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TOWN OF CLAREMONT

Local Commercial and Activity Centres Strategy

FINAL DRAFT

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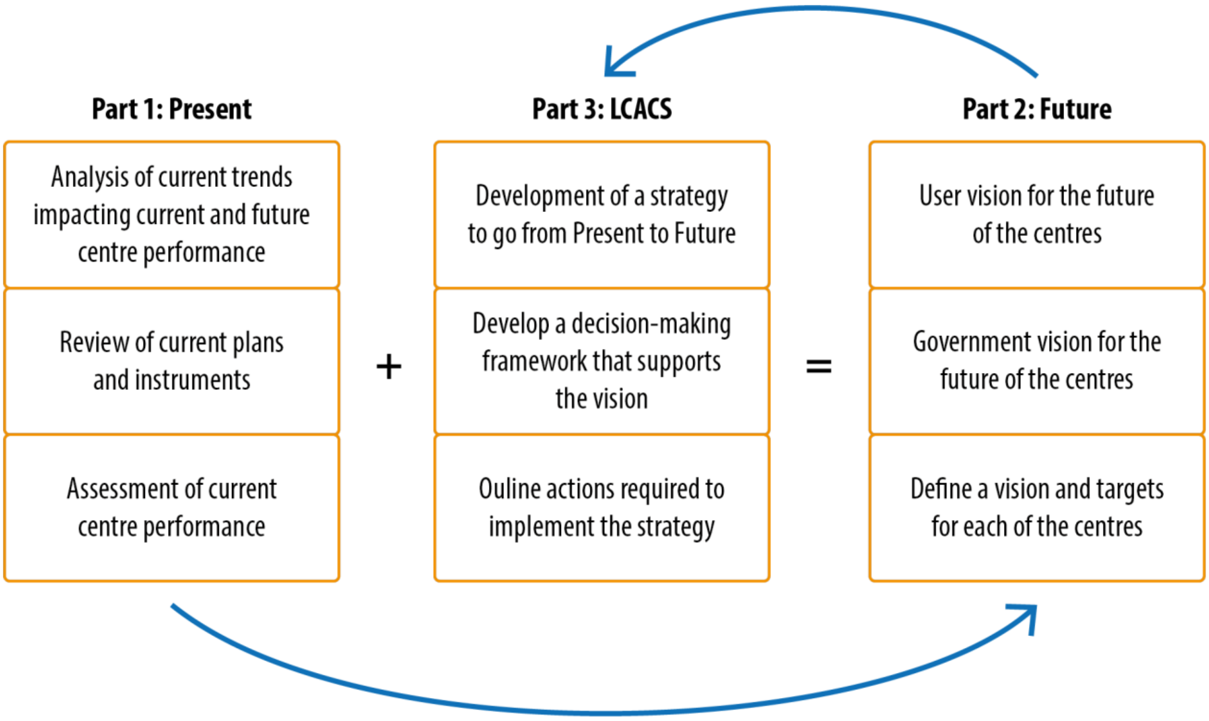
1 INTRODUCTION

Activity centres are places where social, economic, and environmental transactions are concentrated. They play a crucial role in providing for the service and employment needs of the surrounding population and are often based around town centres, shopping centres and business parks. They vary in size and may include different combinations of retail, commercial, residential, entertainment, tourism and other uses. A Local Commercial Activity Centre Strategy (LCACS) provides a vision, goals and an action plan for future development of activity centres. LCACS respond to the recognition of the key role centres play in the prosperity of cities, and the desire to maximise their future performance.

A major policy shift occurred in 2009, with the introduction of a planning framework that extended the purpose of centres to include non-retail activity. Directions 2031: Spatial Framework for Perth and Peel, State Planning Policy 4.2: Activity Centres for Perth and Peel (referred to as SPP 4.2) and Perth & Peel @ 3.5m stretched the focus of commercial strategies from a retail-centred approach, to include a broader spectrum of activities and interactions taking place in activity centres. While retail activity remains an important consideration, centres are now recognised as providing significant other functions as places of work, entertainment, socialisation and other interactions. This approach prioritises the needs of end users, and better reflects the varied ways in which residents, workers, visitors and enterprises engage with the physical environment.

This LCACS has been developed to provide an overarching strategy to guide planning and development for activity centres in the Town of Claremont. The LCACS has been delivered through the following process:



The LCACS provides analysis of floorspace requirements for the activity centre hierarchy until 2041. The analysis considers demand for and supply of floorspace uses within the catchment of the Town Centre, including neighbouring LGA's.[1]

Through the process several actions have been identified to guide planning and development for each of the centres. These actions have been assessed against the levers available to the Town to stimulate development, which are:

- Control: Strategies the Town can implement to control the outcome:
- Influence: Strategies the Town can implement to influence the desired outcome:
- Monitor: Useful data to assist in achieving the desired outcome:

A set of common actions across the activity centres has been developed to guide the Town in implementing the LCACS. Each Centre has also been assessed individually with detailed actions to guide planning and development.

Town's Role	Suggested Actions	Outcome
Control	Measures such as free alfresco dining permits for some areas in the Town Centre and along Stirling Highway	Encourages desired uses to locate in an area; creates more activated spaces
	Reduce red-tape: not requiring development approval for specific land use changes	Encourages desired uses to locate in an area, helps accelerate uptake of vacant space, de-risks for industry
	Initiate public realm projects to support desired activation:	Provide capacity for space to be active (i.e. sidewalks that are suited to outdoor dining, places for social interaction, places for cultural activities / small events)
Influence	Landowner and business engagement	The Town should continue to grow its networking capacity with Town landowners, businesses and potential developers. The Town should seek to create links between key stakeholders
	Marketing material	Develop marketing material to support initiatives as opportunities arise
Monitor	Collect data regarding visitor movements and visitor perceptions in the Town Centre and the future Eastern Highway Precinct.	The Town should measure the movement of users and their perceptions. This can be achieved through the use of WiFi tracking and surveys. This information provides critical feedback to assess the success of other actions which can be used to ensure that desired outcomes are achieved.

[1] The catchment for the analysis is defined in the Town Centre Needs Assessment report and in Figure 25.

Town's Role	Suggested Actions	Outcome
	Consider a data communication plan	Develop a plan for providing user data to businesses, landowners and prospective developers/investors. This is particularly important for operators along main streets in the Town Centre as they are competing with businesses inside Claremont Quarter who likely have access to high levels of information through the centre management.

2 TOWN OF CLAREMONT BACKGROUND

This LCACS has been developed based on substantial analysis and background research. The key findings from research have been summarised in the following sections.

2.1 Spatial Context

The Town of Claremont is located approximately 10 kilometres south-west of the Perth Central Business District (CBD), directly connected through the Fremantle train line and Stirling Highway. The Municipality is bounded by the Swan River to the south, the City of Nedlands to the north and east, the Town of Cottesloe to the west and Peppermint Grove to the south-west (Figure 1).

Figure 1. Town of Claremont Context

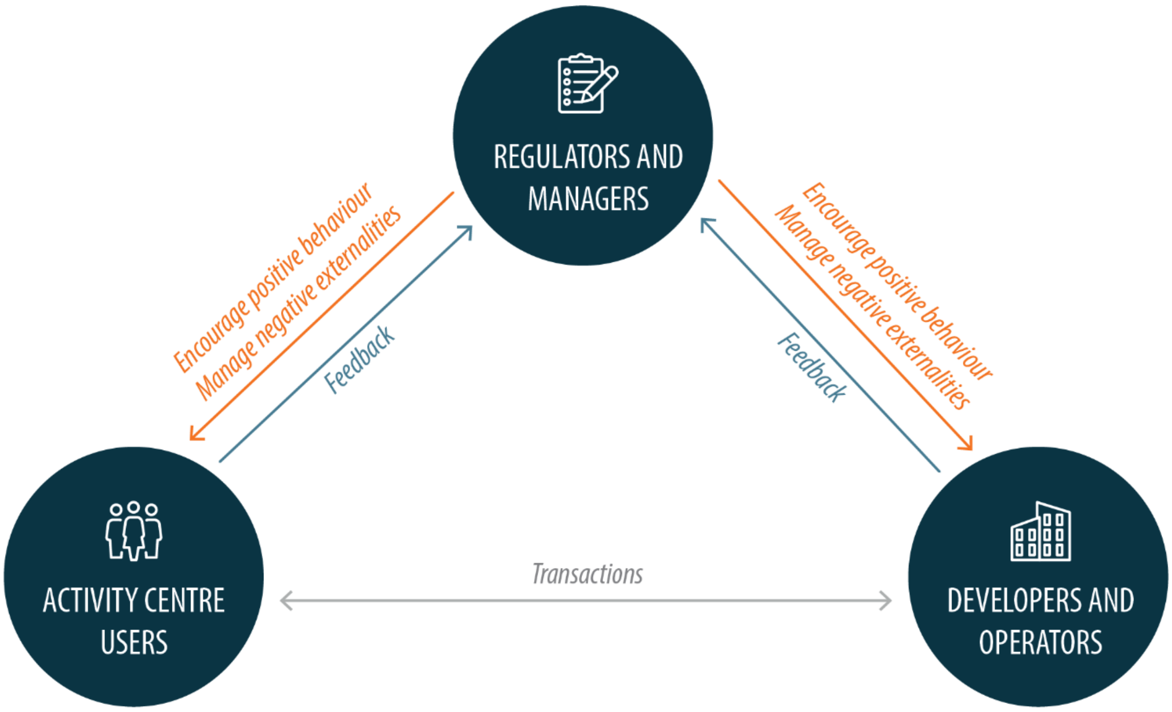
Source: Pracsys 2020

2.2 Stakeholders

Understanding the context of the social and economic factors that affect the Town of Claremont is key to developing an effective LCACS. The economic systems that make up the Town of Claremont are encapsulated by three overarching groups of stakeholders (Figure 2). These three groups are:

- Activity Centre Users, typically represented by the general public
- Developers and Operators, typically represented by businesses and their employees
- Regulators and Managers, typically represented by local & state government bodies

Figure 2. Commercial Centre Stakeholders



Source: Pracsys 2020

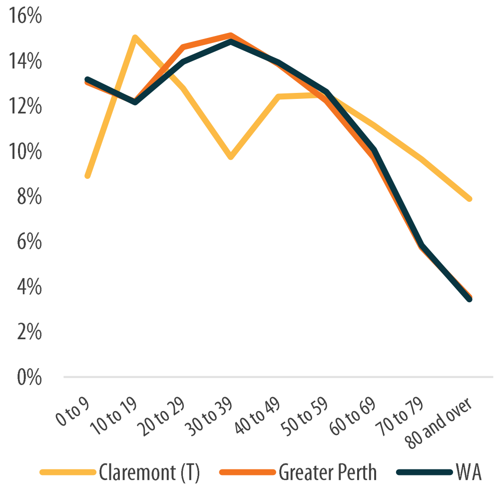
The way these stakeholder groups interact with each other defines the success of a commercial centre. Activity centre users purchase goods and services from developers and operators through transactions. Developers and operators require efficiently working activity centres that attract activity centre users and thus require good activity centre design and management. In turn, activity centre users require regulations and managers that manage negative externalities and promote positive behaviour to encourage them to continue to use activity centres and promote positive transactions (economic, social, and environmental). Thus, activity centre design must encourage use, developers and operators must target their products to the activity centre users and regulators and managers must control negative externalities throughout the entire network of activity centres ensure positive benefits from the interaction between users and operators. The LCACS seeks to optimise these transactions and interactions to the benefit of all stakeholders, assisting the Town of Claremont in achieving its desired vision.

2.3 Demographic and Housing

This section analyses the various characteristics of the predominant users of the Town of Claremont's activity centres; that is, those that live in the Town of Claremont. While catchments of users for activity centres are expected to extend farther than the Town's boundaries (e.g. the Claremont Town Centre provides for users from neighbouring local governments), the Town's residents will be the dominant users. All analysis within this section is based on data derived from the Australian Bureau of Statistics 2016 Census, unless otherwise denoted.

The Town of Claremont has an older age structure than Greater Perth and Western Australia with a significantly higher proportion of its residents in the 60+ age bracket. As such, it is expected that many of the residents in the Town of Claremont are retirees and activity centre design, operation and the goods and services offered should reflect the needs of this age group. There is also a high proportion of 10-19 year olds in the Town, reflective of the numerous high schools in the area. Key considerations can include access (i.e. ensuring people with limited mobility can cross the train tracks to access the Town Centre) and diversity of offering (i.e. ensuring there is amenity for both parents and children).

Figure 4. Town of Claremont Age Profile

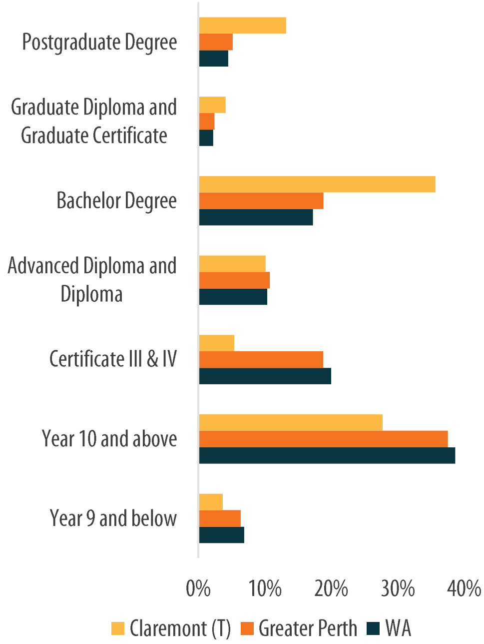


The proportion of residents in the higher income brackets in the Town of Claremont far exceeds the Greater Perth and Western Australian averages. Income levels of residential catchments are the greatest influence on the level of expenditure (among other demographic influences) in activity centres. High levels of income are linked to quality of life, provided there is a suitable provision of services on which income can be spent. The relatively high proportion of residents in the upper income bracket needs to be considered when thinking about activity centre design and capacity in the Town of Claremont. This can include providing spaces that can be used for cultural activities (i.e. flexible outdoors spaces that can be used for performances to activate a centre) and the type of entertainment offering that is permitted (i.e. wine bars instead of pubs).

Figure 3. Town of Claremont Income Profile

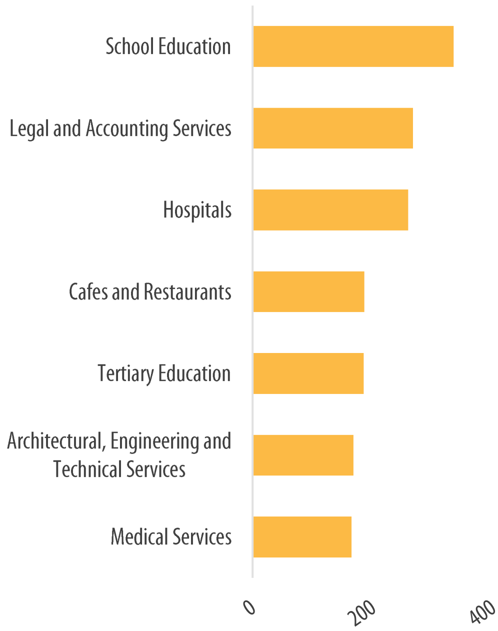
Those living in the Town of Claremont tend be highly educated with a significantly higher proportion of residents having a highest education level of Bachelor, Graduate Diploma/Certificate or Postgraduate degree compared to Greater Perth and Western Australia. The Town of Claremont is attractive for those who are highly educated, due to the Town's proximity to the Perth CBD, which provides specialised and high-output employment opportunities. Activity centres should aim to cater for the cultural and recreational requirements of these users (i.e. arts and cultural spaces).

Figure 5. Town of Claremont Education Profile



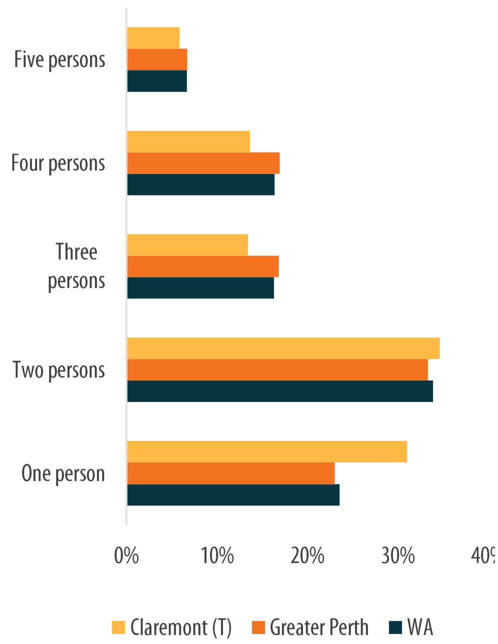
Industry of employment of residents tends to be related to education level and the offering of employment within the area. This is reflected in the Town of Claremont with a large proportion of residents employed in fields relating to education, legal, health, retail and hospitality. Knowing the make-up of the industry and education level of residents is important for the Town of Claremont. If the Town actively aims to increase its Employment Self Containment (ESC) it will be required to attract businesses from these industries to locate at its activity centres.

Figure 6. Industry of Employment in Town of Claremont



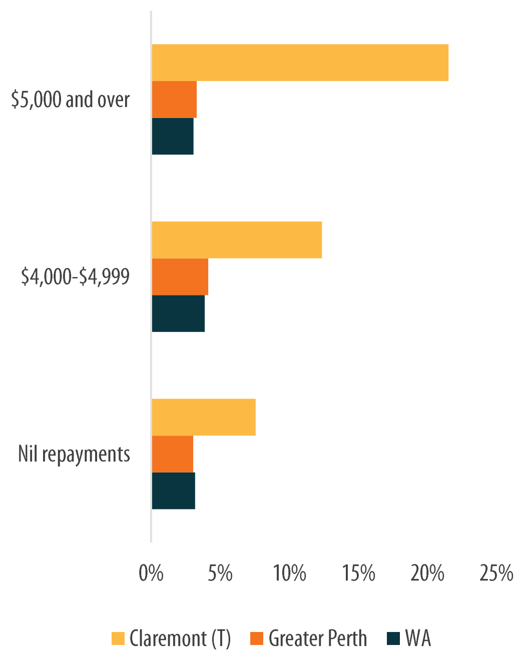
The Town of Claremont has a relatively high proportion of single person households and a similarly high proportion of two person households in comparison to Greater Perth and Western Australia. This, in combination with a relatively low proportion of three person or more households, reflects the Town's older demographic. As such, future housing developments should be mindful to ensure the housing composition is reflective of those who tend to live in the Town, with particular importance given to ensuring residents can age in place.

Figure 7. Household Composition



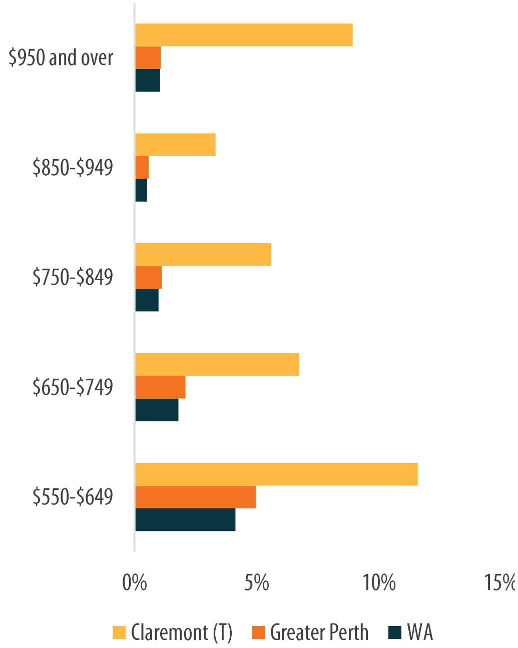
The older demographic and relatively high-income level of those living in the Town of Claremont is reflected in resident mortgage repayments. Residents in the Town have significantly higher mortgage repayments or no mortgage repayments at all (indicating they own their place of accommodation) compared to Greater Perth and Western Australia. Construction of new residential dwellings should be done strategically to attract targeted demographics. For instance, the current mix of housing is likely pricing out younger persons and middle-income families.

Figure 8. Monthly Mortgage Repayments



Similarly to mortgage repayments, residents in the Town of Claremont have significantly higher rental payments compared to Greater Perth and Western Australia. The lack of affordable housing may act as a disincentive for younger persons or those working in population driven services to move to the area. The Town should strategically locate housing around activity centres to reflect the desired demographic for the area, i.e. providing affordable rental options around the Town Centre to attract workers in population drive services to move into the Town. Increasing the number of residents in the Town Centre (particularly younger residents) would support both night-time activation and safety in the Town Centre.

Figure 9. Weekly Rental Repayments



2.4 Worker Context

This section analyses employment within the Town of Claremont's activity centres; that is, those that work but do not necessarily live in the Town of Claremont. Employment within the Town of Claremont is reflective of the advantages and specialisation of industries within the Town and the goods and services demanded by local residents. All analysis within this section is based on data derived from the Australian Bureau of Statistics 2016 Census, unless otherwise denoted.

The top employing industries within the Town of Claremont reflect the Towns major infrastructure and services with school education, aged care, retail and retail derivatives, and medical services comprising the top employment categories. This specialised range of employment opportunities may not match the local skills base, providing employment accessibility challenges when trying to match local jobs with local labour. As mentioned in Section 2.3, factors such as housing affordability and provision of services significantly influences the demographic of the local population.

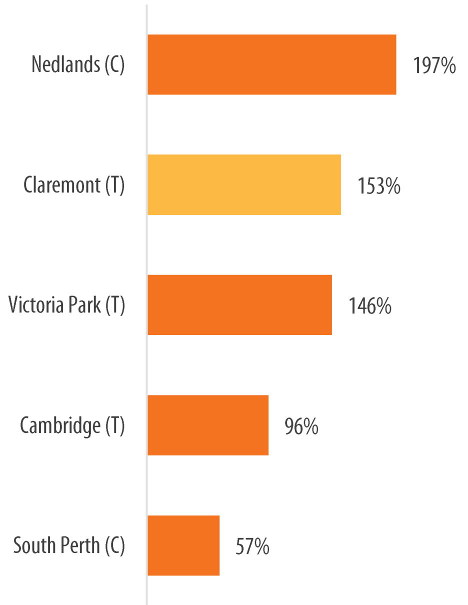
Figure 10. Top Employing Industries in the Town of Claremont

Employment opportunities and access to employment can be examined using Employment Self-Containment (ESC) and Employment Self-Sufficiency (ESS). ESC refers to the proportion of residents who are employed in local jobs (live and work in the same local government area) relative to the total labour force of the area. ESS refers to the number of jobs available in a geographic area, as a proportion of the size of the labour force resident in that same area. For more information, refer to Figure 11, Figure 12 and Figure 13 with associated discussion. .

The analysis of employment prospects provides a critical measure of the capacity of the Town of Claremont's economy to absorb human capital, in terms of the quantum and quality of employment available. High self-sufficiency is generally a sign that the economy has a healthy rate of employment growth, there are opportunities to attract and support a bigger local population. Self-containment is indicative of the capacity of the economy to absorb the skills of its local workforce and is therefore useful to uncover potential mismatches between local skills and industries (i.e. training requirements; risk of losing local skilled population to other regions). ESC is also often a reflection of the economy's complexity. As people base their location decisions on more than simply access to work, lower ESC can often reflect the desirability of a place to live and a relatively simple economy as people have to travel out of the area to find work.

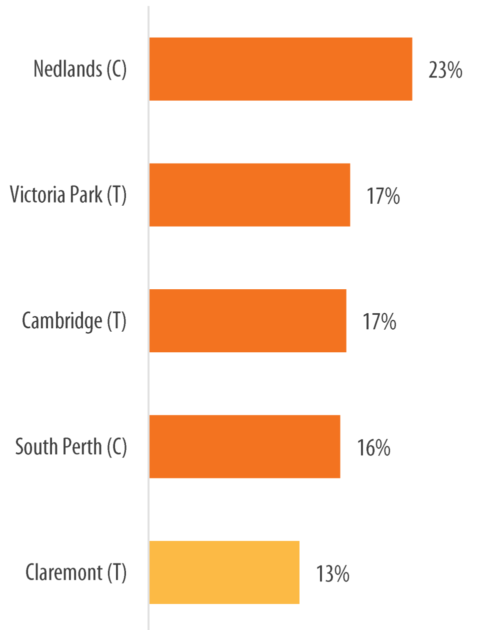
The Town of Claremont has a relatively high ESS when compared to similar areas. The Town's high ESS reflects its importance as an employment hub in the Central sub region. Technically this high ESS indicates the Town could provide jobs for all of its residents, however, the local job offerings do not necessarily reflect the skillset of residents within the Town.

Figure 11. Employment Self Sufficiency in the Town of Claremont



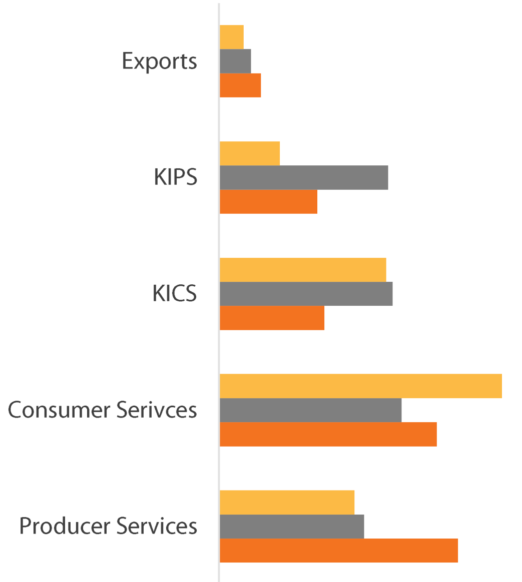
Despite a high level of ESS in the Town of Claremont, the ESC is relatively low when compared to similar areas. A high ESS in combination with a low ESC indicates a clear mismatch between the skills of local residents and employment opportunities in the Town. The Town's ESC can be improved by attracting persons who work but do not live in the Town to relocate to the area or by providing employment opportunities that are reflective of the current resident's skillset.

Figure 12. Employment Self Containment in the Town of Claremont



Employment opportunities in the Town of Claremont are generally in population driven industries and only a small proportion of employment in the Town is strategic. The current provision of strategic employment opportunities in the Town does not reflect the skillset of the local population. Residents in the Town are generally highly educated and are likely to take employment in higher-output, strategic employment. This is reflected by the Town's low ESC despite the high level of ESS. This mismatch of skills is reflected by many residents travelling to the CBD for employment (Figure 14) and is also reflected by the Town importing its labour from a wide variety of local government areas (Figure 15).

Figure 13. Employment Quality in the Town of Claremont



WHAT IS EMPLOYMENT QUALITY?

Employment can broadly be understood in terms of knowledge requirements and industry uses. Employment quality is measured by assessing occupation and industry of employment data. Five employment categories are defined to assist in understanding the dominant role of nodes and identify target industries:

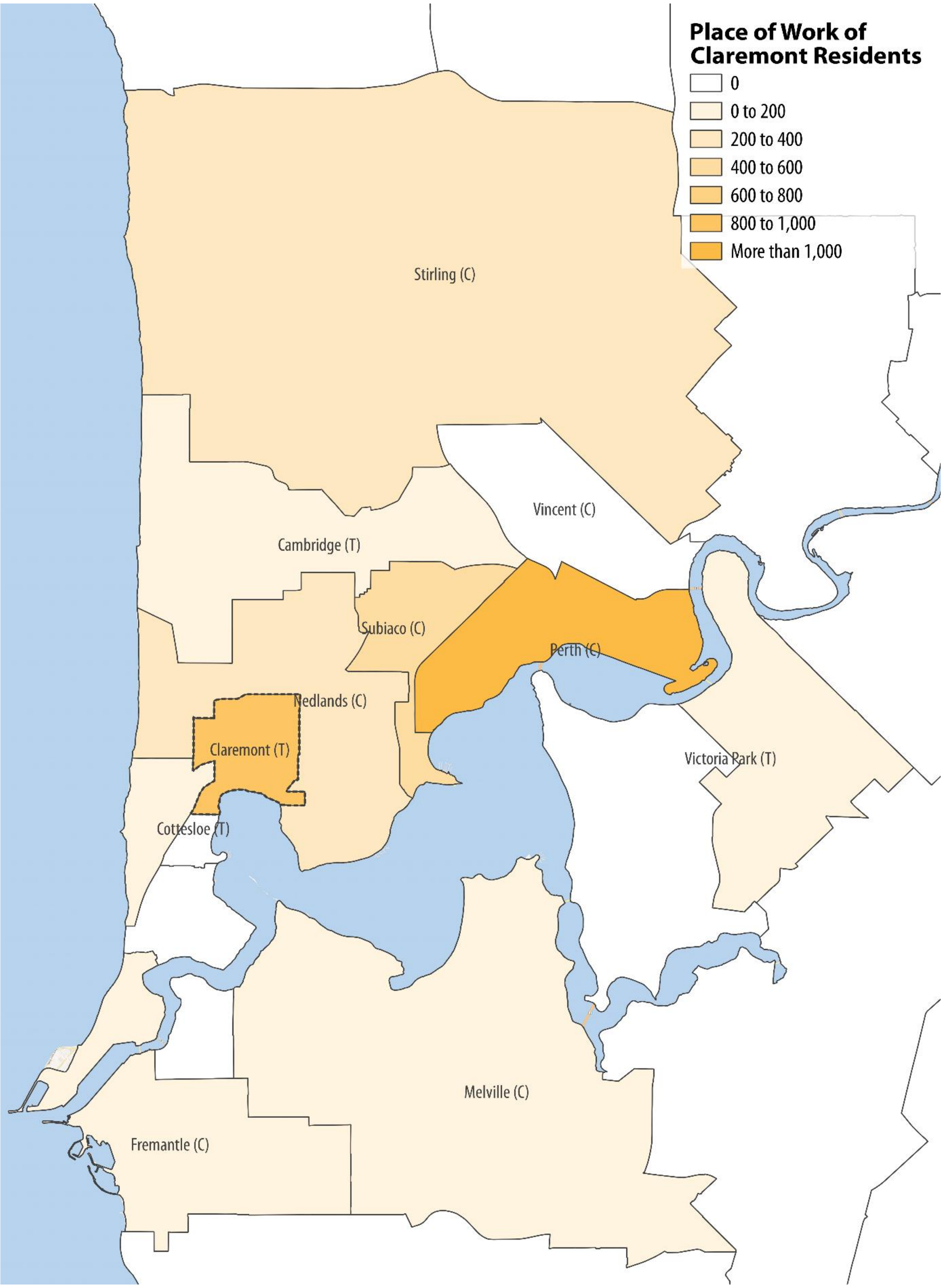
- **Consumer Services**: Basic business-to-consumer activity (for example, retail trade)
- **Producer Services**: Basic business-to-business activity (for example, printing services)
- **Knowledge Intensive Consumer Services (KICS)**: Business-to-consumer activity with high knowledge requirements (for example, medical services)
- **Knowledge Intensive Producer Services (KIPS)**: Business-to-business activity with high knowledge requirements (for example, architectural services)
- **Export**: Direct export related activity (for example, agriculture or mining)

KIPS and Export employment are collectively referred to as strategic employment. Strategic employment does not rely on a local population catchment and is sustained by income sources outside of the local economy. Strategic employment is desirable as it is less prone to automation and is associated with higher levels of education, qualification and income.

Population-driven employment is collectively Consumer Services, Producer Services and KICS. They reflect the level of local services available within the area. This employment usually grows organically with the population growth. However, it is dependent on the local population expenditure, and is associated with lower levels of income and more prone to automation.

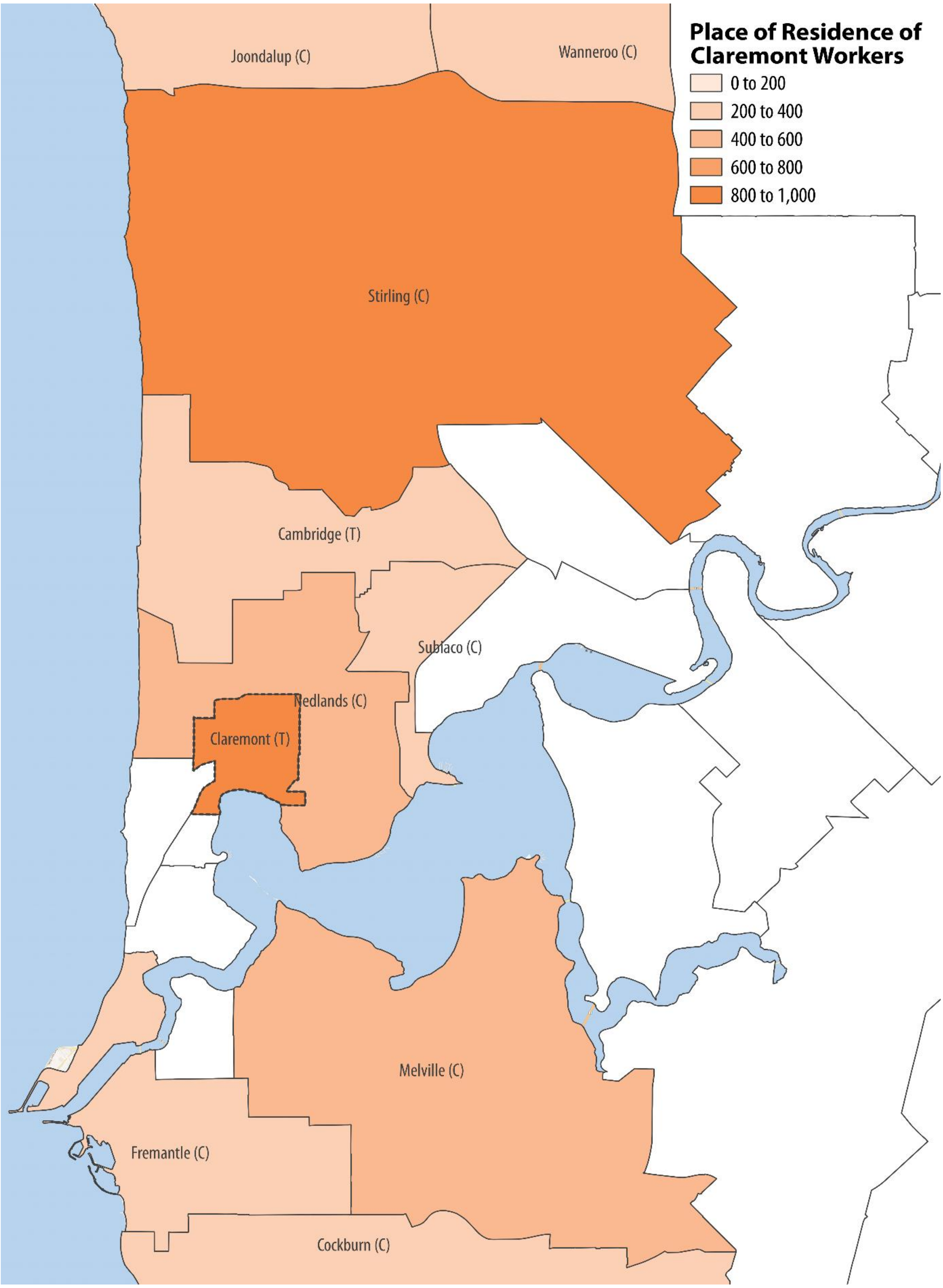
Employment quality assessment gives an indication of the unique local economy profile and strength. It is beneficial to assess employment quality in comparison to other areas, for example, the Greater Perth average.

Figure 14. Claremont Residents Place of Work



Source: Pracsys 2020, ABS Census 2016

Figure 15. Claremont Workers Place of Residence



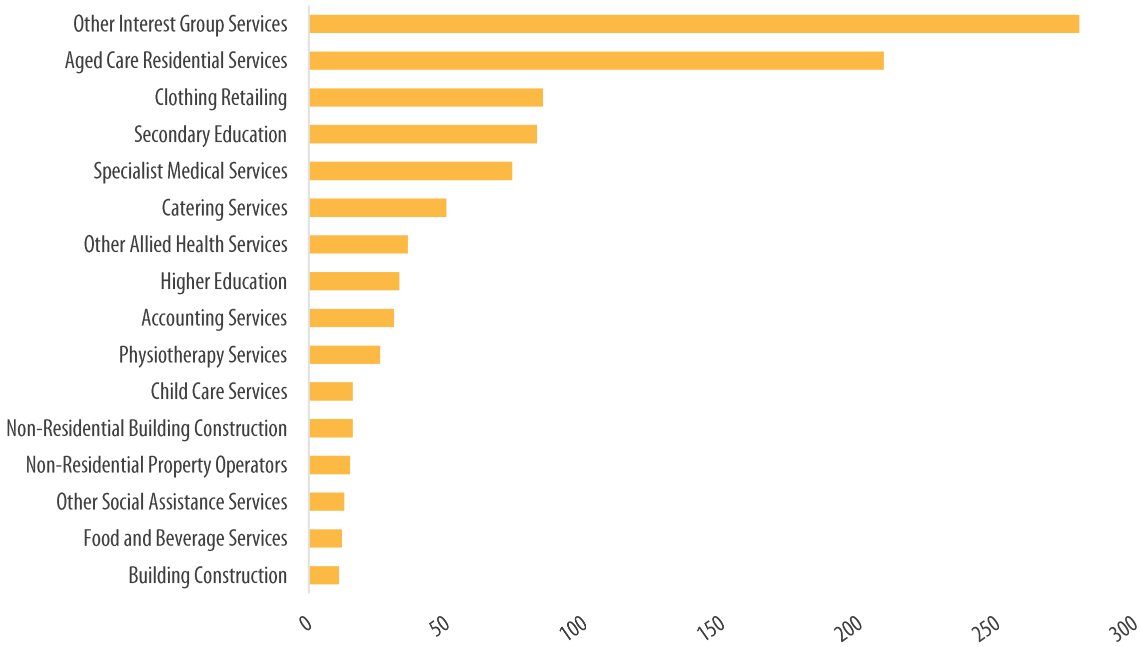
Source: Pracsys 2020, ABS Census 2016

2.5 Employment Concentration Factors and Shift Share

This section provides more advanced analysis of employment within the Town of Claremont. Specifically, calculation of Employment Concentration Factors (ECF) and Shift Share analysis to identify any possible comparative advantages in the Town. By calculating the ECF of industries, it is possible to identify the existing concentrations of specific industries within the study area. This is an indicator of existing or emerging agglomerations and can be used to identify areas where economic development initiatives may strengthen agglomerations and ultimately facilitate the development of specialised employment opportunities. All analysis within this section is based on data derived from the Australian Bureau of Statistics 2016 Census, unless otherwise denoted.

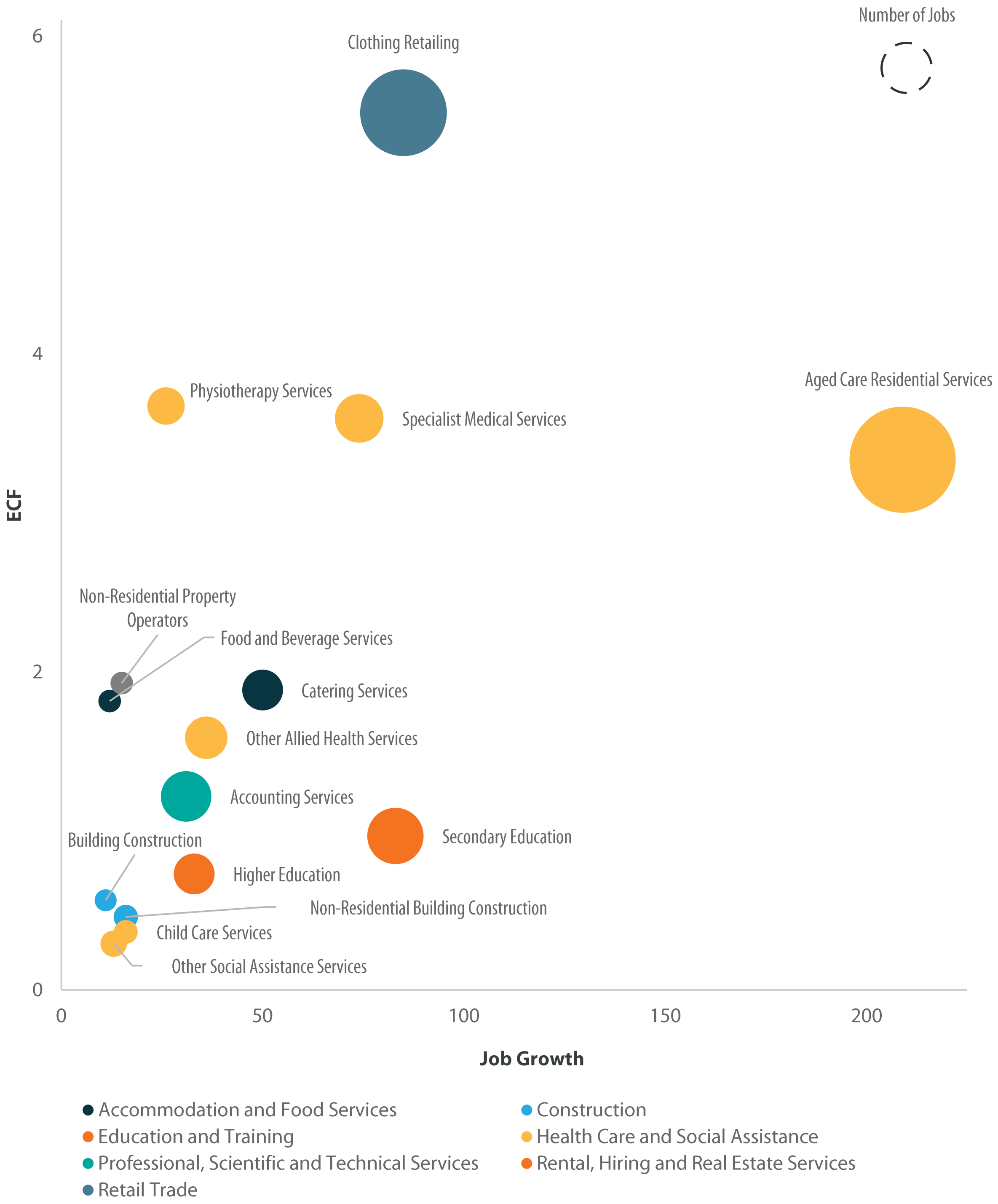
The Town can look for economic development opportunities where industries growing strongly throughout Western Australia are also experiencing strong growth locally. Encouragingly, several high growth industries for Western Australia, such as health, retail and education, are experiencing even stronger growth in the Town of Claremont (Figure 16). Industries experiencing high growth also have a high ECF in the Town, indicating the Town is capitalising on their comparative advantage in these industries (Figure 17). To create sustainable and specialised employment opportunities for local residents, the Town should also encourage the agglomeration of industries that have a lower ECF but are experiencing high growth when planning activity centres. This will encourage greater economic diversity and additional employment opportunities for residents.

Figure 16. Growth in Town of Claremont jobs between 2006 and 2016



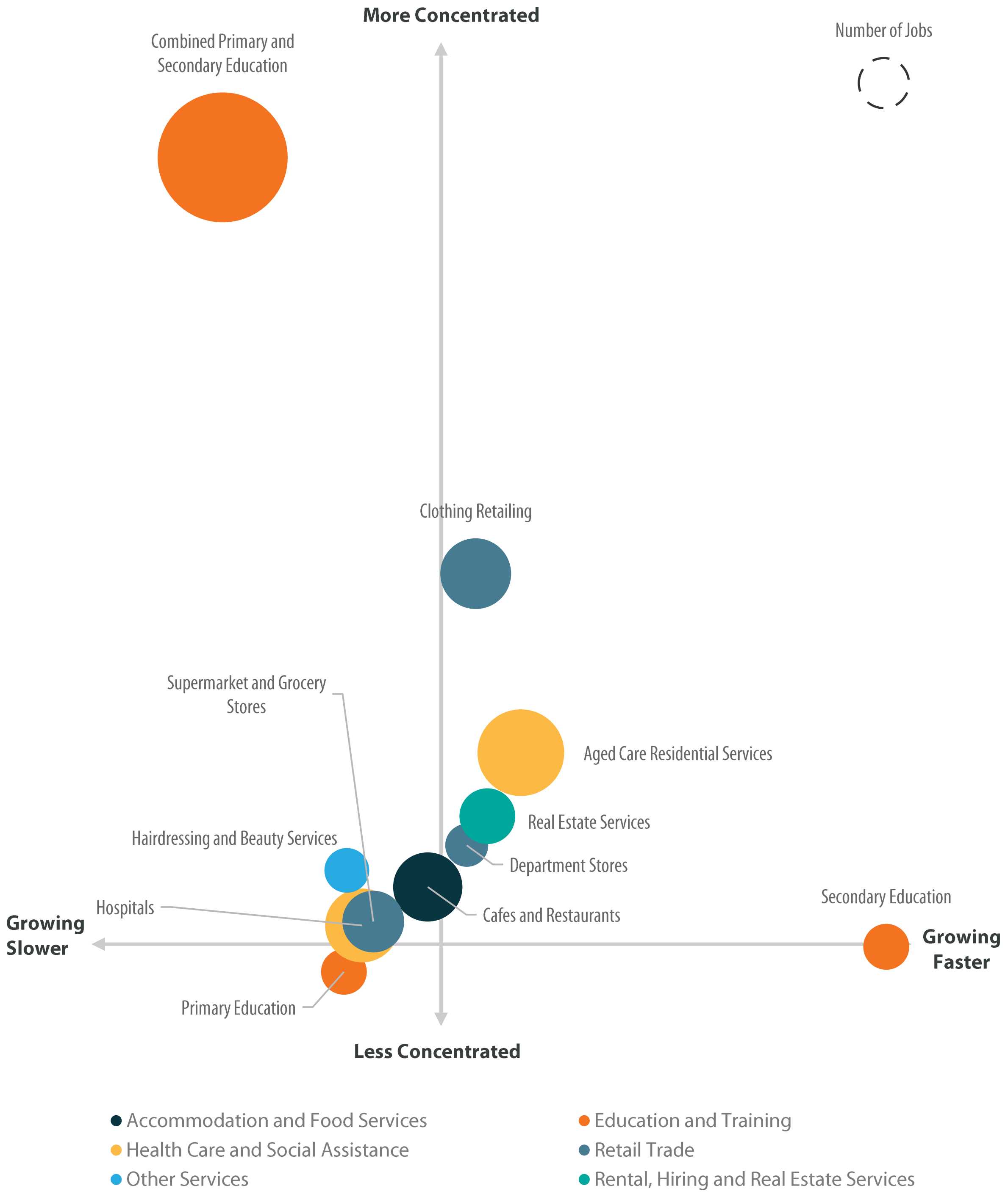
Note: Includes only those industries which have outperformed the State in high-growth industries. Excludes Other Services n.e.c.

Figure 17. ECF and Jobs Added for High Growth Industries



Note: Includes only those industries which have outperformed the State in high-growth industries. Job Growth reflects the number of additional jobs created between 2006 and 2016. Excludes Other Services n.e.c.

Figure 18. Concentration and Growth of Large Industries



Note: Includes only those industries with more than 100 workers. 'More Concentrated' reflects that the industry is more concentrated in the Town of Claremont than in Western Australia. 'Growing Faster reflects that the industry is growing faster in the Town of Claremont than in Western Australia. Excludes Other Services n.e.c.

Shift Share analysis identifies the relative concentration and growth of industries compared to the broader region. In the Town of Claremont only the industries of Aged Care Residential Services, Real Estate Services, Clothing Retail and Department Stores are employing a significant number of workers, are concentrated greater in the Town than throughout Western Australia and are experiencing stronger growth than Western Australia (Figure 18). The Town of Claremont should aim to increase the ECF of industries it is experiencing relatively high growth in. For example, the Secondary Education industry is experiencing growth well above that of Western Australia in the Town of Claremont, however, the ECF of this industry is low and the Town could further capitalise on this growth by facilitating further industry development.

2.6 Summary

The Town of Claremont has a distinctive demography and industry composition that must be accounted for when designing activity centres. Residents in the Town of Claremont are:

- Of an older demographic
- Wealthy
- Highly educated
- Employed in high-output strategic jobs

The Town of Claremont has a low level of ESC as employment offerings in the town do not match the skills of local residents. This is not a problem for residents due to the Town's close proximity to the Perth CBD, which provides employment opportunities more closely aligned with the skills of residents in the Town. It is unlikely the Town will be able to attract many of these employment opportunities to its activity centres. The Town should focus primarily on providing a predominately retail oriented environment with a strong focus on entertainment and high-end brands. The Town can improve its ESC by providing a mix of residential dwellings that are affordable for workers in population driven services, such as retail and hospitality. Due to the Town's low level of strategic employment opportunities, Shift Share analysis identified only a limited number of industries the Town has a comparative advantage in. This analysis identified retail, education and health as specialised industries the Town is likely to have a comparative advantage in and should focus on to induce employment opportunities.

3 TOWN OF CLAREMONT ACTIVITY NODES

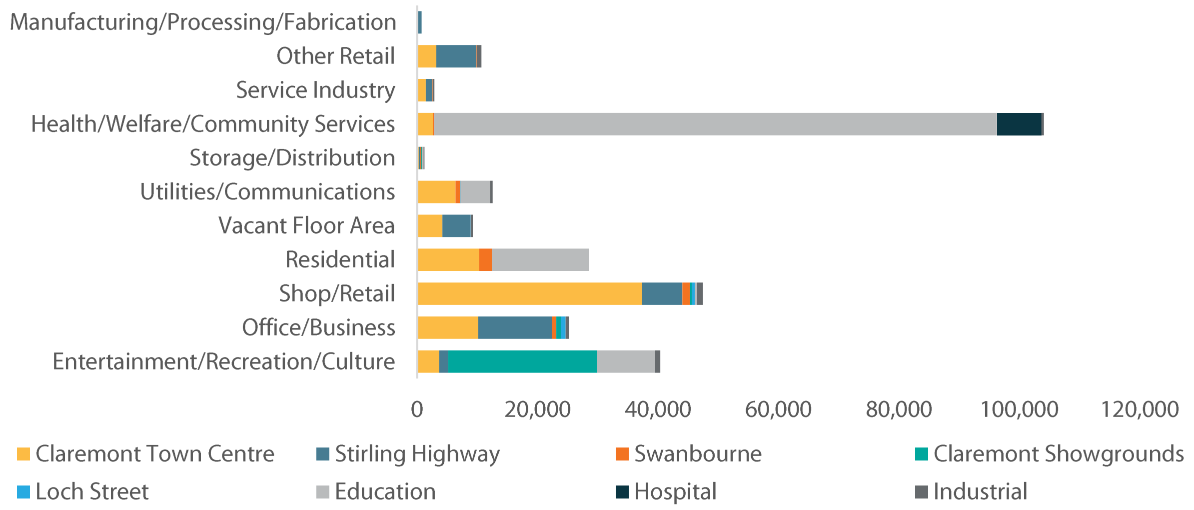
The Town of Claremont is located approximately 10km south west of the Perth Central Business District (CBD), directly connected through Stirling Highway and the Perth-Fremantle rail line. The Town is bound by the Swan River to the south, Nedlands to the north and east, Cottesloe to the west and Peppermint Grove to the south.

Activity centres are often located on arterial transportation routes, including road (Stirling Highway) and train. Key activity centres within the Town of Claremont are represented on the map in Figure 20:

- **Claremont Town Centre** is the key centre where the majority of commercial floorspace is concentrated
- **Stirling Highway East** is a strip commercial centre, where bulky goods retailing and office floorspace is predominant
- There are two local centres at **Swanbourne** and **Loch Street** that service their local residential catchments
- **Claremont Showgrounds** is a unique centre that provides a large open space for entertainment activities and major events
- There is a small **Light Industrial** area that predominantly supports population-driven out-of-centre activities
- A **Hospital** and several private **schools** have a significant impact on the activities taking place and the overall character of the Town

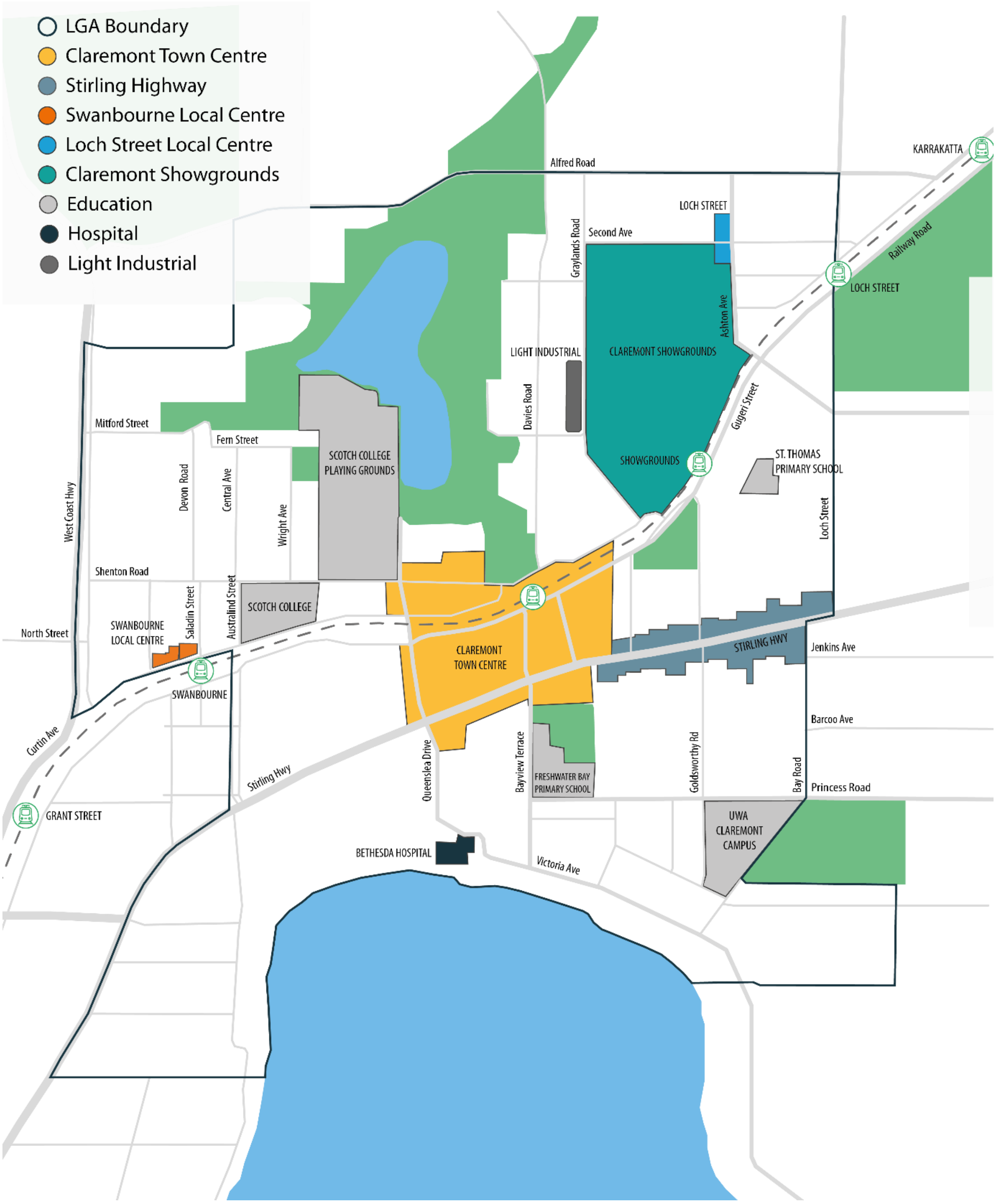
The Town of Claremont has around 283,000m^2 of commercial floorspace distributed among these centres, with education and health floorspace being a predominant category due to the influence of a hospital and private schools. It is closely followed by shop / retail floorspace, which is concentrated in the Town Centre, and entertainment floorspace, which is influenced by the Claremont Showgrounds.

Figure 19. Town of Claremont Current Floorspace



Source: DPLH LUES 15/17

Figure 20. Town of Claremont Activity Centres



Source: Town of Claremont, Pracsys 2020

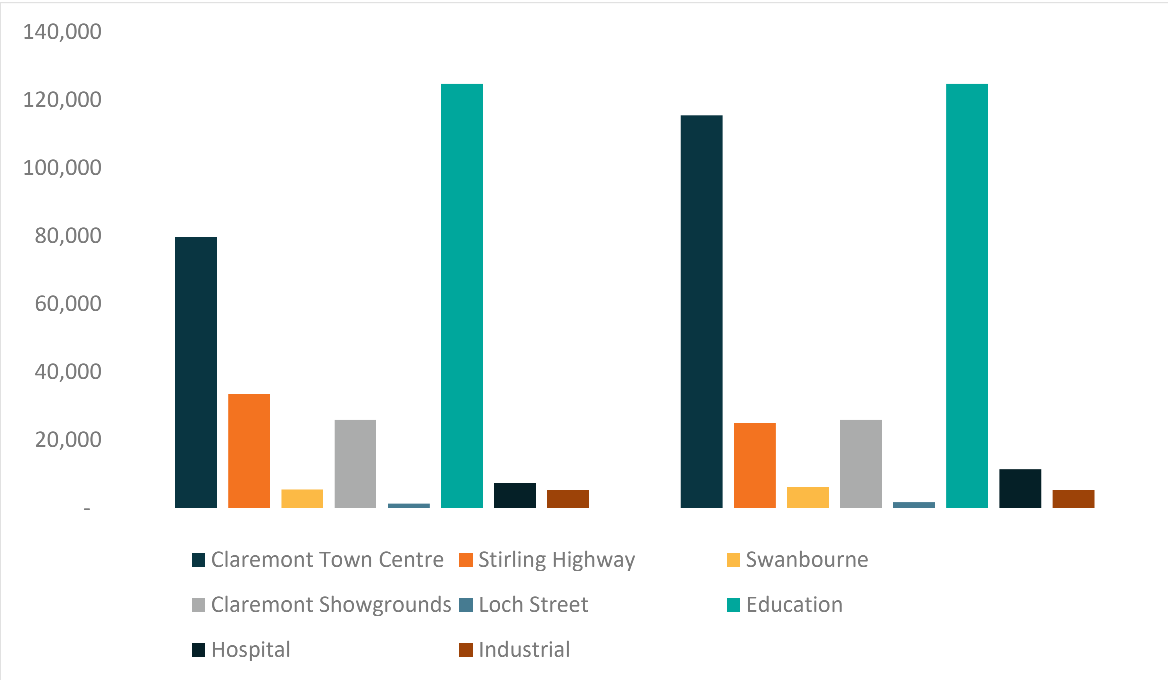
Based on the current activity mix and current activity planning policies, the majority of future commercial floorspace will be concentrated within the Town Centre. The current and future state of each activity centre are described in the following sections.

Floorspace analysis through a Needs Assessment for the Town Centre provides underpins the Town Centre projections this report. The Needs Assessment includes a catchment relevant to the Town Centre's status as a secondary centre. The Needs Assessment analysis included all proposed infill development within the Town of Claremont and assessed floorspace until the year 2041.[2]

The Needs Assessment uses gravity modelling to distribute current and future shop retail demand spatially and compare it with shop retail supply within the defined catchment. This allows the future floorspace estimates for the Town Centre to be developed accounting for other competing centres. The identified growth of shop retail uses in the Town Centre has been developed with consideration of competing centres; although it does not identify an impact, the modelling has allowed for all centres to attract additional expenditure as population grows. Further details about gravity modelling, the catchment area used and non-retail analysis are available in the Needs Assessment report.

Overall, the Town of Claremont has the potential to accommodate between 316,000,016m² and 335,000m² of commercial floorspace within its activity centres (approximately 31,000m² to 50,000m² in additional commercial floorspace) by 2041. This excludes non-commercial residential floorspace and any potential increases in education floorspace, as education floorspace will be driven by third parties outside of activity centres.

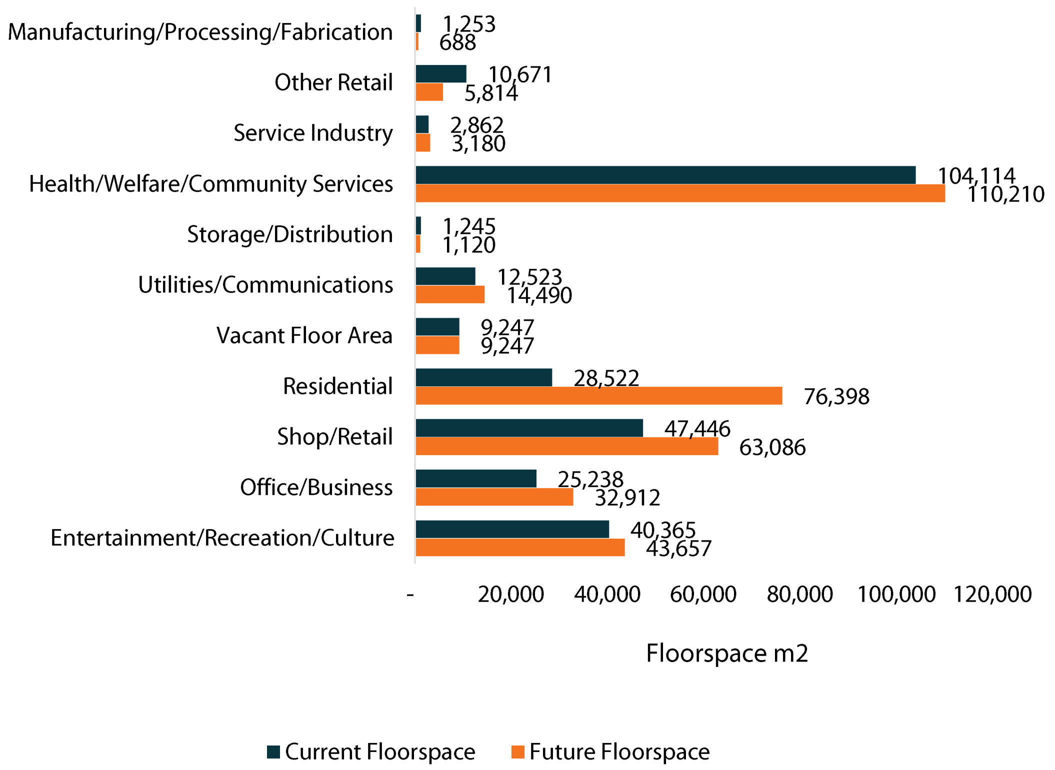
Figure 21. Current and Future Floorspace by Activity Centre



Source: DPLH LUES 15/17, Town of Claremont, Pracsys 2022

[2] The Urban Capacity Analysis was used to inform additional dwelling estimates. It should be noted that the Higher Growth estimate from the Urban Capacity analysis was used to inform the high population growth that underpins the progressive scenario in this report. The maximum growth estimate in the Urban Capacity Analysis does not include an estimate for the Town Centre and is seen to be occurring outside the 2041 timeframe.

Figure 22. Current and Future Floorspace by Category



Source: DPLH LUES 15/17, Town of Claremont, Pracsys 2022

Figure 23. Additional Commercial Floorspace by Scenario

Description	Additional Commercial Floorspace		
	Conservative	Moderate	Progressive
Entertainment/Recreation/Culture	3,292	7,273	7,512
Office/Business	7,674	8,206	14,960
Shop/Retail	15,641	16,820	19,199
Residential	141,626	180,101	218,501
Vacant Floor Area	0	0	0
Utilities/Communications	1,967	1,967	1,967
Storage/Distribution	-125	-125	-125
Health/Welfare/Community Services	6,096	8,245	8,393
Service Industry	318	423	2,334
Other Retail	-4,857	-4,730	-3,862
Manufacturing/Processing/Fabrication	-565	-565	-565
Total Additional Commercial Floorspace	**29,441**	**37,513**	**49,813**

Description	Additional Commercial Floorspace		
	Conservative	Moderate	Progressive
Residential (Non-Commercial)	141,626	180,101	218,501
Total Additional Floorspace	**171,067**	**217,614**	**268,314**

Source: DPLH LUES 15/17, Town of Claremont, Pracsys 2022

Key differences between scenarios associated with the Town Centre:

- Conservative scenario is business as usual, with floorspace growth in the Town Centre that increases in line with population growth in the catchment and the minimum level of additional dwellings
- Moderate is a middle scenario that includes additional entertainment and Health/Welfare/Community Services (i.e. medical offices) within the Town Centre, associated with addressing current gaps identified in the Town Centre Needs Assessment
- Progressive scenario expands the floorspace quantum to accommodate additional Office/Business as a significant growth opportunity to complete the Town Centre over the longer term. There will also be some increases in larger format retail (i.e. boutique furniture display) and other services to cater for high population growth. These increases are associated with addressing gaps in the current floorspace provision for these uses in addition to meeting the demand from population including the highest level of residential development. This will account for the loss of Other Retail on the ground floor of Stirling Highway as it transitions to a mixed business environment with commercial floorspace (i.e. shop/retail and office)

For more details on additional floorspace by activity centre and PLUC code please see **Appendix 13: Floorspace Scenarios.**

4 CLAREMONT TOWN CENTRE

4.1 Current State

587 Local Residents

2,628 Workers

High Visitor Concentration

→ **Accessibility**
Claremont Railway Station, Bus and Stirling Highway Access

0.66 Employment Diversity Index

38% Young Adults & Young Workers

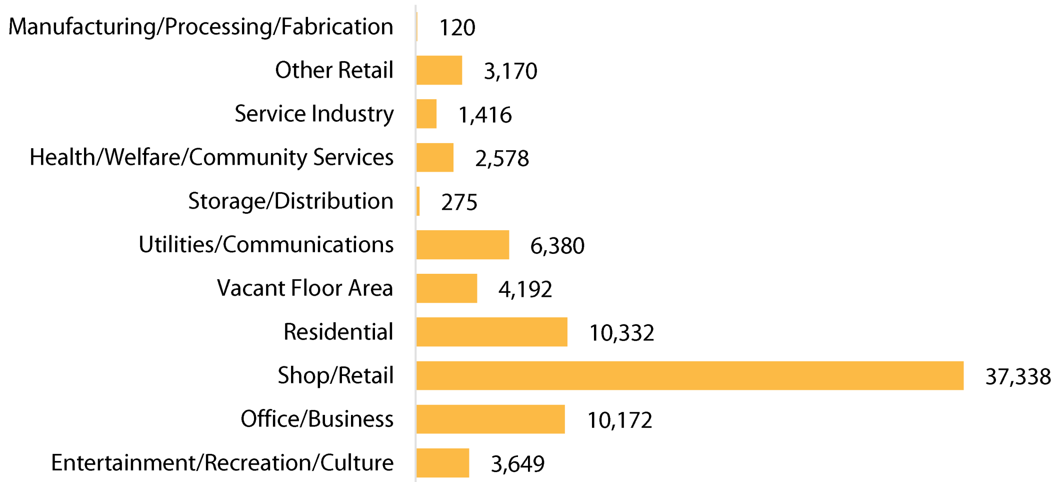
→ **Income**
A high proportion of high income earners

Claremont Town Centre is a secondary activity centre within Perth and Peel Activity Centre Hierarchy. Secondary centres are significant regional activity centres but serve smaller catchments than Strategic Metropolitan centres and offer a more limited range of services, facilities and employment opportunities. They perform an important role in the economy and provide essential services to their catchments. The centre catchment extends approximately 10 km and services the population beyond the Town of Claremont.[3]

Current Floorspace Mix

The Centre has a diverse mix of land uses including a large-scale shopping centre.

Figure 24. Claremont Town Centre Current Floorspace Profile by PLUC



Source: DPLH LUES 15/17

[3] For a detailed catchment map, please see Figure 25.

Prominent Commercial Floorspace

SHOP/RETAIL
- Department stores
- Wear stores (women's, girls' and infants')
- Supermarkets and grocers
- Restaurants, cafes & function centres

OFFICE
- Medical practices
- Banking services
- Real estate
- Finance and investment services
- Dental practices
- Other medical practices

HEALTH/WELFARE/COMMUNITY SERVICES
- Preschools
- Child health services
- Child day care

ENTERTAINMENT/RECREATION/CULTURE
- Drinking places
- Library
- Art gallery
- Gymnasiums and Health Clubs

The diversity of activity at Claremont Town Centre is greater than most other secondary centres in the Perth Metropolitan Area.

It is noted that due to a major rationalisation of stores throughout Australia, David Jones may leave the Town of Claremont. If this additional space becomes available, there are a number of opportunities for smaller tenants to occupy it. The Town can for instance follow the example of the old Myer building redevelopment in Fremantle that accommodated an eclectic mix of retail, artists' workspaces and a bar.[4]

[4] WA Today, 2013, Abandoned Myer building reopens as Fremantle retail booster

Figure 25. Activity Centre Catchment

Source: Pracsys 2020

4.2 Future State

Vision

Claremont Town Centre is the primary retail centre in the region. Improvements to the centre should reduce retail leakages, consolidate the day-time economy through increased office and residential floorspace and foster increased night-time activity by enhancing the activity centre's entertainment and food/beverage offering. Short-stay accommodation opportunities should be investigated to capitalise on the direct link to the Perth Airport created by the Forrestfield-Airport Link.

min 600
Dwellings

1,355+
Residents

Young Workers
Key Target Demographics

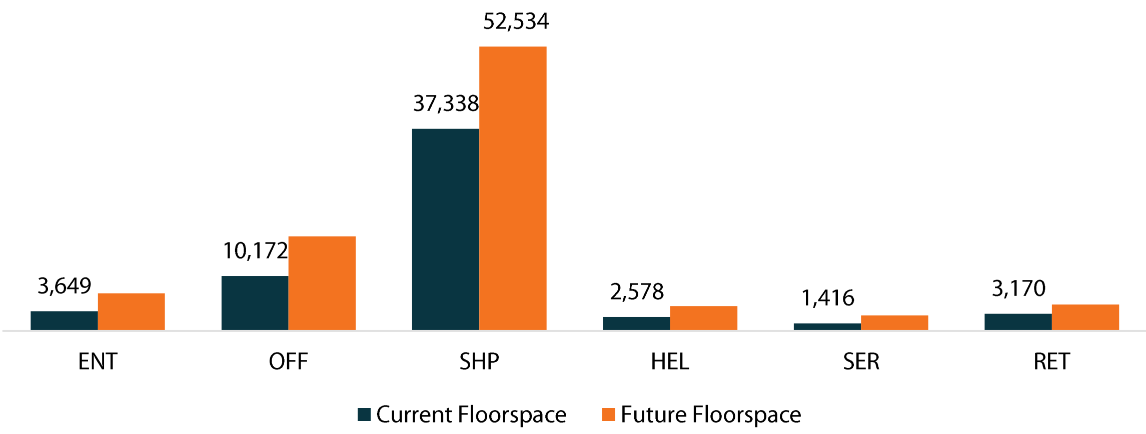
Conservative Scenario

The conservative scenario is a business-as-usual scenario based on population growth in the catchment.

Total change in commercial floorspace by 2041: **36,000m²**

Total additional non-commercial residential floorspace by 2041: **45,000m² – 90,000m²**

Figure 26. Claremont Town Centre Future Commercial Floorspace Profile by PLUC – Conservative[5]



Source: DPLH LUES 15/17, Town of Claremont, Pracsys 2020

[5] Note: The figure does not include all changes in floorspace. Please refer to Appendix 13 to see the full list of floorspace changes

Moderate Scenario

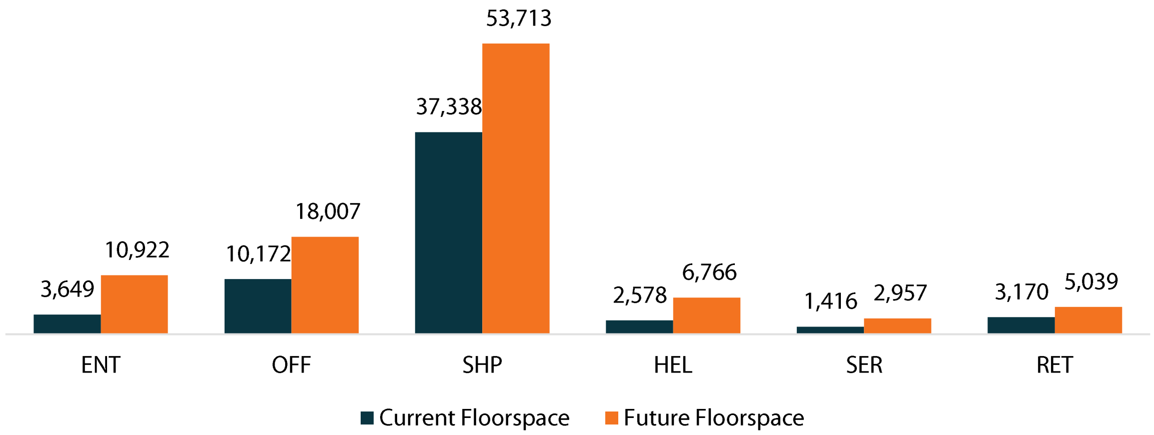
One of the goals for the Claremont Town Centre is to increase amenity and improve the night-time economy with an increase in entertainment floorspace. Under conservative projections, entertainment will occupy around 5% of total floorspace in the activity centre. When compared to similar secondary centres this is below the estimated 8% average. Karrinyup, a suitable comparison, has recently increased entertainment floorspace to 10%. The Moderate Scenario allows for a comparative proportion of the entertainment floorspace.

Another key influence on the Claremont Town Centre's floorspace is the proposed increase in hospital floorspace. The Claremont Town Centre is the most logical place for supporting medical practices and allied health business to locate. It is therefore expected that 2,000m^2 of additional Health related floorspace will be required in the town centre (in addition to health floorspace related to population growth). It should be noted however, that the Bethesda Hospital has in the past and will likely in the future propose an expansion of health related floorspace. This may influence the amount of health floorspace required in the Claremont Town Centre. Private interest in health floorspace should be allowed to guide uptake, particularly as many health uses can also locate in office developments.

Moderate Scenario, total change in commercial floorspace by 2041: **44,000m^2**

Moderate Scenario, total additional non-commercial residential floorspace by 2041: **180,000m^2**

Figure 27. Claremont Town Centre Future Commercial Floorspace Profile by PLUC – Moderate Scenario[6]



Source: DPLH LUES 15/17, Town of Claremont, Pracsys 2020

[6] Note: The figure does not include all changes in floorspace. Please refer to Appendix 13 to see the full list of floorspace changes

Progressive Scenario

Under the Progressive Scenario, the Claremont Town Centre's commercial floorspace will expand to accommodate additional uses to those in the moderate scenario including:

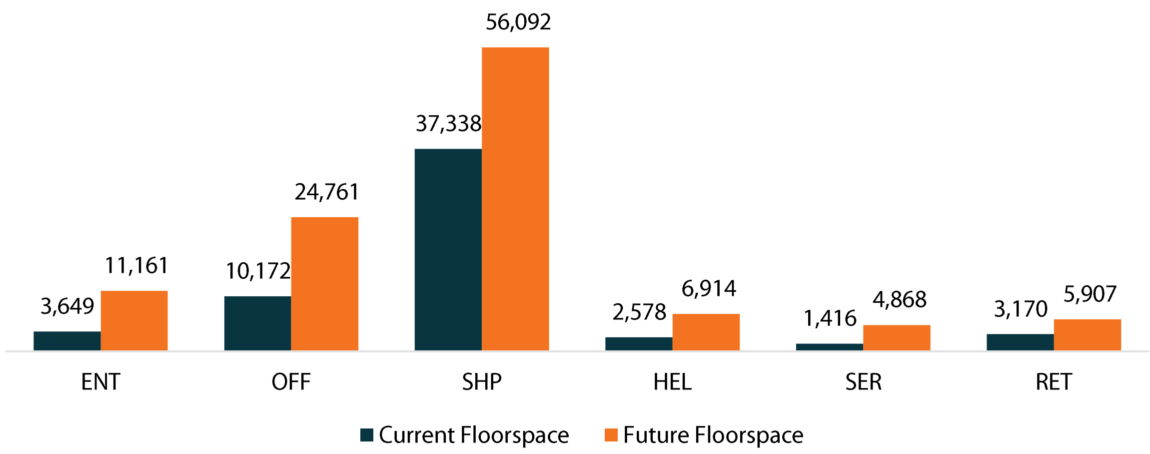
- Office/Business
- Large format retail (i.e. boutique furniture display) and other services
-

This scenario represents long term growth in the Claremont Town Centre should commercial and development opportunities be realised. It represents a Transit Orientated Development where office related businesses such as professional services choose to locate in the Town due to the high levels of accessibility and amenity provided. This scenario accommodates some of the loss of Other Retail on the ground floor of Stirling Highway as it transitions to a mixed business environment with commercial floorspace.

Progressive Scenario, total change in commercial floorspace by 2041: **56,000m²**

Progressive Scenario, total additional non-commercial residential floorspace by 2041: **219,000m²**

Figure 28. Claremont Town Centre Future Commercial Floorspace Profile by PLUC – Progressive Scenario[7]



Source: DPLH LUES 15/17, Town of Claremont, Pracsys 2020

[7] Note: The figure does not include all changes in floorspace. Please refer to Appendix 13 to see the full list of floorspace changes

4.3 Activation Strategy[8]

Activation Principle	Issues	Actions
Purpose	Develop the Town Centre as a premium retail, entertainment, and food/beverage destination	Strategically locate anchors in the Town Centre to ensure high volumes of foot traffic for retail and entertainment offerings. This will induce spending from local high-income residents and support the provision of high-end retail and entertainment offerings within the Town Centre.
Destination **Exposure**	Entertainment uses in Town Centre	There is a lack of entertainment floorspace in the Town Centre. An increase in entertainment floorspace complemented with an increase in food and beverage offerings is recommended to encourage multi-purpose visits to the Town Centre. The Town Centre could host a range of events within this entertainment floorspace to encourage the visitation of families and to provide exposure for surrounding businesses.
Access **Origins** **Exposure**	Encourage users to enter Claremont Quarter through Bay view Terrace	Bay View Tce needs to be the primary entrance for the Town Centre from the train station. The proposed Metronet underpass is likely to divert pedestrian traffic away from Bay View Tce and directly into Claremont Quarter. The Town should aim to strategically funnel users from the Claremont Train Station and Oval Redevelopment to enter the Town Centre through the Bay view Terrace entrance. This may require improving access provided by the current overpass to cater for persons with limited mobility. Signage should also be used to identify Bay View Tce and St Quentin Ave as the primary entrances to Claremont Quarter for visitors arriving by public transport, on bicycle and on foot, to encourage greater main street activation.
Destination **Exposure**	Activating centre at night	There is the potential to activate the night-time economy at the Town Centre. This can be done in multiple ways: • Increase food/beverage offerings that are open at night • Allow free alfresco dining permits, especially along Bay View Terrace and potentially St Quentin Ave • Increase entertainment offerings • Encourage longer opening hours for the retail core • Reduce red-tape: not requiring development approval for specific land use changes (i.e. retail store to food and beverage) The addition of entertainment and food/beverage in the Town Centre can be used to encourage multi-purpose visits to the Claremont Quarter, supporting both day and night-time activation.

[8] All activity centres have been assessed against the principles of economic activation. These principles are explained in detail in Section 12, Appendix 2: Principles of Activation.

Activation Principle	Issues	Actions
Destination **Exposure**	Activating Bayview Terrace	The addition of an anchor at the corner of Bay View Terrace and Stirling Highway has the potential to generate greater foot traffic along Bay View Terrace. An anchor at this end of Bay View Terrace will encourage users of the train station and Claremont Quarter to walk past active frontages along the Terrace providing exposure for businesses. A suitable anchor could be a retail operator (i.e. a mini-major such as H&M) Hotel and short-term accommodation offerings could be considered at the southern end of the Terrace should redevelopment opportunities arise. This would capitalise on the future direct train link to the Perth Airport and encourage visitors to walk through Bayview Terrace to access the train station. Visitors provide both day and night activation opportunities.
Destination	Encourage those who work in Claremont to move into the Town	A large number of people from Stirling/Nedlands/Joondalup travel to work in Claremont. These people likely choose to travel to Claremont instead of living as there are limited housing options for low-income earners. Newly constructed dwellings should have affordable offerings to encourage these workers to move into the Town. The attraction of a younger demographic through affordable dwellings will assist in activating the night-time economy.
Destination	Activation Opportunity	The Town should accommodate increased office/employment floorspace as demand arises to consolidate the day-time economy. This would support the proposed increase in food/beverage offerings due the day.
Key Site	Activation Opportunity	Australia Post is a key site as it is located directly opposite the Claremont Station and is on the corner of Bayview Terrace and Gugeri Street. This site could be used for entertainment/food offerings. Australia post could be relocated along St Quinten avenue or Bayview Terrace to encourage multi-purpose visits to the Town Centre.
Destination **Exposure**	Activation Opportunity	The current design of the Town Centre means that most visitors arriving by motor vehicle will park in Claremont Quarter. The Town should support additional anchors in main street locations to ensure that visitors walk through both the Claremont Quarter, Bay View Terrace and St Quentin Avenue. This should be targeted at both day and night-time economy. The day-time economy can be activated by the addition of a destination stores such as Zara or H&M. The night-time economy can be activated by providing additional entertainment offering (i.e. small bars). Flexible spaces that could provide for arts and cultural activities/events should also be considered as they can be controlled by the Town to activate spaces at desired hours.

4.4 Retail and Entertainment Floorspace Trends

Town of Claremont is predominantly made up of retail and entertainment floorspace owing to its role in the metropolitan activity centre network. The following trends are worth considering as activation and development opportunities arise.

Figure 29. Retail and Entertainment Trends

TREND - CONSCIOUS RETAIL:

Keep customers loyal to a brand/distributor

Many consumers have made a lifestyle choice to have a smaller global footprint, support brands which provide better conditions for factory workers in developing countries, or support local products. They are willing to pay a premium for these products if they are of sufficient quality, and if the brand aligns with their personal brand promoted on social media.

EXAMPLES

Suburban farmer markets
Ethical fashion lines within popular brands (e.g. ASOS)
Sustainable fabrics/materials (e.g. bamboo, organic cotton, vegan leather)

TREND - CRITICAL MASS

Suburban shopping mall expansions across Perth have drastically increased the retail floorspace across the network

Replacement of the old State Planning Policy 4.2: Metropolitan Centres Policy with the Activity Centres for Perth and Peel Policy in 2010 has allowed shopping malls to expand and provide a greater offer to catchment consumers.
Suburban shopping malls need to provide a competitive value propostion to limit the leakage of expenditure from their catchment to online, interstate and internationally.
Deregulation of retail trading hours in 2010.

EXAMPLES

Karrinyup
GardenCity Booragoon

TREND - DATA RETAIL:

"Big Data" is being used as to continually monitor and respond to changing customer desires, shortening the product cycle

DRIVERS

Collecting and analysing data on retail sales is being used to inform all parts of the retail sale process, from supply to chain to understanding customer satisfaction with their purchase. Retailers who don't use data to inform their decisions are much less likely to understand their customer preferences or forecast demand, and may find difficulty in remaining competitive with those that do.

EXAMPLES

patagonia
JUSTFAB INC.

TREND - OMNICHANNEL RETAIL:

Keep customers loyal to a brand/distributor

DRIVERS

Emergence of digital marketing across a range of devices, platforms and applications have provided multiple channels for retailers to market their products. Physical stores need an online presence to be competitive, as consumers may shop using both means at different times.

EXAMPLES

Pottery Barn
Kathmandu
Target.

TREND - FAST RETAIL:

Business models comprised of virtual stores accessible from anywhere and fast distribution networks

DRIVERS

Technology has enabled consumers to decide when, how and where to shop. No longer beholden to opening times or physical geography, consumer desires rather than retailers are driving consumption.

EXAMPLES

Australian consumers to ASOS in the UK provides access to hundreds of global brands and low threshold free shipping, delivered within 5 working days to metropolitan locations (standard)

TREND - INTERNATIONAL RETAIL:

The last few years have seen an influx of international brands penetrating the Australian market

DRIVERS

Untapped Australian market.

Australian consumers desire goods they can see online but can't experience.

Ability to geoblock products and charge higher prices in the Australian market.

EXAMPLES

TREND - MOBILE DEVICES:

Accessing retail via mobile devices, and integrating mobile devices into the retail experience

DRIVERS

Mobile devices provide unprecedented 24/7 access to retail offerings. The vast majority of mobile phones are smartphones with internet access. Tablets and other mobile devices can also be used to access retail offerings.

EXAMPLES

Checking stock levels online prior rto a retail trip

Using a mobile device to scan QR codes in a retail shop

Ordering retail products using a mobile device

TREND - SUBSCRIPTION RETAIL:

Keep customers loyal to a brand/distributor

DRIVERS

Retailers need a business model to "lock-in" customers to increase the threshold of switching brands.

EXAMPLES

Amazon Prime in the US allows free delivery of a large range of goods for a yearly fee of $99. Shipping times vary from 2-hour, same day, to 2-day options.

TREND - PERSONAL RETAIL:

Consumers are desiring products that can be personalised

DRIVERS

Consumers are going shopping with a strong idea of what they want, rather than shopping to see if what is available fits their needs. They want to find a product that reflects their personal brand, and is tailored to their needs rather than generic and mass-produced.

EXAMPLES

TREND - RETAILTAINMENT:

Entertainment as an integral part of the retail experience

DRIVERS

Popularity of online retail channels has resulted in physical retailers needing to provide a retail experience or social experience as a point of difference.
Millenials integrate retail and entertainment as a single social experience.

EXAMPLES

The Mezz, Mt Hawthorn: Shopping mall wraps around outdoor "town square" with a playground, couches, TV screen and live music. Incorporation of virtual reality, coffee shops in retail stores.

TREND - SMALL RETAIL:

Specialty shops and smaller floorplates are becoming more popular

DRIVERS

Smaller stores with more curated selections, and speciality shops with niche products and more knowledgeable staff are predicted to be more competitive than larger stores where products can be harder to find.

EXAMPLES

vs.

vs.

Sources: http://www.smartcompany.com.au/industries/retail/top-five-retail-trends-watch-2017/; https://www.rangeme.com/blog/6-trends-that-will-reinvent-retail-in-2017/; https://www.appearhere.co.uk/inspire/blog/the-retail-trends-with-staying-power; http://digitalmainstreet.ca/retail-trends-10-experts-share-their-predictions-for-2017/; https://www.vendhq.com/au/university/retail-trends-and-predictions-2017; https://www.digitalpulse.pwc.com.au/retail-trends-2017-paul-zahra/; https://www.forbes.com/sites/bernardmarr/2015/11/10/big-data-a-game-changer-in-the-retail-sector/#63dc4fbd9f37

5 STIRLING HIGHWAY COMMERCIAL CENTRE

5.1 Current State

127
Local Residents

846
Workers

High
Visitor Concentration

→ Accessibility
Claremont Railway Station, Showgrounds Railway Station, Bus and Stirling Highway Access

50% 45+ Age

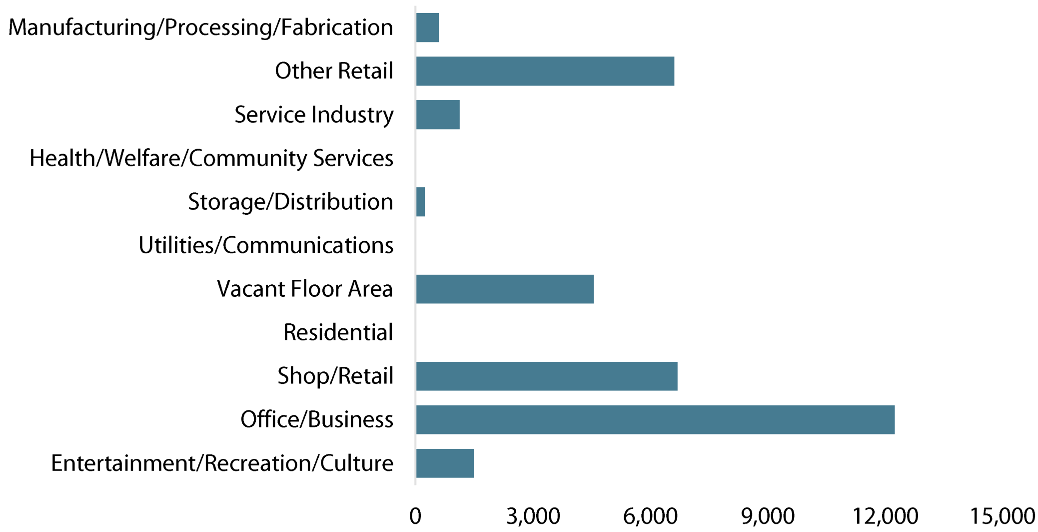
0.64
Employment Diversity Index

→ Income
A high proportion of middle and low income earners

The Stirling Highway commercial centre provides a significant amount of office space for health, professional services and large-format retail showrooms.

Current Floorspace Mix

Figure 30. Stirling Highway Current Floorspace Profile by PLUC



Source: DPLH LUES 15/17

Prominent Commercial Floorspace

SHOP/RETAIL
- Furniture and home furnishings and equipment
- Restaurants, cafes & function centres

OTHER RETAIL
- Furniture Retail
- Floor Coverings

OFFICE
- Other specialist medical practices
- Accounting, auditing and book-keeping
- Dental practices

5.2 Future State

Vision

Transform the Eastern Highway Precinct from a car-oriented commercial strip to a pedestrian-friendly mixed-use precinct. Minimum increase of 800 dwellings along Stirling Highway and improve the visual streetscape appeal of the highway.

min 800
Dwellings

1,785+
Residents

Younger People
Desired Demographic

Future Floorspace Mix

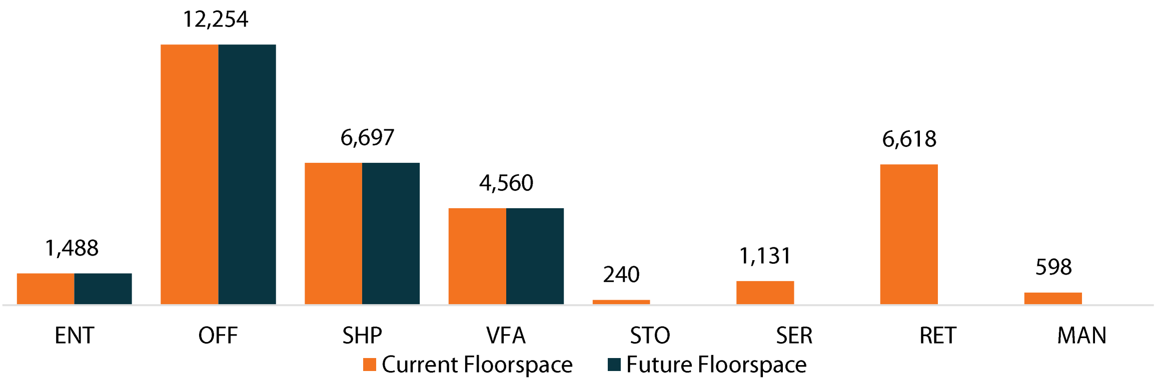
The long-term goals for the Stirling Highway activity centre require a substantial change to the purpose of the centre in the local planning framework resulting in a transitioning floorspace mix. It is planned to move away from bulky goods retailing and similar uses toward ground floor commercial and convenience retail with residential on the upper floors. Commercial uses compatible with increased residential uses such entertainment and health are therefore kept unchanged, with other commercial uses removed. The commercial floorspace that is lost will provide capacity for increased residential floorspace. The additional residents will require additional floorspace relating to goods and services; this has been allocated to the Town Centre to support higher levels of activation as per the planning framework.

Total change in commercial floorspace by 2041: **-8,587m²**

Total additional in non-commercial (Residential) floorspace by 2041[9]: **60,000m² – 82,500m²**

[9] Comprising of non-commercial residential floorspace (private dwellings)

Figure 31. Stirling Highway Future Commercial Floorspace Profile by PLUC



Source: DPLH LUES 15/17, Town of Claremont, Pracsys 2020

5.3 Activation Strategy

Activation Principle	Issues	Actions
Purpose	Transforming the Eastern Highway Precinct from a car-orientated commercial strip to a mixed-use precinct	Redevelop current bulky goods retail and service floorspace into a commercial mix-used strip. The ground floor of Stirling Highway should be commercial floorspace with dwellings on the upper floors to accommodate the expected increase in dwellings for the activity centre. It is encouraged that apartments with openings only to Stirling Highway are avoided.
Origins **Access**	Walkability and activation between parking/public transport and commercial strip	Stirling Highway is busy and there are insufficient walkways/crossings to consider this strip pedestrian friendly. Providing suitable access across the highway, coupled with an increase in active frontages would encourage increased foot traffic throughout Stirling Highway. Alternatively, providing active frontages along one side of Stirling Highway and strategically locating origins and crossings to encourage foot-traffic along this strip could support the needs of local workers and residents, however, one sided activation is generally less desirable.
Origins **Access**	Reducing traffic along Stirling Highway	Vehicle access to Stirling Highway should all be from a rear lane and should only be provided where no other alternative is available.
Origins	Parking should be located behind buildings	No surface car parking should be provided at the frontage of buildings. Car parking for all new developments should be integrated within or located behind buildings and screened from public view. Access from the parking should be funnelled in such a way as to maximise pedestrian traffic along active frontages. The number of passages should be kept to a minimum, otherwise pedestrian

Activation Principle	Issues	Actions
		traffic will be too dispersed and limit the viability of ground floor shop/food and beverage operators.
Exposure	Targeted activation	The Town should be selective about active frontages along the Highway to ensure the viability of businesses and to not draw too much expenditure away from current town centre businesses. The closer these are to the Town Centre the more likely they are to attract customers and support the current Town Centre.
Exposure	Maximising exposure	Given the level of traffic on Stirling Highway, large footpaths would provide a high level of amenity to support future operators. Larger footpaths should be capitalised on by allowing for alfresco dining that increases the awareness of passing pedestrians towards businesses.
Destination **Exposure**	Improve night-time economy	Allow for appropriate levels of food and beverage offerings to support the proposed increase in dwellings/population.
Destination **Access**	Attracting a younger demographic	Provide a mixed range of dwellings along Stirling Highway. Low priced offerings will attract a younger demographic to the area, increasing activation in the activity centre. Young persons could be attracted to rent along Stirling Highway due to proximity to the UWA Claremont Campus and direct train access to the University of Notre Dame in Fremantle and the future ECU campus in the Perth CBD. Smaller, more affordable one-bedroom offerings will be necessary to attract this demographic and bus access to and from the UWA campus would be an additional attractor.
Origins **Exposure**	Improve visual streetscape	There is currently parking along Stirling Highway to support bulky goods retail offerings. These offerings have been moving away from Stirling Highway and the Town plans to improve the visual streetscape of this activity centre. This can be done by increasing active frontages along the street and strategically locating parking out of general view.
Destination	Attracting visitors	The Forrestfield Airport Link (FAL) will provide a direct train link between the Town of Claremont and the Perth Airport. There is the opportunity to include short-stay accommodation along Stirling Highway to capture additional tourism visitation and capitalise on its high levels of access and central location to key tourist destinations such as the beach, river, City of Fremantle and City of Perth. Pedestrian movement from the train station should be channelled via Bay View Tce to maximise exposure to businesses.

6 SWANBOURNE LOCAL CENTRE

6.1 Current State

544 Local Residents

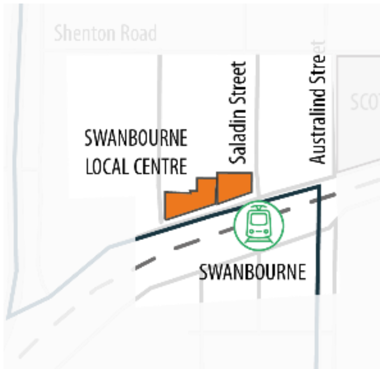
199 Workers

Low Visitor Concentration

→ Accessibility
Swanbourne Railway Station, West Coast Highway

Demographics
Families with children and retired demographic

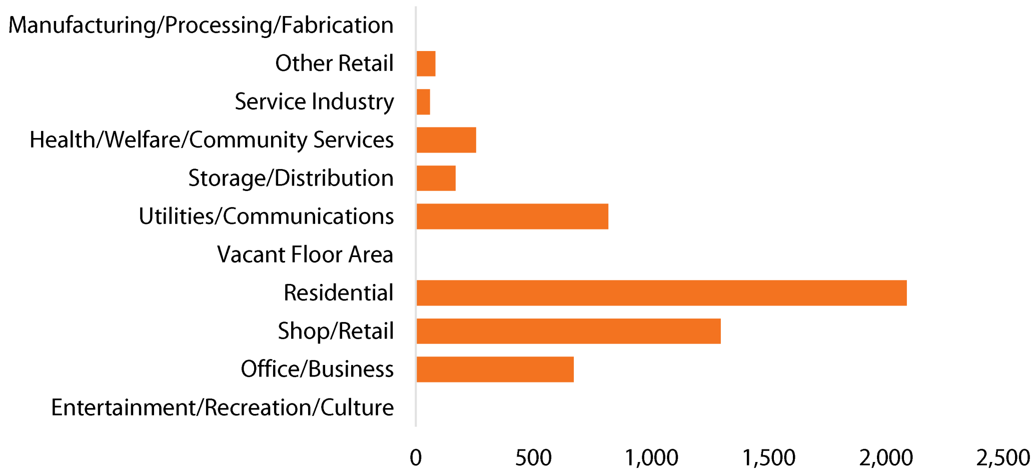
Income
A high proportion of high income earners



The Swanbourne Local Centre's purpose is to support its residents with convenience retail and services. It is also required to support ageing residents in the region, with a large portion of floorspace dedicated to retirement homes.

Current Floorspace Mix

Figure 32. Swanbourne Current Floorspace Profile by PLUC



Source: DPLH LUES 15/17

Prominent Commercial Floorspace

SHOP/RETAIL
- Supermarkets and grocers
- General merchandise

RESIDENTIAL
- Retirement homes

6.2 Future State

Vision

The Swanbourne Local Centre is a vibrant community focal point and the go-to destination for locals everyday shopping and service needs. Mixed use development provides an alternative to large, family homes while maintaining the primacy of the Local Centre as a local shopping, hospitality and transport hub. The centre will have a minimum increase of 125 dwellings by 2041 that will support and additional 280+ residents.

Future Floorspace Mix

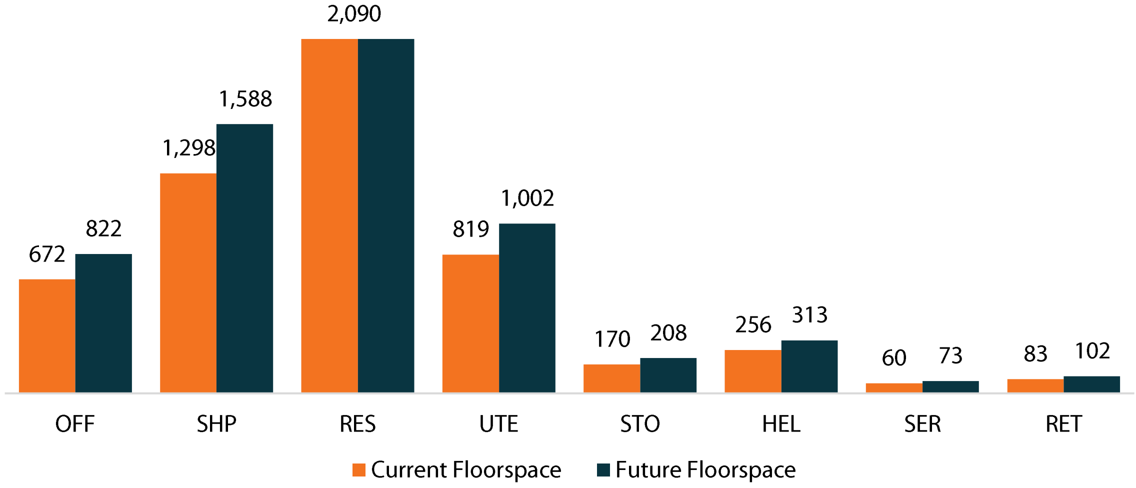
The centre should be able to support additional residential population by providing the same level of services. Increase in residential floorspace is driven by the future demand for the aged care services.

Total change in commercial floorspace by 2041: **750m²**

Total additional non-commercial residential floorspace by 2041[10]: **7,500m² – 9,375m²**

Note: The additional residential population will generate total additional demand for commercial floorspace of approximately 1,400m². Local planning documents have indicated a commercial floorspace increase of 750m². The modelling has allowed for the remainder to be captured by the Town Centre, which aligns with the Town Centres role as a Secondary Centre that provides a greater diversity of uses to support access to goods and services for the surrounding catchment.

Figure 33. Swanbourne Future Commercial Floorspace Profile by PLUC



Source: DPLH LUES 15/17, Town of Claremont, Pracsys 2020

Note: Residential floorspace in the Figure is commercial; there will not be an increase in commercial Residential floorspace.

[10] Comprising of non-commercial residential floorspace (private dwellings).

6.3 Activation Strategy

Activation Principle	Issues	Actions
Destination **Exposure**	Activation Opportunity	The addition of a destination pharmacy such as Capital Chemist would be viable in this activity centre due to the high proportion of elderly persons and expected increase in aged care residences. A pharmacy would encourage multi-purpose visits to the activity centre that are suitable for the local nature of the centre. It would also reduce the need for residents with limited mobility to travel outside of the local centre to access pharmaceutical goods.
Destination **Exposure**	Improve night-time offerings	Demand for night-time activation will grow as higher density development occurs. There is the opportunity to create night-time activation through food and beverage operators. Alfresco dining should be permitted.
Purpose	Ensure activity centre's purpose is to support surrounding catchment	The Town should ensure businesses in this activity centre aim to serve the surrounding catchment and are in not in competition with the Town Centre. Offerings such as speciality retail/entertainment should remain limited in this activity centre.
Destination	Childcare could be used to support surrounding schools	The addition of a childcare centre in Swanborne could be viable due to the close proximity of multiple schools. This could help to ease congestion in the Town Centre during peak hours
Key Site	Supporting the Town's increase in residential dwellings	The activity centre can support the Town's required increase in dwellings through the addition of an apartment complex. The centre can support around 100 dwellings.

7 LOCH STREET LOCAL CENTRE

7.1 Current State

581 Local Residents

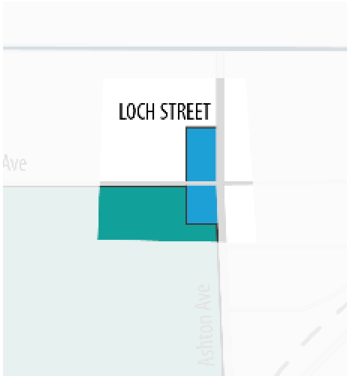
72 Workers

Low Visitor Concentration

Demographics
Families with children

Income
A high proportion of high income earners

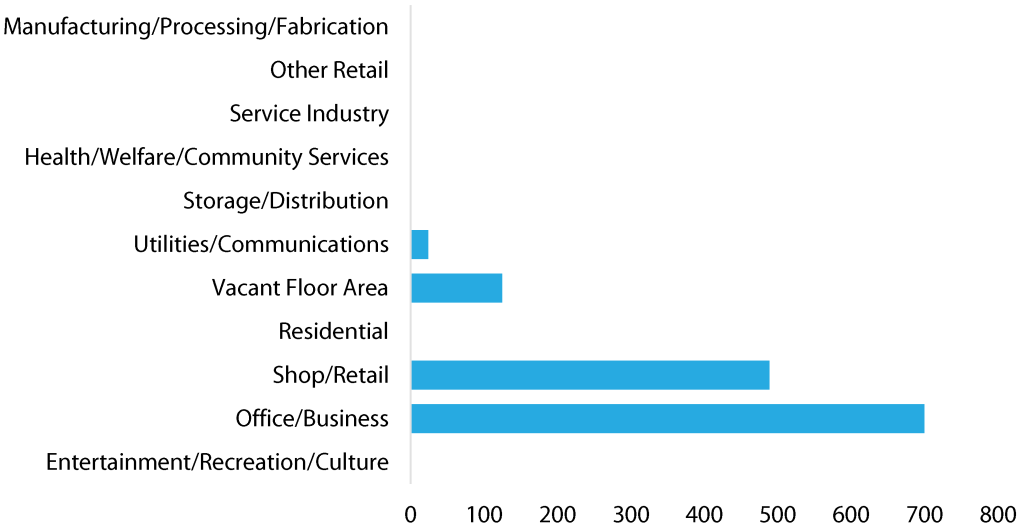
→ **Accessibility**
Loch Street Station



Loch Street local centre provides shop/retail floorspace to support a small catchment of local residents and includes a small component of office floorspace.

Current Floorspace Mix

Figure 34. Loch Street Current Floorspace Profile by PLUC



Source: DPLH LUES 15/17

Prominent Commercial Floorspace

SHOP/RETAIL
- Delicatessen
- Hairdressers

OFFICE
- General medical practices
- Dental practices

7.2 Future State

Vision

The area around Loch Street activity centre will provide a significant portion of the housing required to meet the Town of Claremont's infill housing targets. The increased number of dwellings will create additional demand for commercial floorspace; this will be provided for in the Town Centre.

min 350
Dwellings

781+
Residents

Families
Desired Demographic

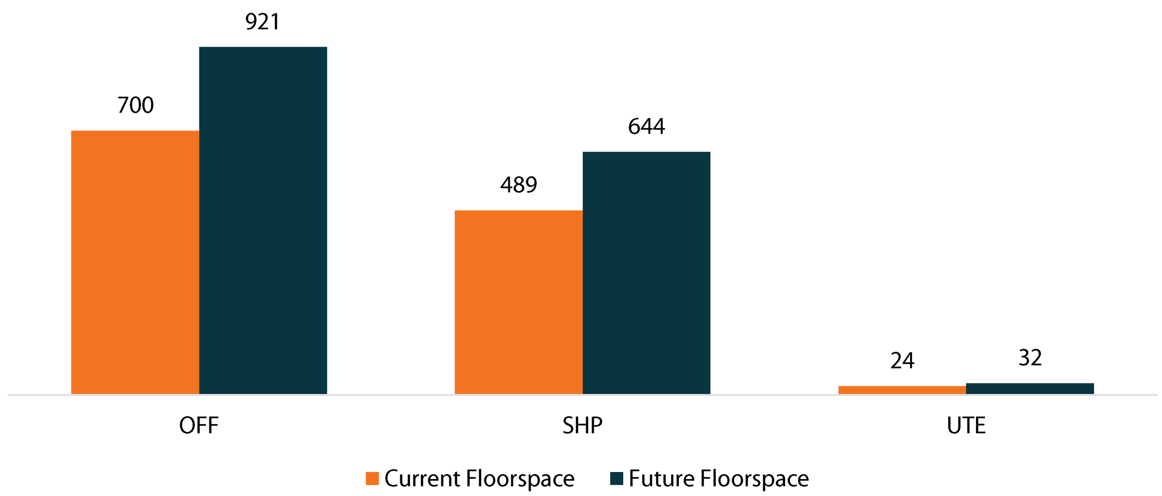
Future Floorspace Mix

The centre will continue to support a small catchment of residents with the same level of services.

Total change in commercial floorspace by 2041: **384m²**

Total additional non-commercial floorspace by 2041[11]: **26,250m² – 33,750m²**

Figure 35. Loch Street Future Commercial Floorspace Profile by PLUC



Source: DPLH LUES 15/17, Town of Claremont, Pracsys 2020

[11] Comprising of non-commercial residential floorspace (private dwellings).

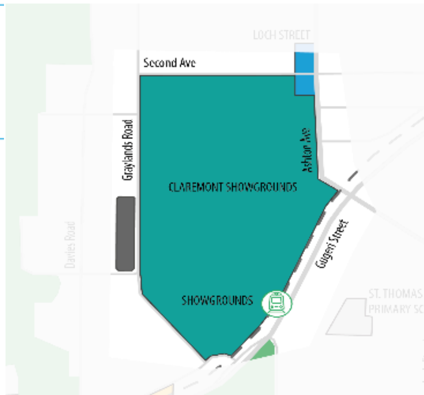
7.3 Activation Strategy

Activation Principle	Issues	Actions
Access **Origins**	Improve public transport along Ashton Avenue	The addition of a bus stop along Ashton Avenue to and from the Town Centre/Loch Street Station would improve access to the activity centre. This would support the proposed increase in dwellings.
Exposure **Destination**	Increase offering of take-away food/beverage	Increases in shop floorspace could provide small convenience food offerings for residents and workers in the local catchment. There is an expected increase in dwellings in this activity centre that would likely support this. The offering should be based on providing for the daily shopping needs of residents within a walkable catchment.
Destination	Incentivise families to move into the area	Families are the desired demographic for Loch Street. The plan for Loch Street proposes a maximum of 60 dwellings per gross hectare. Large apartments or small townhouses would be suited to accommodate the desired demographic at this density.

8 CLAREMONT SHOWGROUNDS

8.1 Current State

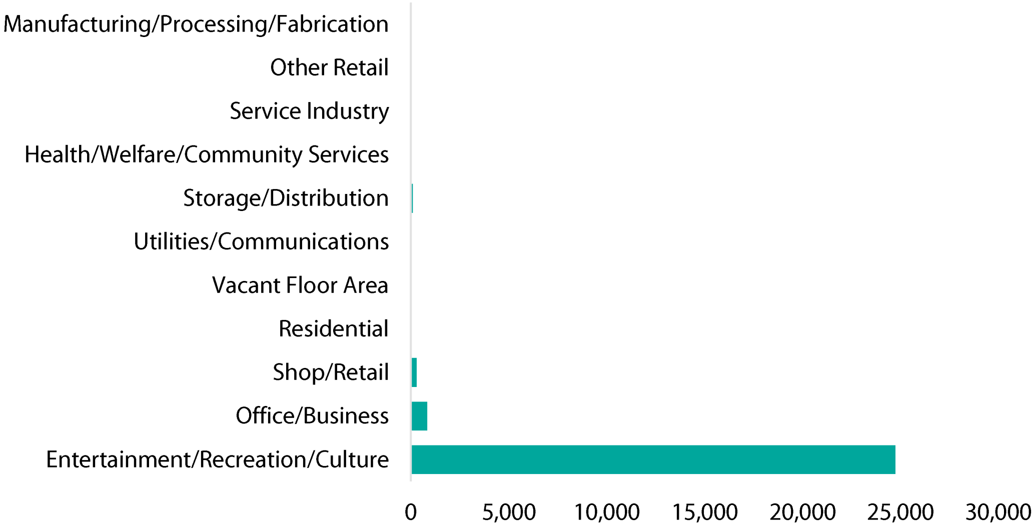
0 Local Residents	**Seasonally High** Visitor Concentration
84 Workers	→ **Accessibility** Showgrounds Railway Station



The Claremont Showgrounds provides a large open space for entertainment in the Town of Claremont, specifically the Royal Show.

Current Floorspace Mix

Figure 36. Claremont Showgrounds Current Floorspace Profile by PLUC



Source: DPLH LUES 15/17

Prominent Commercial Floorspace

ENTERTAINMENT/RECREATION/CULTURE
- Exhibition halls
- Church and community halls

8.2 Future State

Vision

No additional commercial uses are proposed for the Claremont Showgrounds. Future redevelopment of the Claremont Showgrounds will focus on agriculture and recreation to support the Claremont Town Centre. The main focus for the activity centre is to continue supporting the Perth Royal Show.

The approved Management Plan for the RAS acknowledges growth in the Entertainment/Recreation/Cultural, Office/Business and Health/Welfare/Community Services sectors. This will be specific to Regional Parks and Recreation and Agricultural aligned business and services.

8.3 Activation Strategy

Activation Principle	Issues	Actions
Purpose	Continue to support key events in the Town of Claremont	Developments at the Claremont Showgrounds should support the continuation of key events at this site, in particular, the Perth Royal Show.
Purpose	Transition the site to a state of significance for agriculture and rural areas	Transition this site to support a range of services related to the major events that it accommodates. These include: • Agriculture business and industry, supporting agricultural and food services. • Education and engagement with the community relating to health, food and agriculture • Recreation, sports and supporting infrastructure services • Community uses and events • Research and development associated with agriculture and life in the regions • Events, training, education and conferencing
Destination	Encourage use of facilities at the Showgrounds	The Claremont Showgrounds have a range of facilities and large open spaces to support major events. The Town should develop infrastructure to support a range of smaller events to activate this space more consistently. Spaces should be flexible to allow for multiple different uses.

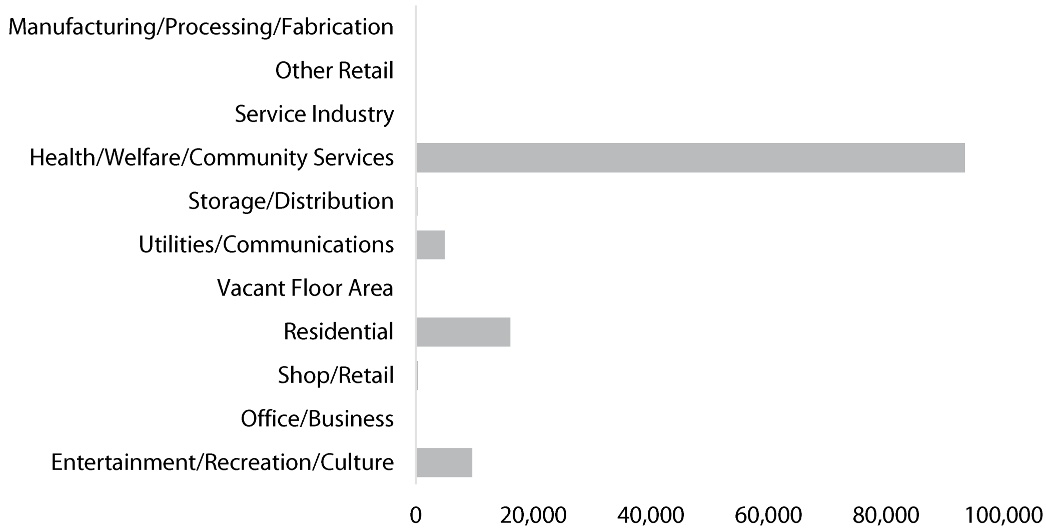
9 KEY OUT OF CENTRE INFLUENCES

9.1 Education Floorspace

The Town has many private schools within its boundaries that account for the majority of Health/ Welfare / Community Services floorspace.

Current Floorspace Mix

Figure 37. Education Current Floorspace Profile by PLUC



Source: DPLH LUES 15/17

Prominent Commercial Floorspace

HEALTH/WELFARE/COMMUNITY SERVICES
- Combined primary and secondary schools
- Secondary schools
- Technical and further education colleges

RESIDENTIAL
- Boarding schools and school hostels

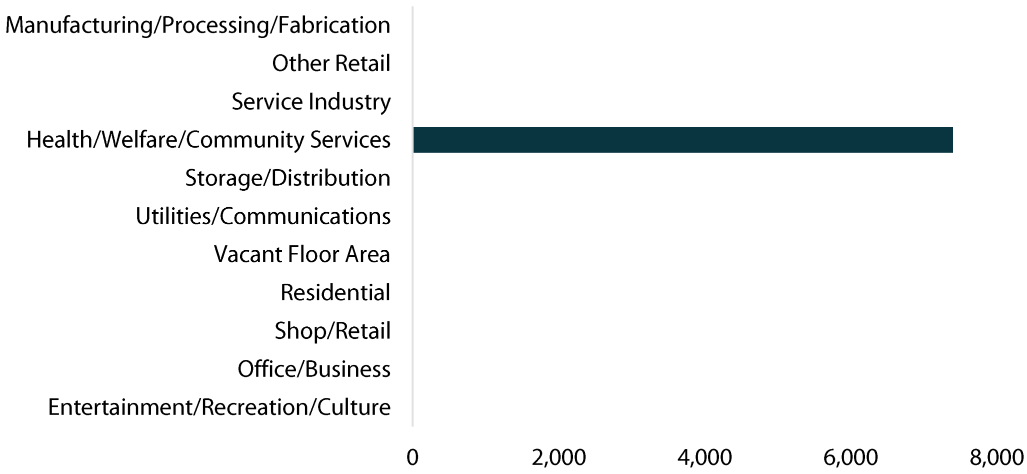
ENTERTAINMENT/RECREATION/CULTURE
- Tennis courts (outdoor)
- Gymnasiums, health clubs and martial arts club

9.2 Hospital

The Town has a private hospital within its boundaries that account for the majority of Health / Welfare / Community Services floorspace.

Current Floorspace Mix

Figure 38. Hospital Current Floorspace Profile by PLUC



Source: DPLH LUES 15/17

Prominent Commercial Floorspace:

HEALTH/WELFARE/COMMUNITY SERVICES

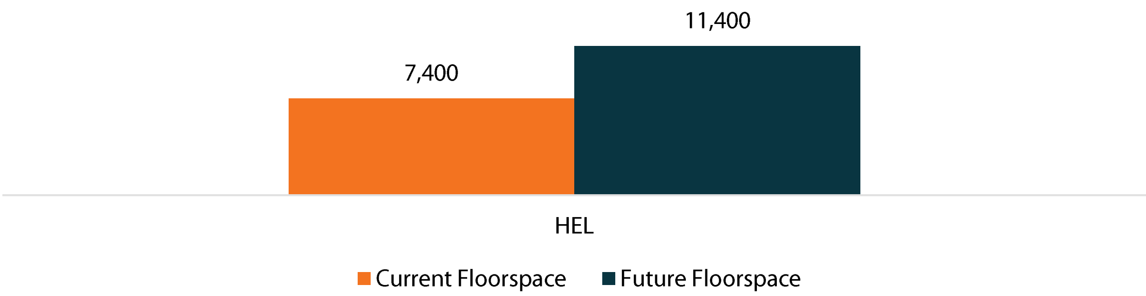
Hospitals (except psychiatric)

Future Floorspace Mix

There is the potential for expansion of the Bethesda Hospital floorspace, taking the form of a professional medical suites development. This may reduce demand for some health related uses within the Town Centre when it is developed.

Total additional commercial floorspace: **4,000m²**

Figure 39. Hospital Future Floorspace Profile by PLUC

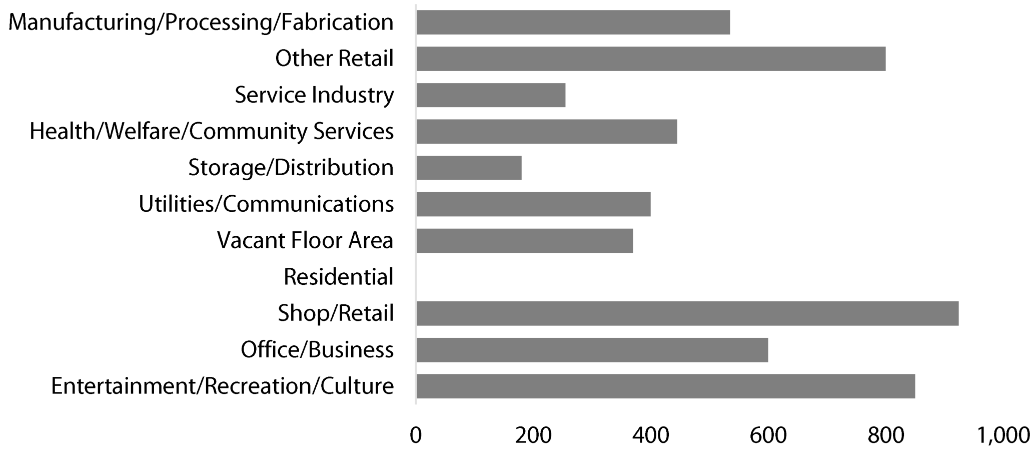


Source: DPLH LUES 15/17, Town of Claremont, Pracsys 2020

9.3 Light Industrial Land

Current Floorspace Mix

Figure 40. Industrial Land Current Floorspace Profile by PLUC



Source: DPLH LUES 15/17

Prominent Commercial Floorspace

SHOP/RETAIL
└→ Sporting goods and trophies

ENTERTAINMENT/RECREATION/CULTURE
└→ Other sports assembly

Future Floorspace Mix

The Light Industrial area is built out to its current maximum and consequently there is no additional floorspace growth predicted for the future. The purpose of the area may be adjusted in the local planning framework based on market demand for mixed-use development. A proposal aiming to redevelop the area for mixed-use apartments is likely to be initiated and could contribute to a reduction in total commercial floorspace although total floorspace including residential non-commercial floorspace would increase.

The area is also likely to be rezoned to allow for the mixed-use developments. It is envisioned that these uses will include Health/Welfare/Community Services and Entertainment/Recreational/Cultural uses as a natural transition from a dedicated light Industry area to accommodate additional population.

10 CONCLUSION

The Town of Claremont has the opportunity to guide development in its activity centres towards improved liveability for its residents and economic sustainability. Planning for the activity centres should be flexible, allowing for the range of industries and floorspace uses that have been highlighted for each centre. Potential floorspace growth will be influenced by a number of factors including population growth and broader economic trends. The scenarios provided in this document give a potential range of floorspace growth outcomes that the Town can use to guide the planning framework, ensuring that the amenity and employment needs of residents are catered for in the long term. The actions identified for each centre in this LCACS are meant to facilitate development that creates vibrant centres that support the viability of local businesses through smart activation principles. The Town should consider the actions and the principles they are based on when developing future plans and assessing development applications. This will ensure that the activity centres can fulfill their desired purposes.

11 APPENDIX 1: PLUC CODE DESCRIPTION

Planning Land Use Category (PLUC) Code		Description
PRI	Primary-Rural	Land use activities which usually involve the use of large areas of land, including mining, agriculture, fishing and nature conservation. The function of many of these activities is to make use of, or extract from, the land in its natural state. Since such activities are the first step in the production process, they are quite distinct from the other categories.
MAN	Manufacturing/Processing/Fabrication	This category includes land use activities involving the manufacture, processing and fabrication of all general goods. Both the scale and associated environmental impact of these activities separate them from other land use categories.
STO	Storage/Distribution	Any land use activity which involves the storage, warehousing or wholesaling of goods usually conducted from large structures, or involving large bulk goods, but does not include activities that attract the general retail trade activities.
SER	Service Industry	This category includes service industries offering a range of services. The scale and environmental impact of such activities require their separation from other land uses. These services include film processing, cleaning, motor vehicle and other repair services, and other servicing activities, including some construction activities.
SHP	Shop/Retail	Any activity which involves the sale of goods from a shop located separate to, and/or in, a shopping centre other than those included in Other Retail.
RET	Other Retail	Many of these activities are not normally accommodated in a shopping centre. By virtue of their scale and special nature the goods of these activities separate them from the Shop/Retail category (for example car sales yard or carpet showroom).
OFF	Office/Business	Administrative, clerical, professional and medical offices are activities which do not necessarily require the land area/floor space or exposure of other land uses. Although offices require building and parking facilities, these needs are quite distinct from those of commercial uses and service industries.
HEL	Health/Welfare/Community Services	Government, government-subsidised and non-government activities that provide the community with a specific service, including hospitals, schools, personal services and religious activities.
ENT	Entertainment/Recreation/Cultural	Activities which provide entertainment, recreation and culture for the community and which occur in buildings and/or on land, such as passive and active sports venues, museums, amusements and gambling services.

Planning Land Use Category (PLUC) Code		Description
RES	Residential	Includes all types of residential land use ranging from single housing to nursing homes for the aged, residential hotels, motels, other holiday housing, institutions and religious housing.
UTE	Utilities/Communications	All forms of local, state, national and international communication, transportation and other utilities (for example, electricity, gas, water, sewerage, roads, parking and other transport or communications related activities) covering the public and private sectors.
VFA	Vacant Floor Area	This category accounts for vacant floor areas of buildings, including both non-residential and residential.
VLA	Vacant Land Area	Includes land that has not been improved by development and remains unused.

12 APPENDIX 2: PRINCIPLES OF ACTIVATION

PRINCIPLES	DESCRIPTION AND ASSESSMENT CONSIDERATION
PURPOSE OF PLACE	**This is used to determine what the activity centre represents to its target user group (residents, workers, visitors)** • The purpose of place has been drawn from documents provided by the Town of Claremont *Considerations* • Value is added by designing places which maximize: o Frequency of transactions o Concentration of transactions
ACCESS ARRIVAL POINTS	**This refers to the areas from which centres are accessed** • Main access points have been identified for each activity centre *Considerations* • Decisions about access begin 5km away from the place • Good design funnels users into the core of the place • Congestion and a mix of transport nodes is beneficial for economic activity
ORIGINS CAR PARKING & TRANSPORT NODES	**Origins are areas from which pedestrian movement begins** • Carparks and transport nodes/routes were assessed for each activity centre *Considerations* • Strategic distribution of origin points will maximise pedestrian movement • Origin points should be spaced around the Centre to encourage pedestrian flow • Parking and public transport arrival points are the driver of pedestrian movement • Location of origins is more important than the number

PRINCIPLES	DESCRIPTION AND ASSESSMENT CONSIDERATION

EXPOSURE
PEDESTRIAN MOVEMENT
	Exposure indicates Active Frontages that are exposed to high levels of pedestrian traffic
	• Exposure areas were determined through:
	  o Assessing the connections between origins
	  o Identifying Active frontages along these connections
	Considerations
	• Pedestrian movements should be channelled in front of Active Frontages
	  o Concentrate transactions by pushing people past as many shop windows as possible
	  o Rents and sales are directly related to pedestrian traffic (e.g. corner locations are generally more desirable due to extra traffic flow)
	  o Minimise possible routes from origin to destination points (e.g. Bus stop to main attraction) as architectural 'permeability' is not always a good thing

DESTINATIONS
MAJOR ATTRACTIONS
	Destinations are areas that attract high concentrations of customers/people. The main destination must be clearly defined
	• Major destinations were identified for each activity centre
	Considerations
	• Assess user behaviour
	  o Number of visits
	  o Timing of visits (time of day, seasonality)
	• Give major destinations special treatment
	  o Understand what they need
	  o Build centre around them
	• Amplify the impact of attractions by creating support amenity and infrastructure to maximise frequency, length of stay and expenditure

CONTROL
STRATEGIC SITES
	Key Sites are locations that could be considered as future destinations and/or suitable sites for anchor tenants (i.e. supermarkets). Tenure control is a significant advantage for overall development success
	• Key Sites were identified through:
	  o Secondary research
	  o Consultation with the Town
	  o As a result of the economic activation assessment
	Considerations
	• Identify active frontages (take control of key sites where possible)
	• Corner sites determine uses on either side and should be activated
	• Not all areas in a place need to be active – be selective

13 APPENDIX 3: FLOORSPACE SCENARIOS

The tables below show the change in floorspace based on the three different scenarios presented in the analysis. Claremont Showgrounds, Education Floorspace and Light Industrial Land have been excluded from the table as there is no change in floorspace in the analysis for these activity centres.

13.1 Conservative

PLUC Code	Additional Floorspace - Cumulative (m²)					
	Town Centre	Stirling Highway	Swanbourne	Loch Street	Health	**Total**
ENT	3,292	-	-	-	-	3,292
OFF	7,303	-	150	221	-	7,674
SHP	15,196	-	290	155	-	15,641
RES	47,876	60,000	7,500	26,250	-	141,626
VFA	-	-	-	-	-	0
UTE	1,776	-	183	8	-	1,967
STO	77	-240	38	-	-	-125
HEL	2,039	-	57	-	4,000	6,096
SER	1,436	-1,131	13	-	-	318
RET	1,742	-6,618	19	-	-	-4,857
MAN	33	-598	-	-	-	-565
Total Commercial	**35,770**	**-8,587**	**750**	**384**	**4,000**	**29,441**
Residential (Non-Commercial)	45,000	60,000	7,500	26,250	0	141,626
Total (incl Residential)	**80,770**	**51,413**	**8,250**	**26,634**	**4,000**	**171,067**

Source: Town of Claremont, Pracsys 2020

13.2 Moderate

PLUC Code	Additional Floorspace - Cumulative (m^2)					
	Town Centre	Stirling Highway	Swanbourne	Loch Street	Health	**Total**
ENT	7,273	-	-	-	-	**7,273**
OFF	7,835	-	150	221	-	**8,206**
SHP	16,375	-	290	155	-	**16,820**
RES	70,376	71,250	8,475	30,000	-	**180,101**
VFA	-	-	-	-	-	**0**
UTE	1,776	-	183	8	-	**1,967**
STO	77	-240	38	-	-	**-125**
HEL	4,188	-	57	-	4,000	**8,245**
SER	1,541	-1,131	13	-	-	**423**
RET	1,869	-6,618	19	-	-	**-4,730**
MAN	33	-598	-	-	-	**-565**
Total Commercial	**43,842**	**-8,587**	**750**	**384**	**4,000**	**37,513**
Residential (Non-Commercial)	67,500	71,250	8,475	30,000	0	**180,101**
Total (incl Residential)	**111,342**	**62,663**	**9,225**	**30,384**	**4,000**	**217,614**

Source: Town of Claremont, Pracsys 2020

13.3 Progressive

PLUC Code	Additional Floorspace - Cumulative (m^2)					
	Town Centre	Stirling Highway	Swanbourne	Loch Street	Health	**Total**
ENT	7,512	0	0	0	0	**7,512**
OFF	14,589	0	150	221	0	**14,960**
SHP	18,754	0	290	155	0	**19,199**
RES	92,876	82,500	9,375	33,750	0	**218,501**
VFA	0	0	0	0	0	**0**
UTE	1,776	0	183	8	0	**1,967**
STO	77	-240	38	0	0	**-125**
HEL	4,336	0	57	0	4,000	**8,393**
SER	3,452	-1,131	13	0	0	**2,334**
RET	2,737	-6,618	19	0	0	**-3,862**
MAN	33	-598	0	0	0	**-565**
Total Commercial	**56,142**	**-8,587**	**750**	**384**	**4,000**	**49,813**
Residential (Non-Commercial)	90,000	82,500	9,375	33,750	0	218,501
Total (incl Residential)	**146,142**	**73,913**	**10,125**	**34,134**	**4,000**	**268,314**

Source: Town of Claremont, Pracsys 2020

14 APPENDIX 4: FLOORSPACE BY 5 YEAR INTERVALS

Note that the floorspaces provided for this section are based on the floorspace growth rates for the Moderate scenario in Appendix 3. The 2021 figures for the Town Centre are the Current Gaps for non-retail uses identified in the Town Centre Needs Assessment. To align these estimates with those in the body of the text, the current gaps for Health and Entertainment in the Town Centre need to be added to the total.

14.1 Town Centre

PLUC Code	Additional Floorspace (m²)				
	2021	2026	2031	2036	2041
ENT	3,741	329	1,240	2,270	3,532
OFF	6,222	730	2,750	5,035	7,835
SHP	-	623	5,103	10,168	16,375
RES	-	17,594	35,188	52,782	70,376
VFA	-	-	-	-	-
UTE	-	444	888	1,332	1,776
STO	-	19	39	58	77
HEL	2,000	204	768	1,406	2,188
SER	1,807	144	541	990	1,541
RET	741	174	656	1,201	1,869
MAN	-	8	17	25	33
Total Commercial	**14,511**	**3,393**	**12,959**	**23,921**	**38,101**
Residential (Non-Commercial)	0	16,875	34,229	51,344	67,500
Total (incl Residential)	**14,511**	**20,268**	**47,189**	**75,265**	**105,601**

Source: Town of Claremont, Pracsys 2020

14.2 Stirling Highway

PLUC Code	Additional Floorspace (m²)				
	2021	2026	2031	2036	2041
ENT	N/A	0	0	0	0
OFF		0	0	0	0
SHP		0	0	0	0
RES		17,813	35,625	53,438	71,250
VFA		0	0	0	0
UTE		0	0	0	0
STO		-60	-120	-180	-240
HEL		0	0	0	0
SER		-283	-566	-848	-1,131

PLUC Code	Additional Floorspace (m²)				
	2021	2026	2031	2036	2041
RET		-1,655	-3,309	-4,964	-6,618
MAN		-150	-299	-449	-598
Total Commercial		**-2,147**	**-4,294**	**-6,440**	**-8,587**
Residential (Non-Commercial)		17,813	35,625	53,438	71,250
Total (incl Residential)		**15,666**	**31,332**	**46,997**	**62,663**

Source: Town of Claremont, Pracsys 2020

14.3 Swanbourne

PLUC Code	Additional Floorspace (m²)				
	2021	2026	2031	2036	2041
ENT	N/A	0	0	0	0
OFF		38	75	113	150
SHP		73	145	218	290
RES		2,119	4,238	6,356	8,475
VFA		0	0	0	0
UTE		46	92	137	183
STO		10	19	29	38
HEL		14	29	43	57
SER		3	7	10	13
RET		5	10	14	19
MAN		0	0	0	0
Total Commercial		**188**	**375**	**563**	**750**
Residential (Non-Commercial)		2,119	4,238	6,356	8,475
Total (incl Residential)		**2,306**	**4,613**	**6,919**	**9,225**

Source: Town of Claremont, Pracsys 2020

14.4 Loch Street

PLUC Code	Additional Floorspace (m²)				
	2021	2026	2031	2036	2041
ENT	N/A	0	0	0	0
OFF		55	111	166	221
SHP		39	78	116	155
RES		7,500	15,000	22,500	30,000
VFA		0	0	0	0
UTE		2	4	6	8
STO		0	0	0	0
HEL		0	0	0	0

PLUC Code	Additional Floorspace (m²)				
	2021	2026	2031	2036	2041
SER		0	0	0	0
RET		0	0	0	0
MAN		0	0	0	0
Total Commercial	**0**	**96**	**192**	**288**	**384**
Residential (Non-Commercial)		7,500	15,000	22,500	30,000
Total (incl Residential)	**0**	**7,596**	**15,192**	**22,788**	**30,384**

Source: Town of Claremont, Pracsys 2020

14.5 Hospital

PLUC Code	Additional Floorspace (m²)				
	2021	2026	2031	2036	2041
ENT	0	0	0	0	0
OFF	0	0	0	0	0
SHP	0	0	0	0	0
RES	0	0	0	0	0
VFA	0	0	0	0	0
UTE	0	0	0	0	0
STO	0	0	0	0	0
HEL	NA	1,000	2,000	3,000	4,000
SER	0	0	0	0	0
RET	0	0	0	0	0
MAN	0	0	0	0	0
Total Commercial	**0**	**1,000**	**2,000**	**3,000**	**4,000**

Source: Town of Claremont, Pracsys 2020

13 APPENDIX 3: FLOORSPACE SCENARIOS

The tables below show the change in floorspace based on the three different scenarios presented in the analysis. Claremont Showgrounds, Education Floorspace and Light Industrial Land have been excluded from the table as there is no change in floorspace in the analysis for these activity centres.

13.1 Conservative

PLUC Code	Additional Floorspace - Cumulative (m^2)					
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Total Commercial	**35,770**	**-8,587**	**750**	**384**	**4,000**	**29,441**
Residential (Non-Commercial)	45,000	60,000	7,500	26,250	0	141,626
Total (incl Residential)	**80,770**	**51,413**	**8,250**	**26,634**	**4,000**	**171,067**

Source: Town of Claremont, Pracsys 2020

13.2 Moderate

PLUC Code	Additional Floorspace - Cumulative (m²)					
	Town Centre	Stirling Highway	Swanbourne	Loch Street	Health	**Total**
ENT	7,273	-	-	-	-	**7,273**
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SHP	16,375	-	290	155	-	**16,820**
RES	70,376	71,250	8,475	30,000	-	**180,101**
VFA	-	-	-	-	-	**0**
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Total Commercial	**43,842**	**-8,587**	**750**	**384**	**4,000**	**37,513**
Residential (Non-Commercial)	67,500	71,250	8,475	30,000	0	**180,101**
Total (incl Residential)	**111,342**	**62,663**	**9,225**	**30,384**	**4,000**	**217,614**

Source: Town of Claremont, Pracsys 2020

13.3 Progressive

PLUC Code	Additional Floorspace - Cumulative (m²)					
	Town Centre	Stirling Highway	Swanbourne	Loch Street	Health	**Total**
ENT	7,512	0	0	0	0	**7,512**
OFF	14,589	0	150	221	0	**14,960**
SHP	18,754	0	290	155	0	**19,199**
RES	92,876	82,500	9,375	33,750	0	**218,501**
VFA	0	0	0	0	0	**0**
UTE	1,776	0	183	8	0	**1,967**
STO	77	-240	38	0	0	**-125**
HEL	4,336	0	57	0	4,000	**8,393**
SER	3,452	-1,131	13	0	0	**2,334**
RET	2,737	-6,618	19	0	0	**-3,862**
MAN	33	-598	0	0	0	**-565**
Total Commercial	**56,142**	**-8,587**	**750**	**384**	**4,000**	**49,813**
Residential (Non-Commercial)	90,000	82,500	9,375	33,750	0	218,501
Total (incl Residential)	**146,142**	**73,913**	**10,125**	**34,134**	**4,000**	**268,314**

Source: Town of Claremont, Pracsys 2020