for Jandakot, both requesting the City's support for the introduction of extended trading hours within the City of Melville, and in particular in the Melville City Centre – Booragoon.

PUBLIC CONSULTATION/COMMUNICATION**Survey of businesses and residents**

In preparing the formal submission, the City of Melville has commissioned an 'exploratory' random telephone survey of 200 businesses and 400 residents to gauge community views on extended trading hours for designated *Special Trading Precincts* within the City of Melville.

REFERRALS TO GOVERNMENT AGENCIES

Subject to Council's resolution, the City of Melville will advise the Western Australian Planning Commission and the Department of Planning of this request, and liaise with the Department of Commerce to ensure appropriate and adequate information on extended trading hours is provided to retail businesses and the community.

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STATUTORY AND LEGAL IMPLICATIONS

There are no Statutory or Legal implications associated with this report. Special Trading Precincts and extended trading hours are under State Government jurisdiction.

FINANCIAL IMPLICATIONS

There are no direct Financial Implications that affect the City. The City of Melville is proposing for consideration the designation of *Special Trading Precincts* and extended trading hours in the *Regional Centre*, the *District Centres* and the *Myaree Mixed Business Precinct* on the basis of equity of opportunity and choice for both businesses and consumers.

STRATEGIC AND RISK MANAGEMENT IMPLICATIONS

Risk Statement	Level of Risk	Risk Mitigation Strategy
Inequitable distribution of <i>Special Trading Precincts</i> and extended trading hours impacting on trading and expenditure options.	High	Ensure equitable distribution of <i>Special Trading Precincts</i> and extended trading hours eg as per WAPC Activity Centres classifications and parameters.

POLICY IMPLICATIONS

Not Applicable *Special Trading Precincts* and extended trading hours are under State Government jurisdiction.

COMMENTS - PROPOSED CITY OF MELVILLE SUBMISSION

It is proposed that the City of Melville submission to the Minister for Commerce will propose that the *Retail Trading Hours Amendment (Joondalup Special Trading Precinct) Bill 2009* substantially changes the basis for providing the option of extended trading hours within activity centre precincts. Further, it is proposed that the City of Melville request the Minister for Commerce to consider defining as *Special Trading Precincts* specified activity centres within the City of Melville.

The *Special Trading Precincts* within the City of Melville will be as defined by the boundary of the *Regional Centre*, the *District Centres* and the *Myaree Mixed Business Precinct* in the City of Melville's *Community Planning Scheme No 5* and the *City of Melville Local Planning Strategy 2006*.

The City of Melville considers these activity centres appropriate for consideration as *Special Trading Precincts* as they are components of a sub-regional framework characterised by high levels of spatial, public transport and economic integration.

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This in turn confirms that the centres and their complementary transit corridors contribute to and sustain significant levels of retail, employment, cultural and recreational activities.

Furthermore these attributes re-enforce a high level of complementary interaction between the activity centres and the residential catchment areas, consistent with the objectives of the Western Australian Planning Commission (WAPC) policies such as *Directions 2031 Draft Spatial Framework for Perth and Peel 2009*, *draft State Planning Policy Activity Centres for Perth and Peel 2009* and *Liveable Neighbourhoods 2007*, as well as with the City of Melville's *Local Commercial Strategy 2006*.

The spatial framework of centres and transit corridors within the City of Melville is clearly defined along Canning Highway, the Kwinana Freeway and the Perth-to-Mandurah rail line, Riseley Street, Leach Highway and South Street.

The submission is justified on the following basis.

- **City of Melville Activity Centres and Western Australian Planning Commission Policies**

The substantial basis for the City of Melville's proposal is the role assigned to the *Central Sub-Region* as defined in the Western Australian Planning Commission's (WAPC) *Directions 2031 Draft Spatial Framework for Perth and Peel 2009*.

This Policy also integrates the role of activity centres as defined in the draft *State Planning Policy Activity Centres for Perth and Peel 2009*.

The boundaries of the City's *Regional Centre*, *District Centres* and the *Myaree Mixed Business Precinct* are formally designated in the *Community Planning Scheme No 5* and the *Local Commercial Strategy 2006*. The primary role of these centres is to provide for a diversity of activities and employment. The centres are also integrated into the broader *Central Sub-Region* economy, urban and transport structure, and linked by a network of transit corridors to the Fremantle and Perth tourism precincts

In these contexts the City of Melville proposes that the *Regional Centre* Melville City Centre (Booragoon), the *District Centres* and the *Myaree Mixed Business Precinct* are significant components within the *Central Sub-Region* and their consideration as *Special Trading Precincts* would therefore be appropriate and consistent with both Local Government and State Government policies and legislation.

In particular the centres proposed for *Special Trading Precinct* consideration and extended trading hours are:

1. Regional Centre Melville City Centre – Booragoon
2. District Centres (i) Canning Bridge Centre (ii) Riseley Centre, (iii) Melville Centre, (iv) Petra Street Centre, (v) Bull Creek Centre and (vi) Kardinya Centre.
3. Myaree Mixed Business Precinct (retail components).

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These precincts are defined in and are consistent with the City of Melville's *Local Planning Scheme No 5, Local Commercial Strategy 2006* and the WAPC draft *State Planning Policy Activity Centres for Perth and Peel 2009*. (It should be noted that the Myaree Mixed Business Precinct is classified as an Industrial Centre in WAPC policy documentation).

The City of Melville Activity Centres Framework

The following is a brief overview of the commercial characteristics of activity centres within the City of Melville supporting their re-classification to *Special Trading Precinct*.

- **Melville City Centre – Booragoon**

Melville City Centre – Booragoon is classified as a *Regional Centre* in the WAPC's draft *State Planning Policy Activity Centres for Perth and Peel (2009)*.

However the Melville City Centre is more typical of *Strategic Regional Centres* as it comprises two department stores, a specialised inner-precinct comprised of a number of high-profile and high-value specialty and dedicated brand-name boutiques, a *Discount Department Store*, two full sized supermarkets, a significant number of non-retail service agencies, businesses and a Hoyts cinema complex, as well as a regional bus station.

Melville City Centre's Shop/Retail and Office/Business floor space compares favourably with Fremantle (Department of Planning 2007 preliminary data) particularly when having regard to the neighbouring Myaree Activity Centre Precinct.

Department of Planning Preliminary Data 2007	Garden City	Myaree precinct	Fremantle City Centre	Fremantle Queen Victoria
Shop/Retail	58,033m ²	28,011m ²	72,055m ²	7,982m ²
Office/Business	23,741m ²	37,226m ²	76,951m ²	5,960m ²

Department of Planning 2007 preliminary data

- **Melville City Centre – Booragoon; catchment area more typical of a Strategic Regional Centre**

Melville City Centre - Booragoon is one of only two major retail centres (the other is Fremantle) south of the Swan River and west of the Kwinana Freeway/Perth-Mandurah railway.

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The draft *Activity Centres for Perth and Peel (2009)* specifies a catchment of approximately 10km for *Strategic Regional Centres* but although Melville City Centre – Booragoon is classified as a *Regional Centre* with a notional primary catchment area of approximately 4 - 6km, anecdotal indicators suggest that the centre attracts clients from beyond this catchment, implying that Melville City Centre's catchment includes suburbs nominally within Fremantle's *Strategic Regional Centre* catchment area.

Australian Bureau of Statistics (ABS) Census 2001 data collated for the City of Melville's *Local Commercial Strategy (2006)* indicates that the average annual income for Collection Districts within 5kms of the Melville City Centre was higher than for Fremantle, Cannington the Perth metropolitan average.

Similarly ABS Census 2001 data illustrates that the per capita average annual retail spending in the same 5km catchments were higher for the Melville City Centre than for Fremantle, Cannington and the Perth metropolitan average.

In addition the Melville City Centre's (not including the Myaree Activity Precinct) main trade area contributes to approximately 80% of expenditure within the centre.

ABS Census 2001	Melville City Centre	Fremantle	Cannington	Perth Metropolitan (average)
Average Annual Individual Income	\$26,783	\$24,353	\$20,630	\$20,898
Average Annual Individual Retail Expenditure	\$9,832	\$8,979	\$7,718	\$7,783

ABS Census 2001 Annual Income and Retail Expenditure and City of Melville Local Commercial Strategy 2006

More recent retail and other household expenditure data from the 2006 census will be assessed for the same catchment areas and is anticipated to illustrate similar income and expenditure profiles, complemented by trends in tertiary qualification, occupation category and home ownership.

- **City of Melville Centres demonstrate high levels of connectivity and integration of activity centres with public transit / transport corridors**

The City of Melville's *Regional Centre* and *District Centres* demonstrate a strong element of inter-centre connectivity through their high level of integration with major public transit and transport corridors.

This is consistent with the key WAPC policies for effective and sustainable activity and employment centres, in particular *Liveable Neighbourhoods 2007*, the draft *State Planning Policy Activity Centres for Perth and Peel 2009* and *Directions 2031 Draft Spatial Framework for Perth and Peel 2009*.

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In addition, the Melville City Centre incorporates the Booragoon Bus Station that serves as a transit hub for Canning Bridge Centre, Riseley Centre, Curtin University, Murdoch University, and the centres of Bull Creek, Kardinya, Fremantle and Perth.

The *District Centres* of Canning Bridge Centre, Riseley Centre, Melville Centre and Petra Street Centre are all located along Canning Highway, while the Bull Creek and Kardinya Centres are located on South Street, respectively east and west of the Murdoch train station and planned Transit Oriented Development (TOD) activity centre.

Railway station-based precincts are also planned for the TOD precincts around the Canning Bridge and Bull Creek train stations further enhancing these centres' integration with the metropolitan public transit system.

CONCLUSION

The consideration of *Special Trading Precincts* with associated extended trading hours in the City of Melville's activity centres would ensure the equitable distribution of *Special Trading Precincts* and extended trading hours throughout the City of Melville.

It would also contribute to a more equitable distribution throughout the Central Sub-Region and the Perth Metropolitan Region.

This would also be consistent with the objectives of the Western Australian Planning Commission policies that promote highly diversified, integrated and sustainable activity centres.

OFFICER RECOMMENDATION (3108)**APPROVAL**

1. That Council resolve to make a submission to the Minister for Commerce seeking consideration of the *Special Trading Precinct* designation for a trial period of 12 months for specified activity centres within the City of Melville.
2. That the submission to the Minister for Commerce seek consideration of the *Special Trading Precinct* designation for the Regional Centre at Melville City Centre - Booragoon, as a priority in view of its regional significance, and consistent with the *Retail Trading Hours Amendment (Joondalup Special Trading Precinct) Bill 2009*.
3. That the submission include provision for consideration as suitable for designation as *Special Trading Precincts* the District Centres of Canning Bridge Centre, Riseley Centre, Melville Centre, Petra Centre, Bull Creek Centre and Kardinya Centre, and the Myaree Mixed Business Precinct.
4. That the Hon Christian Porter MLA Member for Bateman, the Hon Simon O'Brien MLC Member for South Metropolitan Province and Mr Joe Francis MLA Member for Jandakot be requested to support the City of Melville's submission.

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5. That the City of Melville advise the Western Australian Planning Commission and the Department of Planning of this submission.
6. That the City of Melville liaise with the Department of Commerce to ensure appropriate and adequate information on extended trading hours is provided to retail businesses and the community.