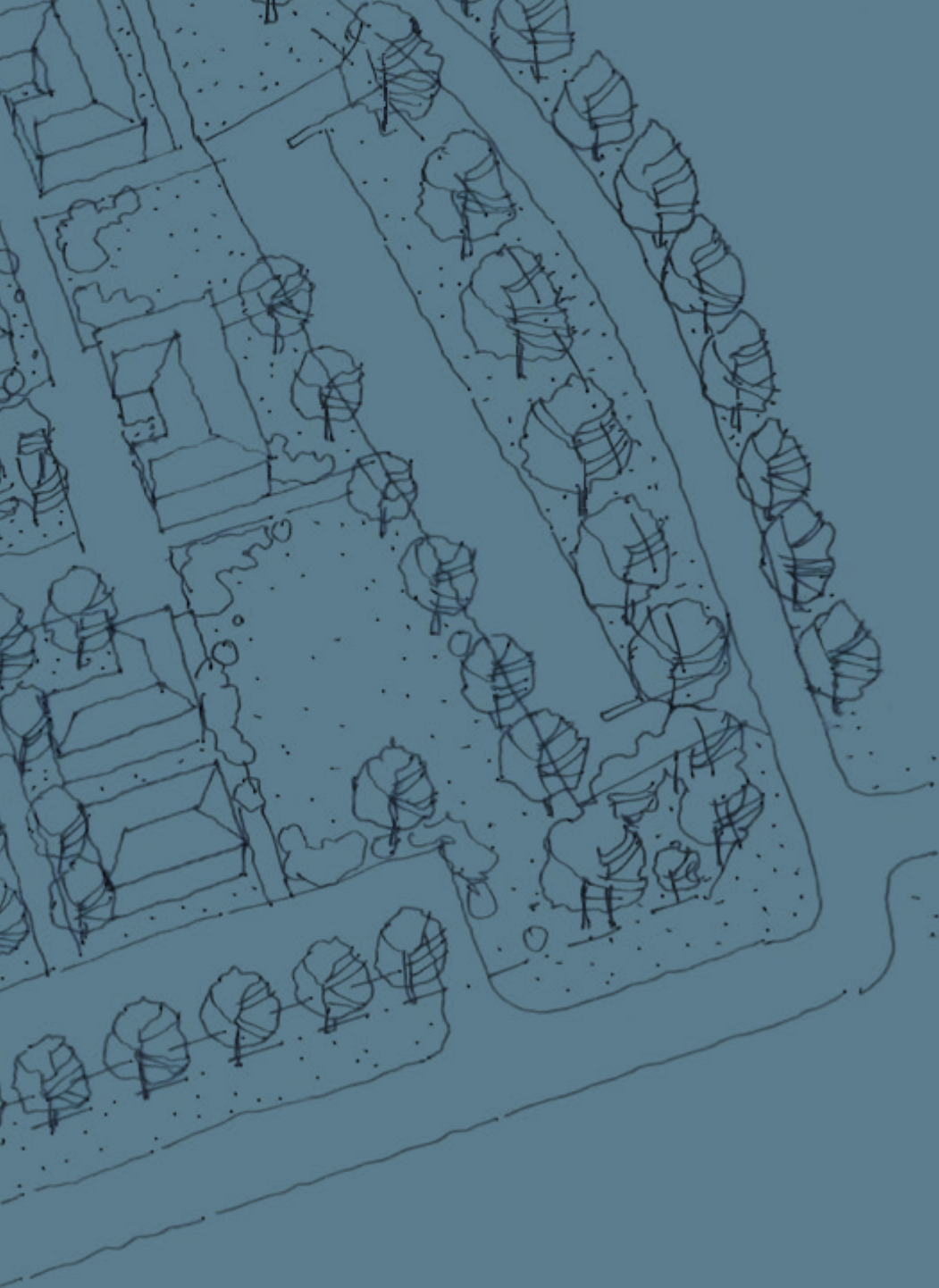
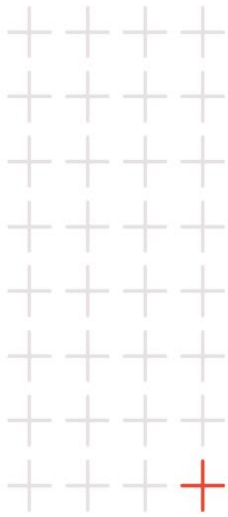


# APPENDIX 2

COMMERCIAL STRATEGY





Our Ref H000 168

19<sup>th</sup> January 2023

Ms M Adair  
Director of Planning, Development & Sales (WA)  
Satterley Property Group  
PO Box 1346  
West Perth WA 6872

Dear Megan,

**NORTH STONEVILLE STRUCTURE PLAN 34 | AMENDMENT 1 | COMMERCIAL STRATEGY**

The Commercial Strategy (Farlane: 2018) provides an estimate of maximum potential yields for commercial land uses within North Stoneville Structure Plan 34 Amendment 1 across activities including convenience retail, hospitality, childcare, medical services, small business services and destination entertainment. This approach ensures that the development has the future capacity to adapt to accommodate the future needs of the local residential population, as well as those visiting from the broader catchment.

Hatch Urban Solutions (Economics) has reviewed Proposed Structure Plan 34 Amendment 1 (January 2023) and is satisfied that the current proposed uses will enable development in accordance with the intent of the Commercial Strategy. Hatch Urban Solutions is also satisfied that there are no material changes to policy or planning circumstances since the November 2018 Commercial Strategy that would adversely impact the proposed January 2023 Structure Plan.

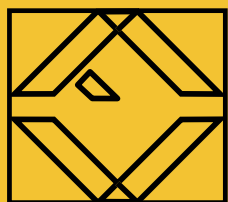
Yours faithfully  
**HATCH URBAN SOLUTIONS**

Jason McFarlane  
Economics Director

# North Stoneville Commercial Strategy

Satterley

November 2018



**FAR** lane



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# 1 EXECUTIVE SUMMARY

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## 1.1 PROJECT SCOPE

This document provides a high-level overview of the likely commercial viability/investment attractiveness of alternative land uses being considered for North Stoneville's structure plan area. The intent of this work is to provide the project team with insights that will help inform the viability of commercial activities and land-uses that then can be profiled, analysed and designed in detail.

## 1.2 PROJECT APPROACH

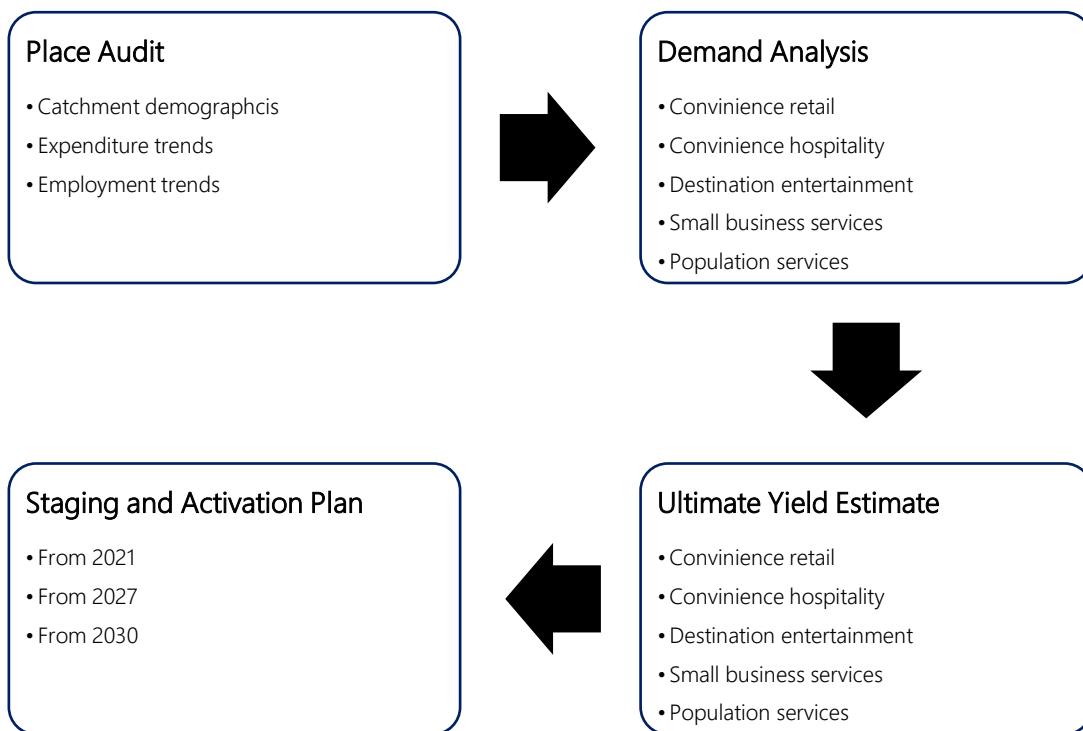
Commercial activities examined in this assessment include:

- Convenience Retail;
- Destination Entertainment;
- Convenience Hospitality;
- Childcare;
- Medical Services;
- Small Business Services

The Strategy's analytical approach is summarised by Figure 1, with the viability for commercial activity and attractiveness of commercial infrastructure within the North Stoneville site assumed to be driven by the existing and anticipated population growth and the existing supply of commercial infrastructure that these populations may access. The approach seeks to provide an estimate of the commercial viability of an average business across each activity area as the development of North Stoneville progresses. It also provides an insight into the potential impacts of the introduction of activities on the existing supply of commercial activity within the Shire of Mundaring, prior to current operators making a competitive response.

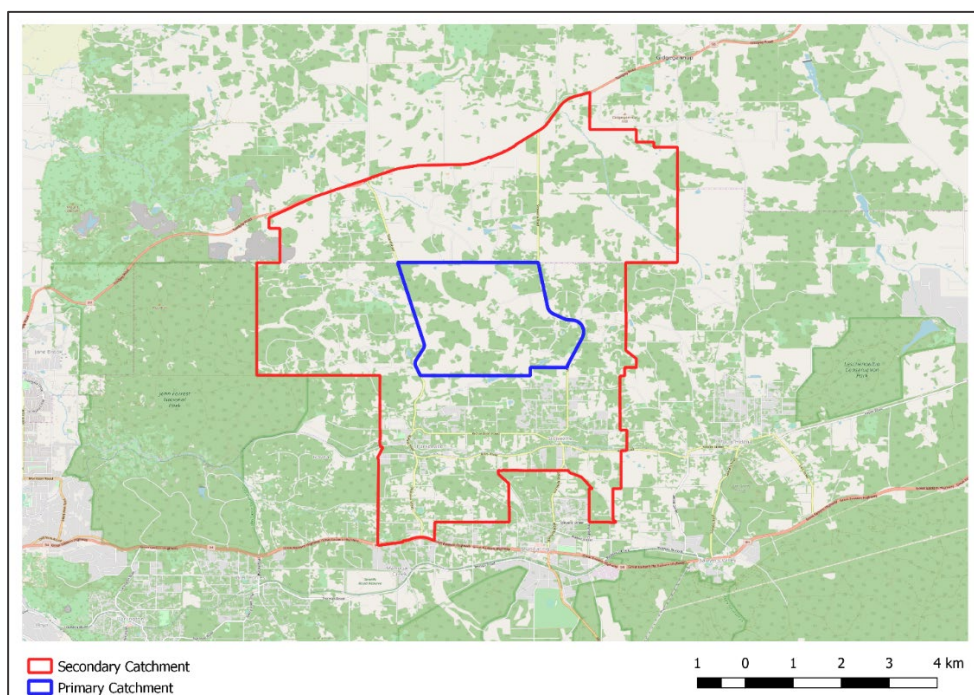


Figure 1. North Stoneville Commercial Strategy Analysis Logic Flow



The primary and secondary catchments utilised in the Strategy for commercial activities in North Stoneville are described in Figure 1.

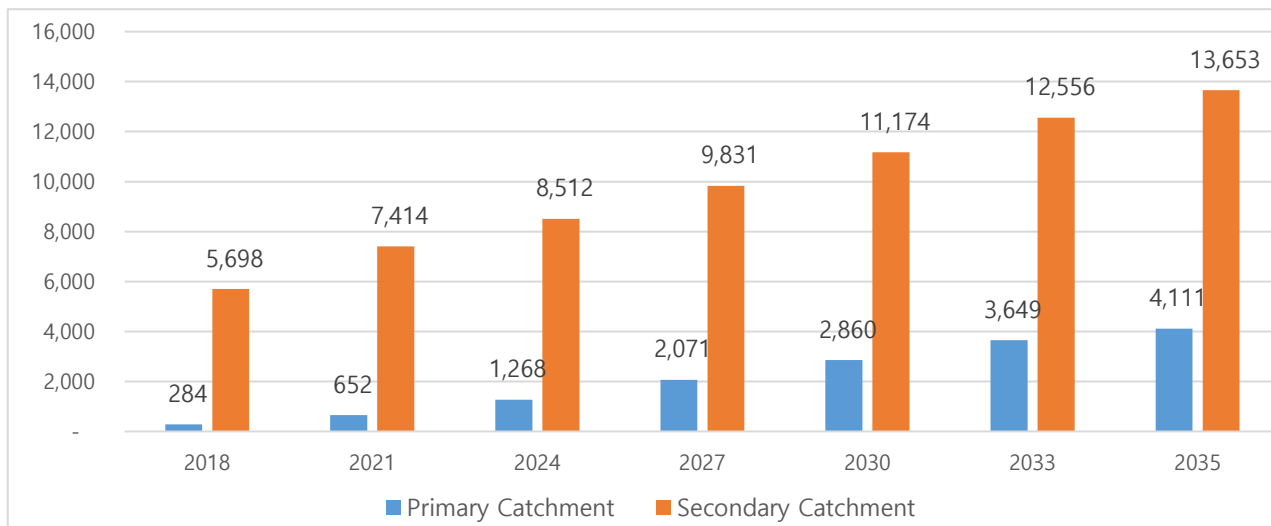
Figure 2. North Stoneville Primary and Secondary Catchment Map



Source: ABS 2018, Google 2018, FAR lane 2018

North Stoneville’s primary catchment’s population is forecast to grow from the current population of 284 people to approximately 4,100 by 2035, with the secondary catchment growing to 13,650 over the same period (Figure 3).

Figure 3 - Primary and Secondary Catchment Population Forecast



Source: WA Tomorrow 2015, Satterley 2018, profile.id 2018, FAR lane 2018

### 1.3 KEY FINDINGS

Estimates of floorspace yields that could be financially viable and attractive for an operator were based upon the implied local expenditure pools (demand) for the primary and secondary catchment. These pools were estimated by multiplying the average expenditure per capita for each commercial activity by the population at each time-period. Floorspace yields were then calculated by dividing industry standard floorspace productivities (\$/m<sup>2</sup>) with the estimated expenditure pool for each commercial land uses.

Based upon this analysis, the potential development staging of commercial infrastructure in North Stoneville is summarised in Table 1.



Table 1 – Summary of Findings

Year Starting	Development to Occur
2021	<ul style="list-style-type: none"> <li>• A convenience retail offer to provide day-to-day essentials for residents - approximately 100m<sup>2</sup> nla)</li> <li>• Space for local producers to offer interim convenience retail that provides for differentiated products (e.g. weekend market stalls, local product showcases)</li> <li>• A temporary/pop-up café to provide for coffee, cold beverages and pre-prepared meals;</li> <li>• Space for 2-4 co-working desks with access to free Wi-Fi; and</li> <li>• The issue of an EOI for a destination retail operator</li> </ul>
2027	<ul style="list-style-type: none"> <li>• Convenience retail-oriented supermarket approximately 500m<sup>2</sup> nla with a focus on local fresh produce and differentiated product lines;</li> <li>• Co-working space to accommodate up to 10 local businesses/entrepreneurs;</li> <li>• A café of approximately 50m<sup>2</sup> nla;</li> <li>• Provision of in-house childcare with capacity for approximately 50 children; and</li> <li>• Commence planning for destination tourism asset in the valley (approximately 200m<sup>2</sup> net lettable area)</li> </ul>
2030-35	<ul style="list-style-type: none"> <li>• Provision of approximately an additional 500m<sup>2</sup> of convenience retail offer, either through specialties (e.g. bakery, butcher etc.), or through an expansion of the supermarket;</li> <li>• Permanent childcare facilities for up to 75 children;</li> <li>• Medical suites for up to four GPs/allied health professionals; and</li> <li>• A second café/wine bar of approximately 50m<sup>2</sup> nla.</li> </ul>

## 2 INTRODUCTION

---

The North Stoneville Commercial Strategy seeks to provide an understanding of the potential viability of commercial activity within the Stoneville site in the context of:

- Size and form that commercial development may take;
- Locational considerations to best activate the site
- Land uses other than retail that might be supported

The Strategy is informed by evidence-based analysis that provides insights as to the potential viability of uses, and how these uses may appropriately be staged as part of overall development delivery.

## 3 PLACE AUDIT

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A Place Audit was conducted to profile key demographic and socioeconomic data required to assess the current and future potential for commercial activities within North Stoneville. It considered the future population that will likely result from the development, as well as the characteristics of surrounding populations. The populations examined, projected and profiled within this Audit are represented by:

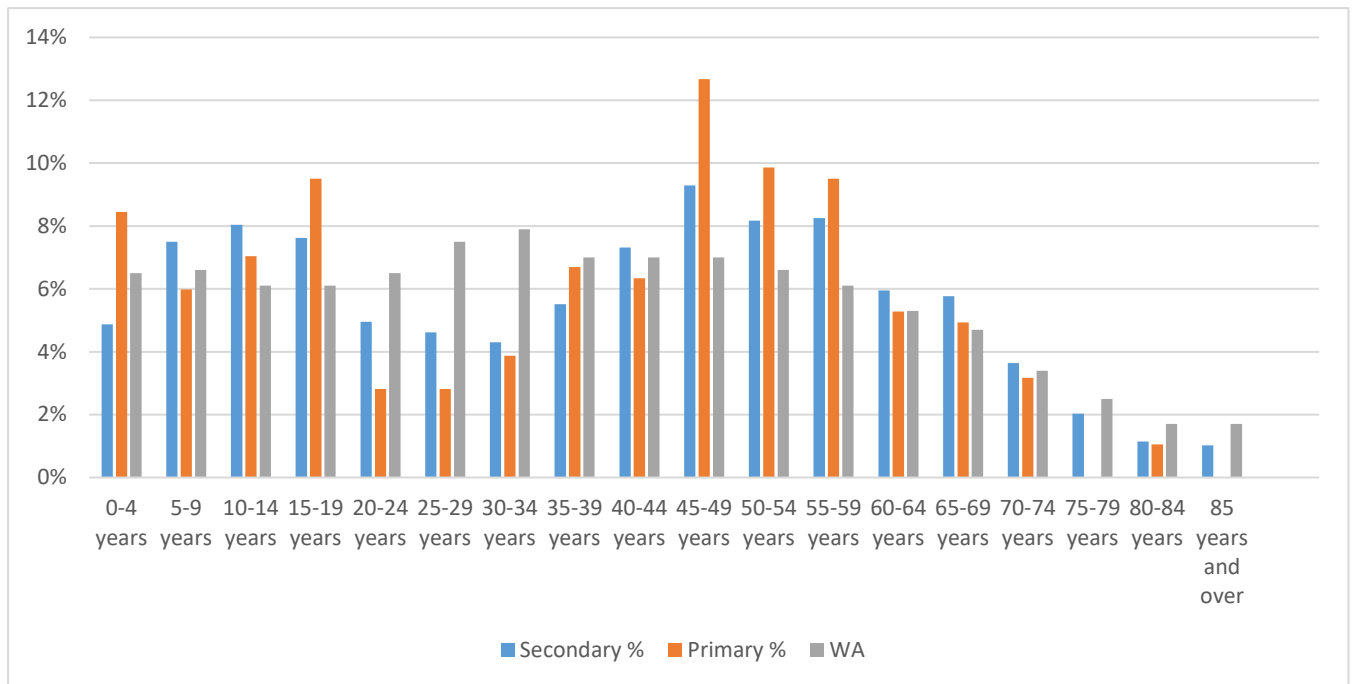
- A primary catchment - ABS statistical area (SA1) within which North Stoneville will be developed; and
- A secondary catchment – combined state suburb boundaries (SSC) of Stoneville and Parkerville and the SA1s that represent the semirural households north of the site.

### 3.1.1 Population Catchment

Relevant demographics characteristics for Stoneville and surrounding catchment populations include:

- The Shire of Mundaring has a current residential population of 38,157 (Census 2016). Of this population, approximately 5,700 live within the secondary catchment and 284 live within the primary catchment (north Stoneville site).
- Primary and secondary catchment's have 95 and 1,950 households, with a median household size of 2.98 and 2.75 respectively.
- Primary and secondary catchments have a larger proportion of middle-aged residents and children compared to WA averages (Figure 4). This suggests that younger residents currently are likely move out of the area – potentially to be closer to work and education opportunities. The comparatively large proportion of people aged over 45 suggests Stoneville functions as a place to raise a family and retire.

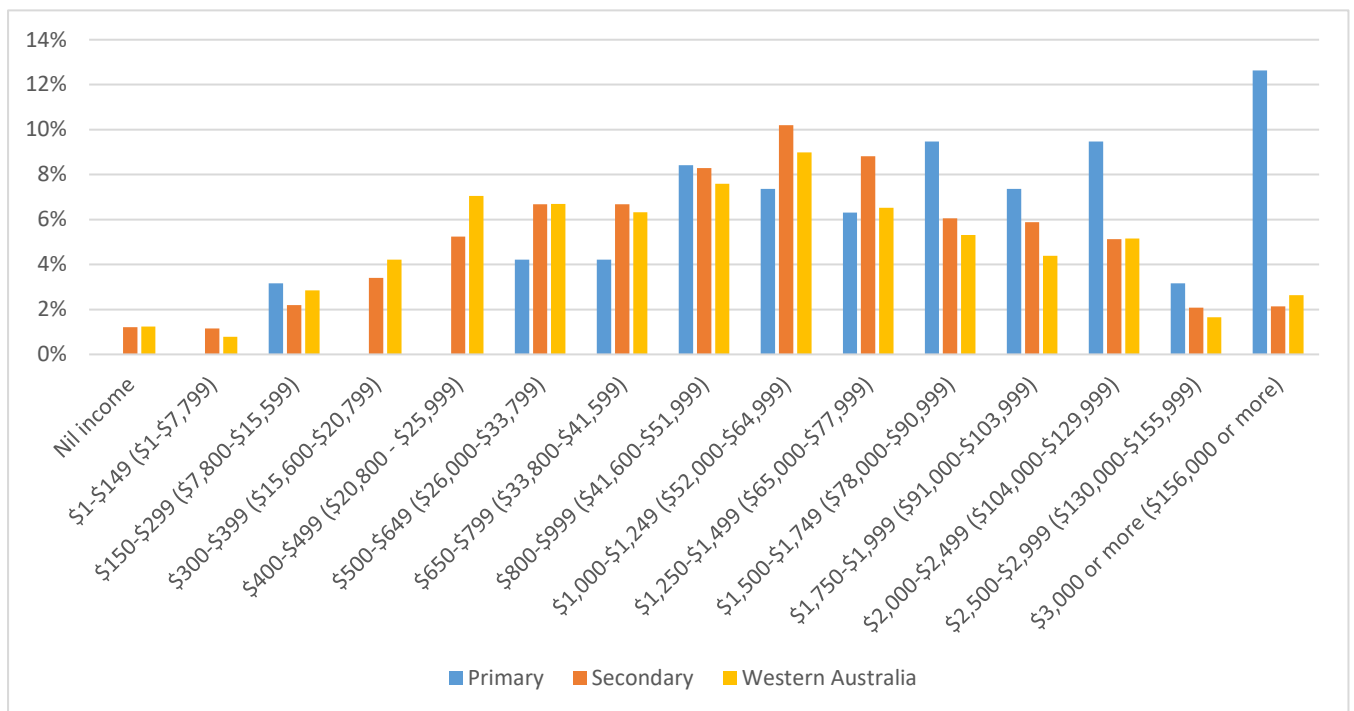
Figure 4 - Primary and Secondary Catchment Age Profile



Source: ABS Census 2016

Both primary and secondary catchments have a larger proportion of households that earn over \$800-\$999 per week compared to the Western Australia average (Figure 5). This suggests that households in the catchment would potentially provide a larger potential expenditure pool for future commercial centres.

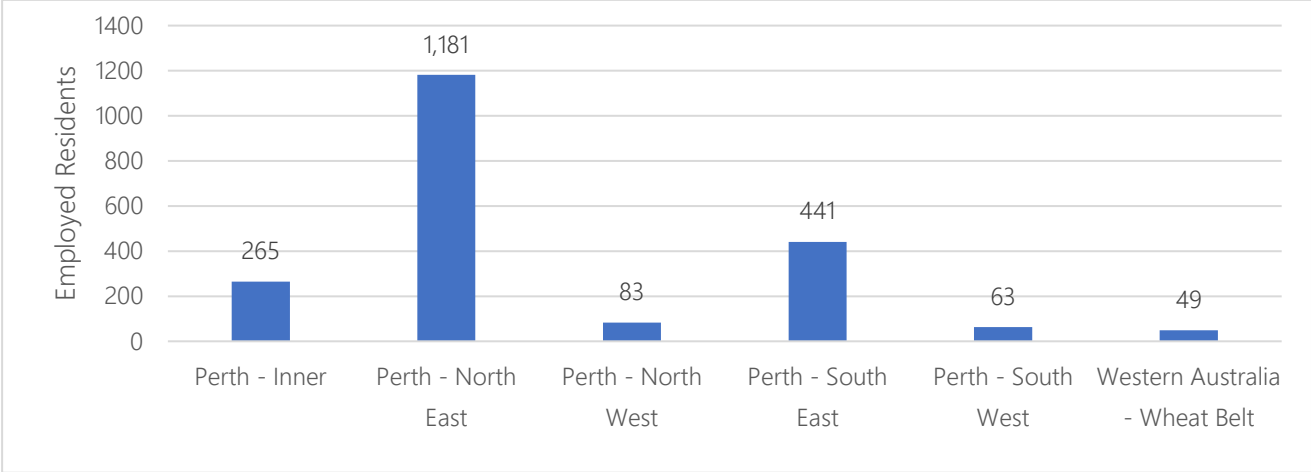
Figure 5- Equivalised Household Income Profile



Source: ABS Census 2016

Stoneville and Parkerville have approximately 2,800 employed residents. Approximately half (1400) of employed residents work in Perth’s North East subregion. Key employment locations are outlined in Figure 6.

Figure 6- Stoneville and Parkerville Place of Employment



Source: ABS Census 2016 POW

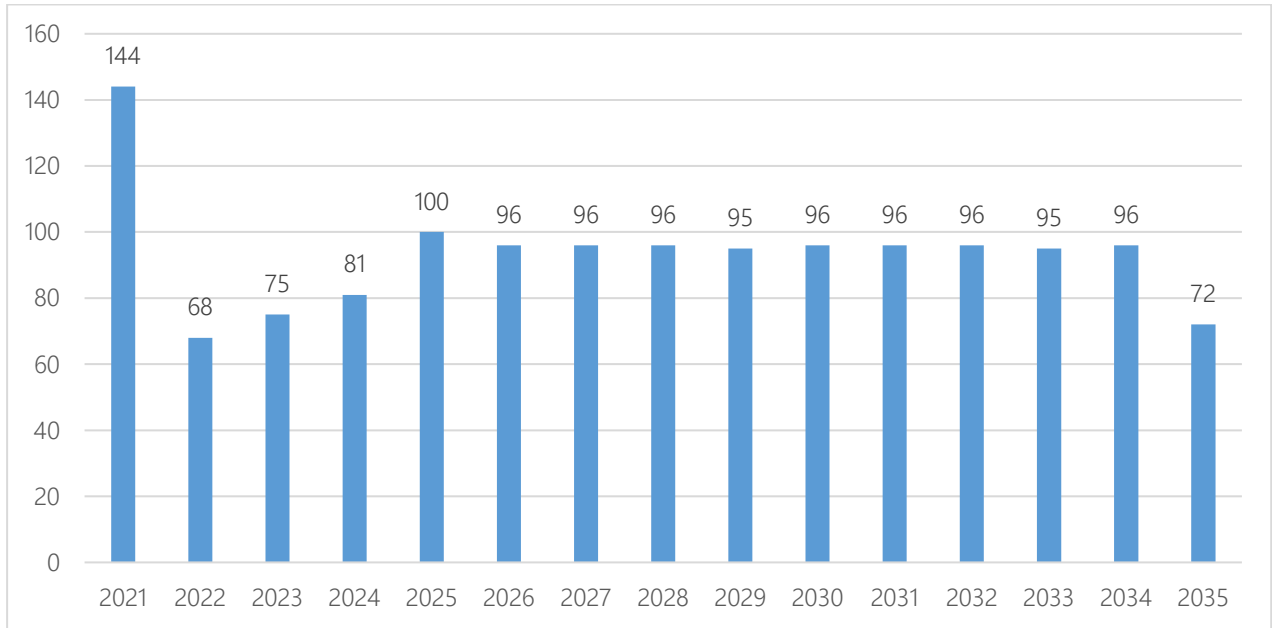
With only 17% of employed residents working in within the secondary catchment, the remaining 83% are likely to, at least in part, utilise services closer to their place of work, particularly Mundaring, Perth’s East and Perth City. This means there is a greater propensity for out-of-catchment expenditure leakage, particularly for retail and personal services activities.

**3.1.2 Population Forecast**

Population forecasts for both the primary and secondary catchment were based upon indicative yields from the development plan within the primary catchment provided by Satterley (Figure 7) and the Department of Planning’s expected household growth for the area (assuming a continuation of the current 2.78 persons per household).

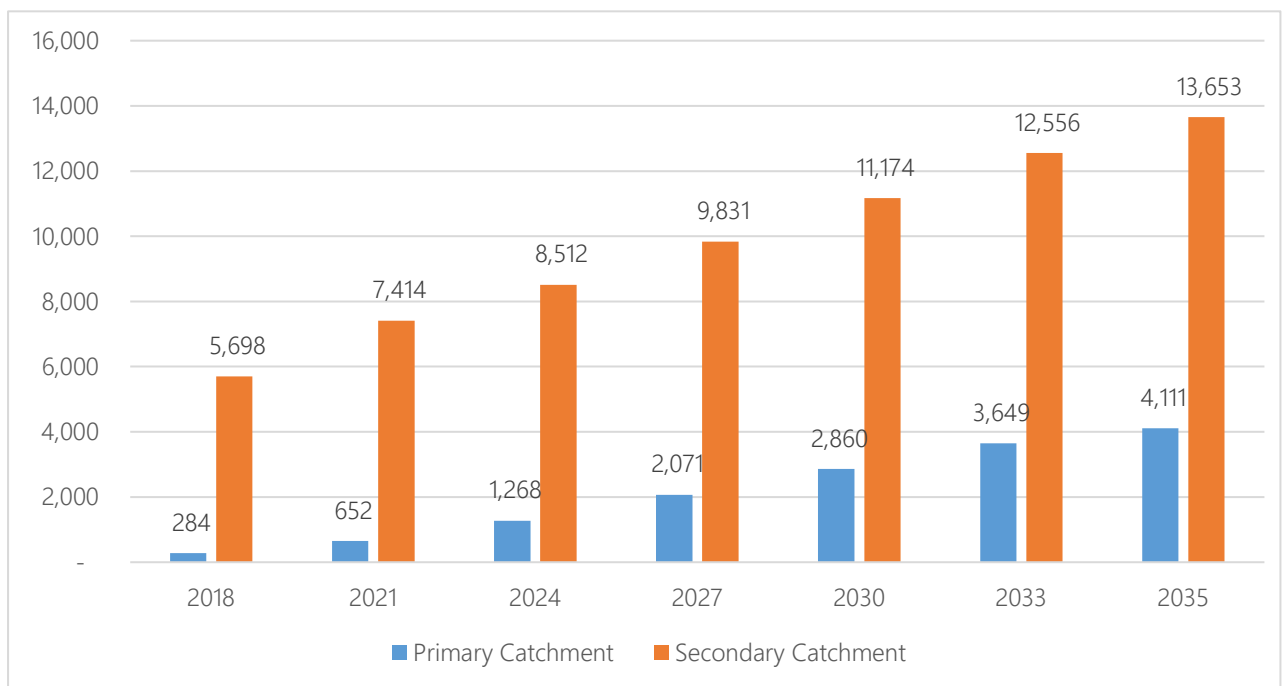
Based upon these sources, the forecast resident population in the primary and secondary catchment estimated to reach approximately 4,100 in and 13,600 by 2035 respectively (Figure 8). This additional population suggests the North Stoneville site would require additional infrastructure and population services to meet the needs of an anticipated additional 3,800 residents within the primary catchment and an additional 8,000 residents within the secondary catchment area.

Figure 7 - North Stoneville Anticipated Net New Dwellings



Source: Satterley 2018

Figure 8- Primary and Secondary Catchment Population Forecast



Source: WA tomorrow 2015, Satterley 2018, Profile.id 2018, FAR lane 2018

## 3.2 EXISTING COMPETITION

### 3.2.1 Stoneville Local Centre

The Stoneville Local Centre is located at the intersection of Stoneville Road and Richardson Road (south east of the north Stoneville site). The centre contains eight tenancies totaling 720m<sup>2</sup> NLA including a small general store, fish and chip shop and a Thirsty Camel liquor outlet. The existing retail offer is limited and would not be sufficient to service a projected additional 3,010 households within the secondary catchment by 2035<sup>1</sup>. This creates a need, identified within the Shire of Mundaring's Commercial Strategy, for resulting demand to be met by a diverse and vibrant Neighbourhood Centre in North Stoneville. Staged appropriately, the consequential competition between the centres would unlikely compromise the commercial performance of either centre.

### 3.2.2 Mundaring Town Centre

Mundaring Town Centre is the largest centre within the Shire, with approximately 13,150m<sup>2</sup> of retail floor space including the offer of food, liquor and groceries from Coles, Woolworths and Aldi, and specialty goods from various smaller tenancies. Key characteristics described in the Shire of Mundaring's Local Commercial Strategy include:

- Low vacancy levels;
- Limited non-food offering - only 5,710m<sup>2</sup> of nonfood related commercial floor space;
- Limited food catering and entertainment offering – particularly low provision of cafés and restaurants; and
- General under-supply of retail floorspace - The retail floorspace per capita provided in the Shire of Mundaring activity centres equates to 0.7m<sup>2</sup> per person (i.e. 27,470m<sup>2</sup> divided by 40,180 people), which is significantly less than the Australian average which is currently in

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<sup>1</sup> Source: WA tomorrow 2015, Satterley North Stoneville anticipated residential developments 2018, profile.id 2018, FAR lane 2018



the order of 2.2m<sup>2</sup> per person. This suggests a large proportion of retail demand by Mundaring Shire residents would likely be met by centres beyond the Shire.

A majority of the current and future demand for convenience retail and population services will be met by the Mundaring Town Centre. Tenancies such as Woolworths, Coles and Aldi offer a cheaper and broader range of goods, which will impact upon North Stoneville's share of retail expenditure. To be competitive, it will be important that North Stoneville's retail offer is tailored to the needs and tastes of the Stoneville and Parkerville communities to encourage ongoing regular visitation and expenditure.

### **3.2.3 Midland and Greater Perth**

Midland, located 1.8km to the west of the Shire of Mundaring's western boundary draws substantial trade from Mundaring residents seeking a retail offer beyond that provided by centres within the Mundaring Shire boundaries. Out of region expenditure leakage is a key analytical consideration in estimating the demand for convenience retail and other commercial activities.

While Mundaring is a key location for employment, the majority of residents' travel towards Midland and the city for work, locations that have a broader range of retail and businesses services than that currently provided in the Shire of Mundaring. As recognised in the Mundaring Local Commercial Strategy, it is expected that the Midland strategic metropolitan centre will continue to attract strong levels of spending and visitation from Mundaring Shire residents.

## 4 POOLS OF DEMAND

---

Profiling of existing and future expenditure pools from residents within the North Stoneville catchment provides insights into the types of enterprises that could potentially be viable in North Stoneville. Analysis considered the scale and characteristics of available expenditure, as well as the potential influence of existing supply, across the following commercial activities:

- Convenience retail – retail offer that stocks a range of ‘everyday’ purchases including groceries, snack foods, confectionary, tobacco products, over the counter drug, spoilable/fresh food items, newspapers and magazines;
- Convenience hospitality – day-to-day food, coffee and beverage offer;
- Destination entertainment – food and beverage offer that draws from an extended catchment (that may or may not include the capacity for events);
- Population services – services that support residents including education, healthcare and childcare; and
- Small business services - services that support small businesses including co-working spaces, meeting venues, common-use infrastructure, and professional services (e.g. accountants).

Pools of demand for each land use category were calculated by taking the existing and projected populations based on the housing development staging and multiplying them by the average yearly expenditure for current catchment profiles, across expenditure categories associated with the land use.

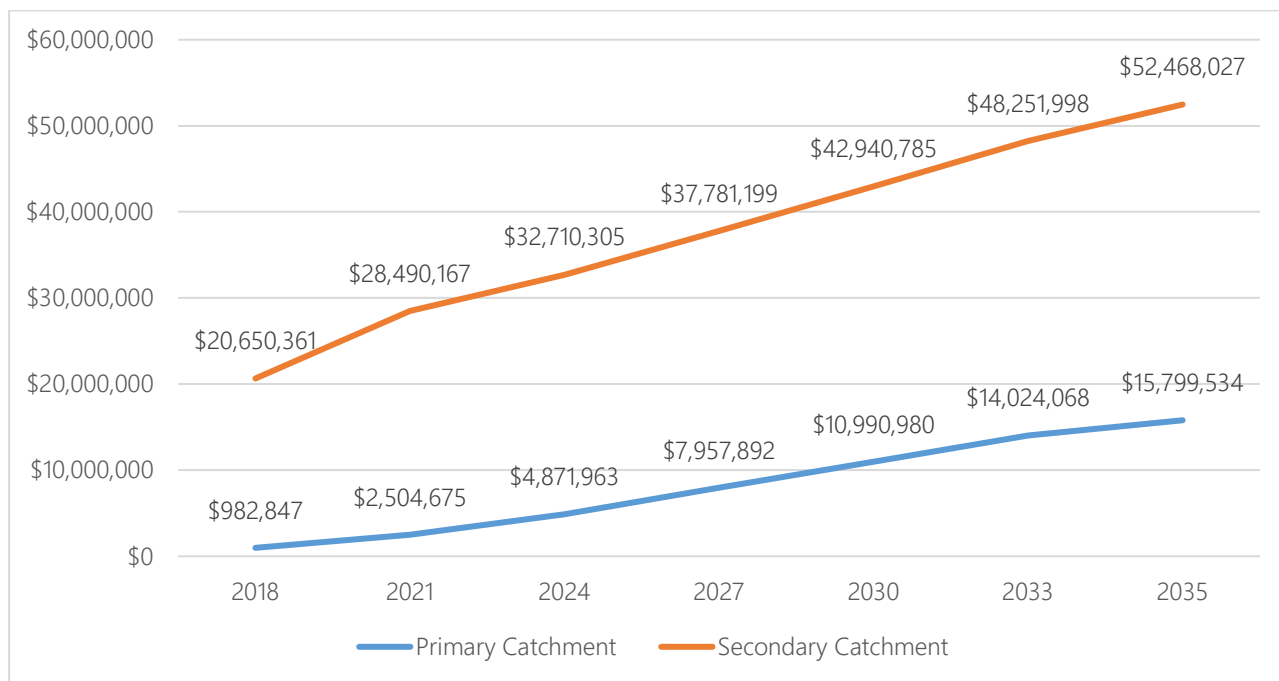
### 4.1 CONVENIENCE RETAIL

Convenience retail plays a critical role in both the provision of day-to-day goods to consumers, and in anchoring activity centres by encouraging day-to-day visitation. The Shire of Mundaring’s Commercial Strategy (2018) estimated annual convenience retail expenditure by Mundaring

residents to be \$5,490 per person<sup>2</sup>, with approximately 70% spent within Shire of Mundaring activity Centres. This equates to a current catchment (primary and secondary) local expenditure

Figure 9- Estimated Local Expenditure Pool 2018-35

pool of \$20.65M per annum, increasing to \$52.47M per annum by 2035 (Figure 9)<sup>3</sup>.



Source: Shire of Mundaring Local Commercial Strategy 2018, ABS Census 2016, FAR lane 2018

To estimate the potential commercial floorspace that could be supported by the primary and secondary catchment the following analytical assumptions were considered:

- Minimum turnover of \$8,700/metre<sup>4</sup> net lettable area, with full commercial conditions (e.g. paying commercial rent, no subsidies or income from other sources);
- Continuation of the existing 790m<sup>2</sup> of retail offer at Stoneville village.
- A maximum of 30% of catchment expenditure captured. This ensures that viability does not required high-levels of total expenditure capture reflects a likely financial risk for operators,

<sup>2</sup> Mundaring Local Commercial Strategy – Background Research and Analysis. P43

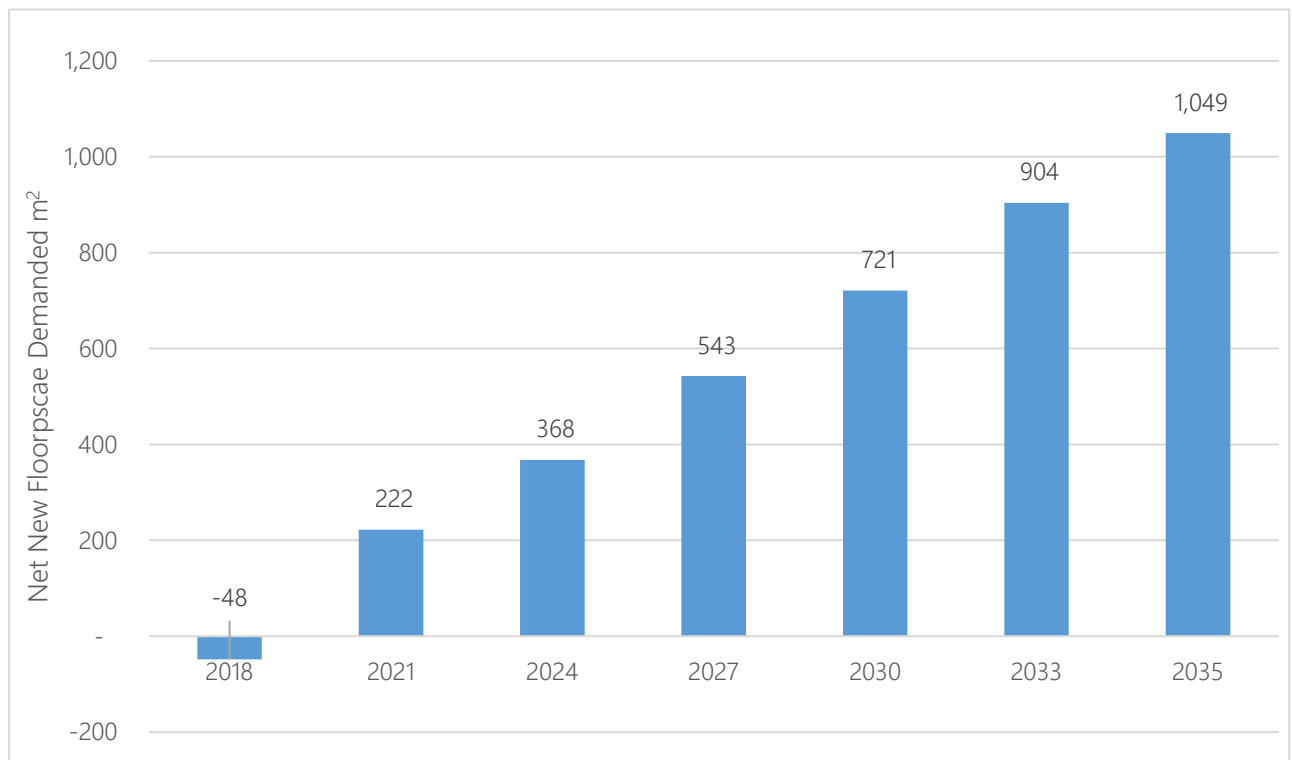
<sup>3</sup> Number of households in time period multiplied by average people per house hold, multiplied by retail expenditure, multiplied by 0.7

<sup>4</sup> Mundaring Local Commercial Strategy – Background Research and Analysis. P46

as well as potentially impacting on the scale and timing of future development of the retail offer in Mundaring Town Centre.

Based upon these assumptions, approximately 543m<sup>2</sup> nla convenience retail offer could be supported by 2027, increasing to 1050m<sup>2</sup> NLA by 2035 if 30% of local expenditure is captured (Figure 10). This could be realised as a single 1050m<sup>2</sup> supermarket, or a multi enterprise configuration similar to the Bullsbrook commercial centre, where approximately 500m<sup>2</sup> could be a smaller supermarket, and the remaining 500m<sup>2</sup> could be used for smaller retailers and services such as a butcher, local goods retailer, pharmacy, bank or post office.

Figure 10 – Net new convenience retail floorspace that could be realised based on 30% catchment expenditure pool

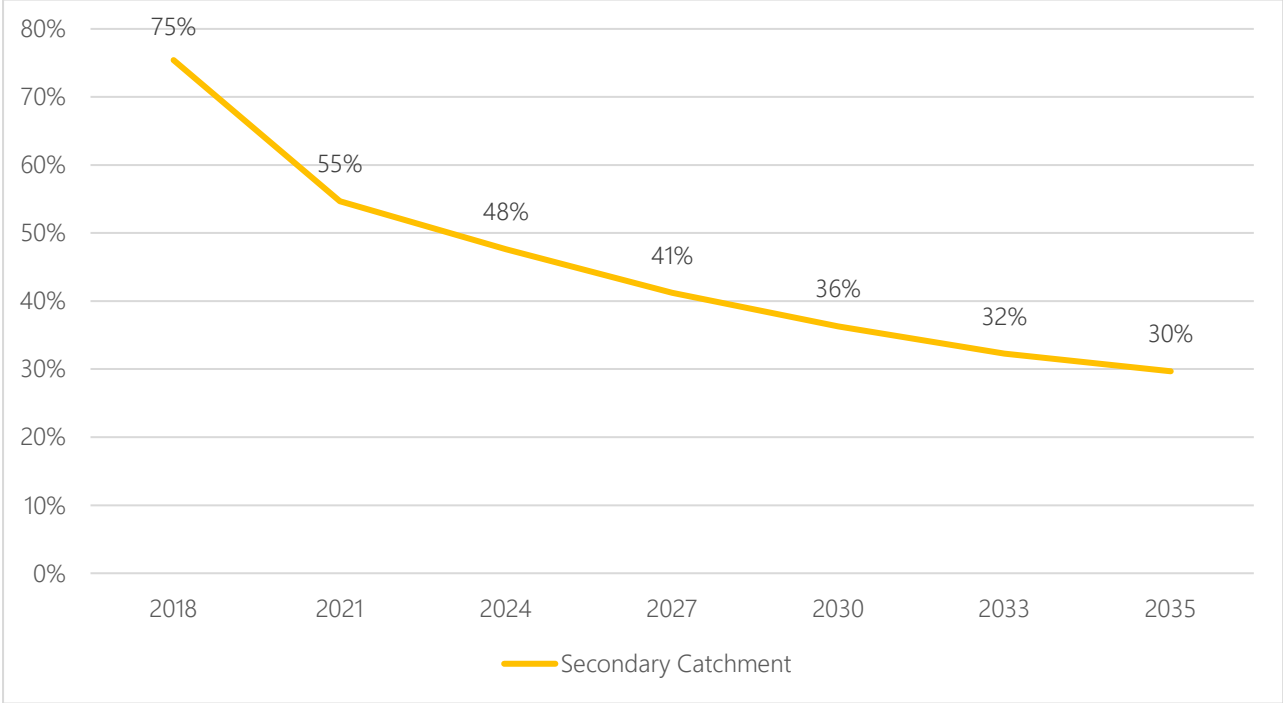


Source: Shire of Mundaring 2017, Satterley 2018, FAR lane 2018

A development of approximately 1,000m<sup>2</sup> nla convenience retail (comparable to the Austin Lakes IGA) was considered. Based upon the above assumptions, a turnover of \$15.6M per annum would likely be required. Analysis found that in order to support a 1,000m<sup>2</sup> of convenience retail floor space similar to Austin Lakes IGA, approximately 36% of total potential expenditure will need to be captured by 2030, with this decreasing to 30% by 2035 (Figure 11). This suggests that a

development of this scale would likely be a longer-term prospect, relying either on additional population growth beyond that envisaged within North Stoneville or greater capture of local expenditure.

Figure 11- Proportion of Catchment (Primary and Secondary) Convenience Retail Expenditure Required



Source: Shire of Mundaring 2017, Satterley 2018, FAR lane 2018

## 4.2 CONVENIENCE HOSPITALITY

Analysis of convenience hospitality was based upon the development scenario of two 50m<sup>2</sup> (NLA) Café/takeaway/small bars. An assumed floorspace productivity of \$3,600/m<sup>2</sup> per annum implies a required revenue of \$360,000 per year (Inside Retail 2015). Previous feasibility assessments conducted by FAR Lane suggest that a successful enterprise of this type could expect an average spend per customer of \$12.50 (enough for a coffee and cake, or beverage). Based upon this consumption, approximately 550 patrons per week (80 per day) would be required to attract a prospective operator. This translates to 1.4% of the current residential population of the secondary catchment making a purchase. By 2027, the projected population suggest the proportion of the residents required drops to 0.8%, making the development of two small facilities is considered realistic.

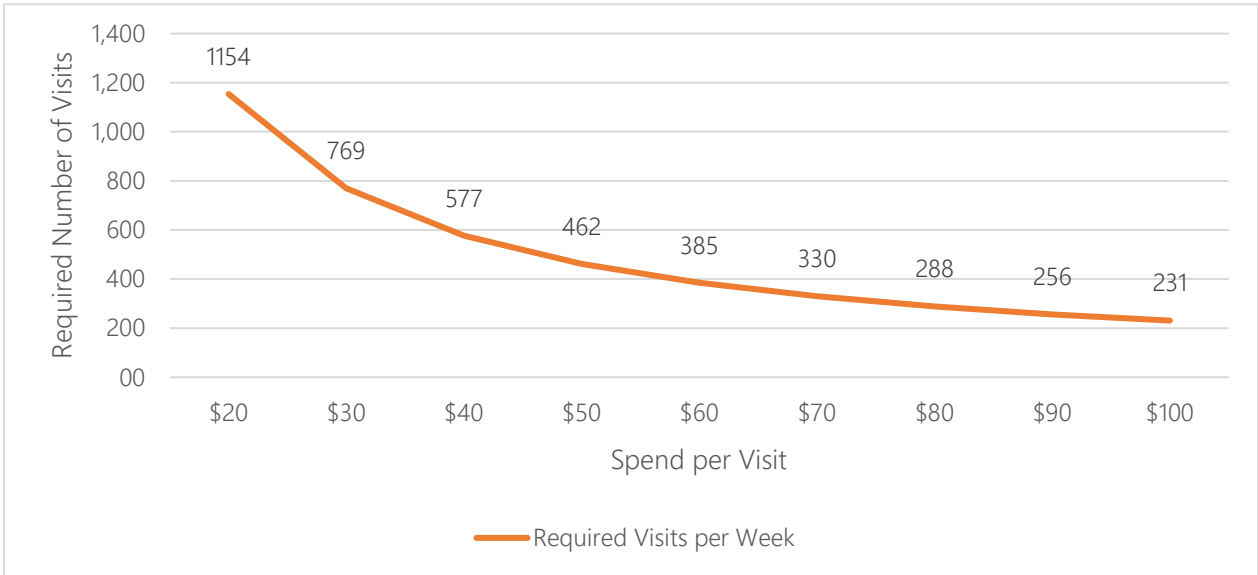
A café/takeaway/small bar would not only be feasible, but also easily integrated with other commercial activities such as a supermarket, co-working space, and offices in the centre as it provides a central location for residents to socialise and develop a sense of community. The success of these facilities is highly reliant on attracting an operator who understands to importance of convenience hospitality in small communities.

### 4.3 DESTINATION ENTERTAINMENT

The analysis considers the feasibility of a brewery/cidery/restaurant with approximately 200m<sup>2</sup> (NLA) on the south western sector of the North Stoneville site.

Previous feasibility assessments conducted by FAR Lane suggest that a successful enterprise of this type could expect an average spend per patron of \$50 per visit (two drinks and a meal). Due to the flexible of potential offer and configuration, the required floorspace productivity to be deemed commercially viable and attract an operator is assumed to be \$6,000/m<sup>2</sup> (NLA) per annum, suggesting a required turnover of approximately \$1.2 million per annum. This translates to 462 visitors per week (Figure 12).

Figure 12- Required number of visitors based on Spend per Visit



Source: FAR lane 2018

Attraction of 450-500 customers per week is considered realistic assuming a high-quality operator that can deliver a consistent and competitive product, and infrastructure that embraces Stoneville's natural amenities and provides a family friendly environment.

The construction and operation of a destination entertainment offering was not considered in the analysis to be entirely driven by the residential population. Similar to breweries and distilleries in the Swan Valley, operations of this nature rely heavily on drawing patrons from surrounding areas and metropolitan Perth, whilst also servicing the small population of local residents.

Destination entertainment of this nature is likely to be predicated upon a joint development with an identified operator who give comfort they have a proven track record of drawing patrons from a wide catchment and can provide a value proposition that aligns with the Shire's vision for the site. Additionally, the scope for destination entertainment should be flexible and not limited to a micro-brewery or cidery considered in this analysis. For the purposes of this strategy, an EOI could be issued around 2020-21 (once population and community is established) to identify a potential operator that fits the aforementioned criteria. It is recognised that the timing of an EOI is flexible and could be bought forward or delayed relative to future re-assessment as the developments in North Stoneville progress.

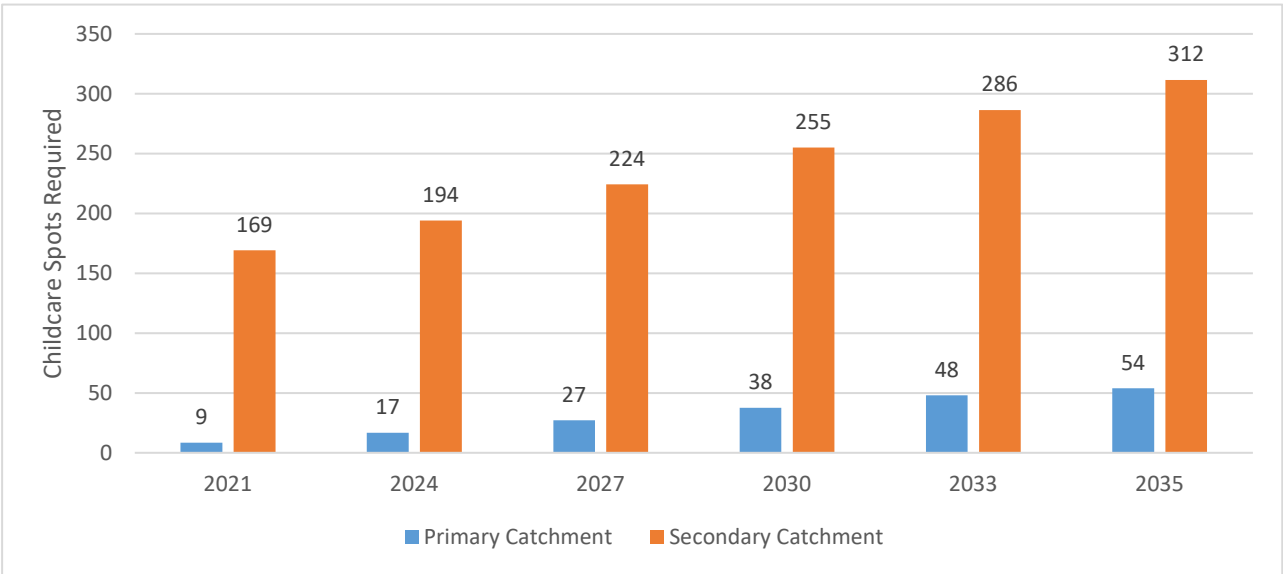


## 4.4 POPULATION SERVICES

### 4.4.1 Childcare

A standard assessment of demand for childcare assumes an early childhood day care participation rate of 45% of catchment children aged 0 to 4, and an attendance of 3 days a week<sup>5</sup>. Utilisation of these assumptions suggest Stoneville’s primary and secondary catchment will demand capacity for over 200 enrolments by 2027 if residents enrolled their children locally (Figure 13).

Figure 13- Projected Childcare Demand



Source: Productivity Commission 2017, Satterley 2018, FAR lane 2018, WA Tomorrow 2015

Despite demand for approximately 312 childcare spots by 2035, it is highly likely parents utilise childcare facilities that are close to their work, especially if their employment location is closer to metropolitan Perth. Assuming the current proportion of approximately 20% of catchment residents being employed locally, a small local childcare centre catering for approximately 25% of demand could be considered feasible to cater for residents.

<sup>5</sup> Productivity Commission, Report on Government Services – Child Care, Education and training. 2017

The financial viability of childcare services depends on a wide range of factors, including:

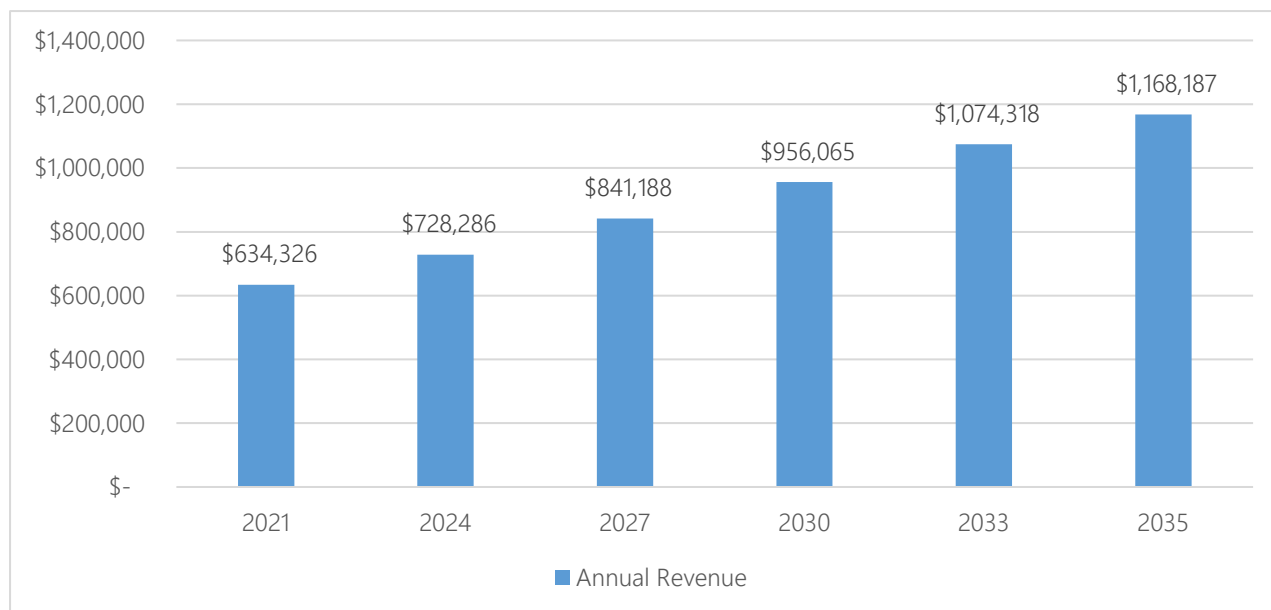
- Centre management and operational decisions, such as providers operating non-profitable services for the benefit of local communities or target niche groups (e.g. families of a religious persuasion)
- Pricing strategies for children under 2-years-old, who are more expensive to care for, and the age-mix of the children in a centre
- Wage costs, access to suitably trained staff, reliance on relief staff and annual rates of staff turnover
- Building-related expenses and 'lumpy' expenditures for one-off repairs, maintenance and capital upgrades
- The impact of competition within a local area
- Demographic shifts within a local area and the subsequent impact on the demand for childcare services and occupancy rates
- Government policies that affect costs and demand.

On the assumption that 25% of children aged between 0-4 are enrolled in child care at an assumed rate of \$100 per day<sup>6</sup>, a single child care facility could be viable by 2027 with an operational revenue of \$841,000 by 2027 (Figure 14). As Figure 14 does not include costs such as land, staff, tax and utilities, a child care facility could be established earlier with the consideration of lease subsidisation in the earlier years to alleviate potential financial risk for the operator.

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<sup>6</sup> Using a lower spectrum long day rate derived from <https://www.careforkids.com.au/child-care-articles/article/77/how-much-does-child-care-cost>

Figure 14- Estimated Annual Childcare Revenue



Source: Productivity Commission 2017, FAR lane 2018

There is the potential for the facility to be integrated with new schools built as a result of a growing school aged (0-17 years) population. The analysis assumes the early childhood day care centre caters for younger children between the ages of 0-4 years, therefore the before and after school care is considered to service the school aged population ages 5-17

#### 4.4.2 Medical Services

There are currently no health care or allied health facilities within the primary or secondary catchments, with the current population serviced by centres in Mundaring Town Centre. As population grows in both catchments there is likely to be significant unmet demand for local general practitioners allied health services and pharmacy services, especially considering the growth in young children.

Under the assumption that the average person visits a general practitioner 3 times a year, approximately 17,094 consultations are currently required to be delivered per annum within the overall primary and secondary catchments. Assuming a general practitioner consults 30 patients a day from the secondary catchment, 2.2 general practitioners could currently be supported.

With the secondary catchment population projected to grow to 13,600 residents by 2035, approximately 5.2 general practitioners would be required to support the needs of the catchment.

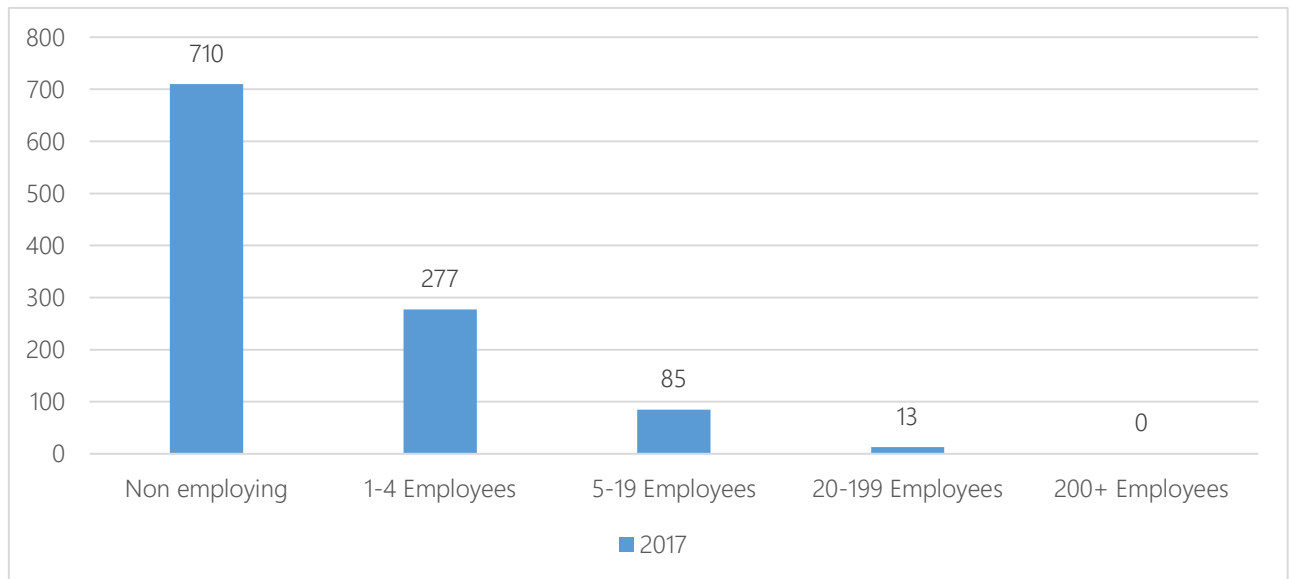
The ABS Household Expenditure Survey (2015-16) suggests that households spend approximately \$12.07 per week on allied health services such as dentists, opticians, physiotherapy and chiropractic. This translates to an expenditure pool of approximately \$2,243,700 per year by 2027. Assuming a required revenue per practitioner of \$300,000 per year, the area could support approximately 7 allied health practitioners by this time.

Given Mundaring's role as the primary service centre for this population it is reasonable to assume that a majority of medical and allied health demand will be delivered within the Centre, however the extent of demand suggests that a small medical centre with 2 fulltime general practitioners and 2 visiting professionals including nurses could be feasible within North Stoneville.

#### **4.5 SMALL BUSINESS SERVICES**

As of 2017, there were approximately 987 microbusinesses (0-4 employees) in the Mundaring SA2 (Figure 15). Given the projected population growth and trends the growth of contractors, 'gig economy jobs' and decentralised employment (as evidenced by the 17% of residents that work within the catchment area), an opportunity likely will exist to provide tailored services to support small businesses, sole operators and virtual workers living in the catchment.

Figure 15 - Count of Businesses by Number of Employees

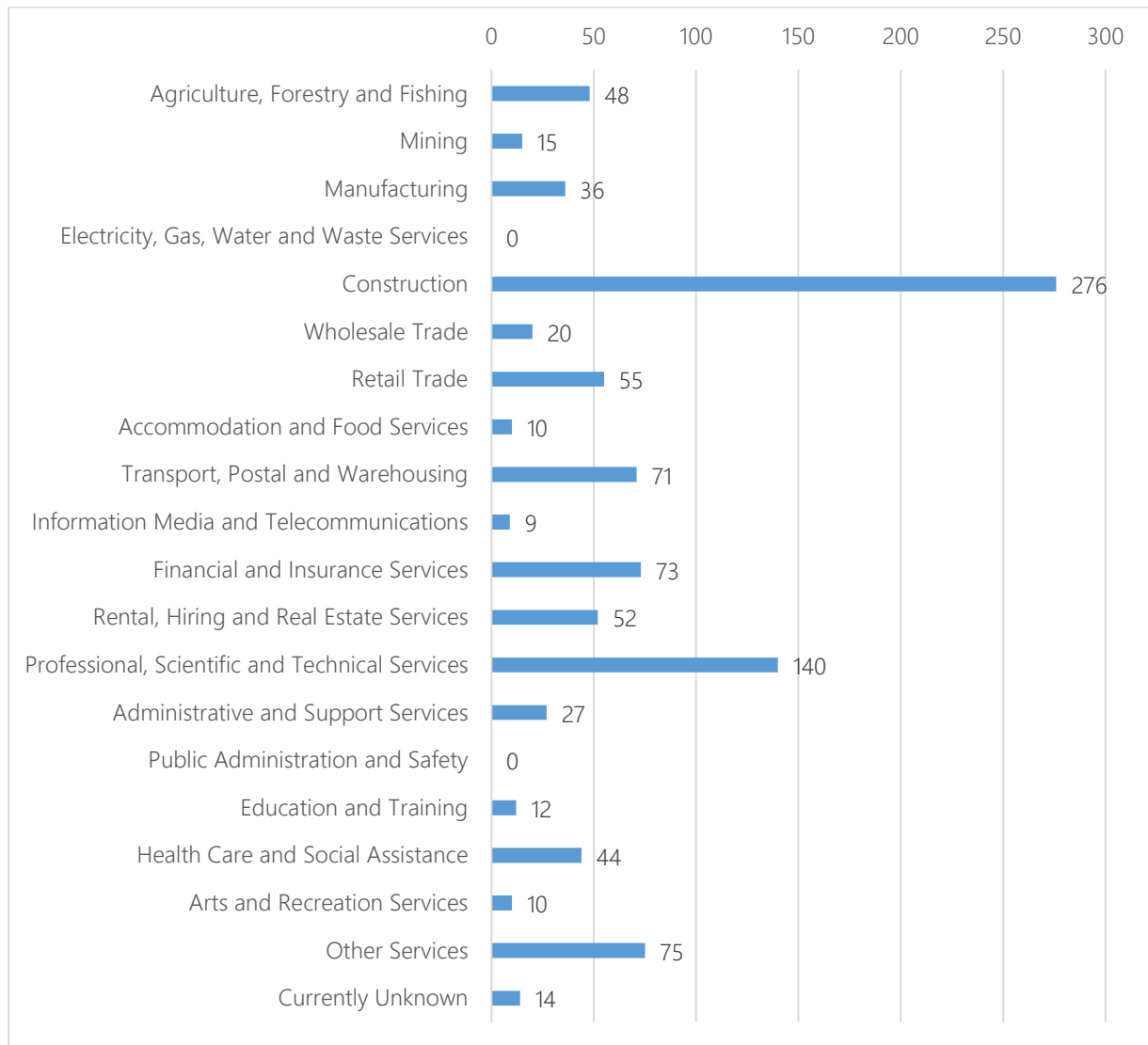


Source: ABS Business Counts 2017

Whilst the majority of small businesses are construction related and don't require office space given the nature of the industry, the number of professional and scientific related businesses, arts and recreation and retail related industries could benefit from a community orientated co-working space that would provide a platform and support for both existing and future small businesses (Figure 16).

Whilst a co-working business support centre may not be the most profitable and financially viable land use in the short term, the benefits of supporting a facility to host up to 10 small businesses is likely to provide return in the form of local community development and a platform for local industry growth that could drive future employment in the long term.

Figure 16 - Number of Micro Businesses In Mundaring SA2



Source: ABS Business Counts 2017

## 5 COMMERCIAL ROLES FOR NORTH STONEVILLE

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### 5.1 HIGH AMENITY CONVENIENCE CENTRE

North Stoneville Neighbourhood Centre will be a high amenity convenience-oriented location that services both the immediate North Stoneville development, and the broader communities of Stoneville and Parkerville. The Centre could ultimately support at 2035, at a minimum, activities including:

- Up to 1000m<sup>2</sup> net lettable area of convenience retail activity;
- Two convenience hospitality offerings such as a café/wine bar, each of approximately 50m<sup>2</sup> net lettable area. Design and location of such offer will be critical, with successful models incorporating characteristics such as:
  - Allowance for operation by 1-2 staff over quieter periods;
  - Allowance for expansion of al-fresco offer during busy periods;
  - Central locations that encourage passing trade capture, and allow for people watching;
  - High amenity locations that encourage customers to dwell at the site; and
  - Convenient locations that provide easy access by multiple modes of transport.
- Medical centre incorporating 3-4 consulting rooms. This may include capacity to offer allied health services; and
- A medium-sized childcare facility catering for 50-75 children.

In addition, a small business support centre could be included in the centre at break-even/small subsidisation to support the development of the local community and enhance the sense of place envisaged within the Place Blueprint. This would incorporate a co-working space for up to 10 local entrepreneurs, common ICT facilities and meeting room. Such a facility could benefit from being collocated with one of the cafés.



## 5.2 DESTINATION HOSPITALITY LOCATION

In addition to its role as a high amenity convenience centre, North Stoneville could host a sub-regionally significant hospitality location such as a cidery/brewery. For the purposes of the Strategy, it was assumed that such a destination to include 200m<sup>2</sup> of net lettable area however, to best be set up for success, such infrastructure would likely be purpose built by/in partnership with an identified operator. Based upon successful comparable offerings, including the Mundaring Weir Hotel and Parkerville Tavern, such an offer would likely include:

- A high amenity outlook that celebrates North Stoneville's natural resources;
- An ability to efficiently expand and contract based upon busyness and weather conditions;
- Family friendly infrastructure such as a playground; and
- Targeted/niche food and beverage offer.

## 5.3 FLEXIBILITY TO ACCOMMODATE OPPORTUNITIES

In addition to planned commercial space, North Stoneville could contain sites in key locations including adjacent to the community farm, 'Workshop' precinct, and education infrastructure that allows for mixed use development to occur, typically residential on the 1<sup>st</sup> floor, and commercial on the bottom. This would allow for a responsive urban form that will easily adapt to accommodate the needs of community as it evolves.

## 6 COMMERCIAL FLOORSPACE STAGING AND ACTIVATION

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Whilst ultimate development yields were identified in Chapter 3, investment in commercial opportunities often lags until viability is assured. For activities that rely on local catchments, this can mean an underservicing of early populations unless careful programming and place activation takes place. With North Stoneville's development horizon anticipated to extend 15-years (FY2021-FY2035), the Place Blueprint has identified a range of priorities that will support a high-amenity lifestyle for residents from Day 1. These include:

- Within the Town Centre:
- Investment in buildings and natural landscape to announce arrival within the town centre;
- Creation of a 'social' hub immediately;
- Maintaining ownership to control tenancy mix and generate revenue.
- Leverage tourism through the attraction of the right investor/operators to deliver on the valued promise.

In the context of the analysis conducted within this Strategy, these priorities can be supported by activities including:

**From 2021** - Inclusion of a small convenience retail/hospitality offer in/adjacent to the Satterley Sales office within the Stoneville Neighborhood Centre. This may include:

- A convenience retail offer to provide day-to-day essentials for residents (approximately 100m<sup>2</sup> nla);
- Space for local producers to offer interim convenience retail that provides for differentiated products (e.g. weekend market stalls, local product showcases)
- A temporary/pop-up café to provide for coffee, cold beverages and pre-prepared meals;
- Space for 2-4 co-working desks with access to free Wi-Fi; and

- Issuing of an EOI for a destination hospitality operator

**From 2027** – Provision of a permanent built commercial offer within the Stoneville Neighborhood Centre including:

- Convenience retail-oriented supermarket approximately 500m<sup>2</sup> nla with a focus on local fresh produce and differentiated product lines;
- Co-working space to accommodate up to 10 local businesses/entrepreneurs;
- A café of approximately 50m<sup>2</sup> nla;
- Provision of in-house childcare with capacity for approximately 50 children; and
- Commence planning for destination tourism asset in the valley (approximately 200m<sup>2</sup> net lettable area)

**From 2030-35** – Expansion of commercial offer within the Stoneville Neighborhood Centre to include:

- Provision of approximately an additional 500m<sup>2</sup> of convenience retail offer, either through specialties (e.g. bakery, butcher etc.), or through an expansion of the supermarket;
- Permanent childcare facilities for up to 75 children;
- Medical suites for up to four GPs/allied health professionals; and
- A second café/wine bar of approximately 50m<sup>2</sup> nla.

## 7 CONCLUSION

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North Stoneville's commercial offer, both within its neighbourhood centre and throughout the development, will deliver a high-amenity convenience-oriented location that services both the immediate North Stoneville development, and the broader communities of Stoneville and Parkerville.

With careful staging, and an entrepreneurial approach to place activation, the development's commercial offer will provide for the needs of both the existing and emerging residential population as North Stoneville grows and evolves.

