Town of Bassendean

Bassendean Town Centre PSP Retail Needs Assessment and Economic, Retail and Employment Strategy

January 2025

Document Control				
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CONTENTS

1 EXECUTIVE SUMMARY

This analysis forms part of the proposed Precinct Structure Plan for the Bassendean Town Centre (Town Centre) in the Town of Bassendean (the Town). The quantum and diversity of floorspace to meet demand in the Town Centre with consideration of the appropriate catchment were examined through a needs assessment, conducted in accordance with the Western Australian Planning Commission's (WAPC) State Planning Policy 4.2 – Activity Centres.

The supportable levels of Shop/Retail floorspace that can be located at the Town Centre has been estimated using retail gravity modelling and benchmarked floorspace productivity estimates. This methodology ensures future floorspace estimates are supportable, the level of provision for future populations is accounted for and that future floorspace estimates will not impact the vitality of the activity centre hierarchy. The supportable level of Non Shop/Retail floorspace has been estimated using a floorspace per person provision ratio analysis. This method identifies current gaps that need to be addressed, then uses changes in retail floorspace to estimate increased demand over the assessment period (refer to Section 8 Needs Assessment for more detail).

The following acronyms are used throughout the document[1]:

- State Planning Policy – Activity Centres **(SPP4.2)**
- Western Australian Planning Commission's **(WAPC)**
- Employment Self-Sufficiency **(ESS)**
- Knowledge-Intensive Producer Services **(KIPS)**
- Land Use and Employment Survey **(LUES)**
- Department of Planning, Lands and Heritage **(DPLH)**
- Planning Land Use Categories **(PLUC)**
- WA Standard Land Use Categories **(WASLUC)**
- Shop/Retail **(SHP)**
- Non Shop/Retail **(Non SHP)**

Shop-Retail (SHP) floorspace and employment refers to PLUC Shop/Retail. Non Shop/Retail (Non SHP) floorspace and employment refers to all other commercial PLUCs. Further definitions and explanations can be found in Section 11.1, PLUC Glossary.

1.1 Floorspace Gaps

Floorspace gap analysis is a critical tool in urban planning that helps identify and address gaps in the supply and demand for floorspace within a given area. By comparing the current supply of floorspace to benchmark areas, gaps can be identified, and appropriate strategies can be developed to address them.

Gaps were measured at a Local Government area level and refined based on those relevant to the Town Centre. Details regarding the floorspace gaps in the Town can be found in Section 7, Floorspace Gap Analysis.

[1] Refer to Appendix 3 for all acronym definitions

Commercial WASLUC gaps have been aligned with broader floorspace categories to provide an estimated mix of uses that could eventuate at the Town Centre to address the relative need of the community (Figure 1). Details on the implementation of floorspace gaps into the needs assessment can be found in Section 8.6 Non Shop/Retail Floorspace Projections.

Figure 1. Town Centre Summarised Gaps

PLUC	Gap (m^2)	Summarised Category
ENT	1,239	Gymnasium and Sport Community Facility
		Libraries
		Art and Cultural Centre
HEL	796	Church and Community Organisations
		Welfare and Charitable Services
RES (non-commercial)	16,791	Units / Apartments
		Town Houses
OFF	4,113	Professional Services
		Real Estate
RET	718	Furniture Retail
SER	235	Light Fittings Retail
UTE	2,465	Undercover Parking
STO	1,053	Other Machinery and Equipment Supplies
		Other Warehousing and Storage
Total Commercial	**10,620**	

Source: DPLH LUES 2015, Pracsys 2024

Only the commercial floorspace gaps have been included in the floorspace projections for the Town Centre. Non-commercial floorspace will be addressed by proposed infill delivered through the PSP.

1.2 Floorspace Projections

The needs assessment included retail demand and supply from a 10km radial catchment, taking into account natural and built barriers. The Town's activity centres in 2024 include an estimated 14,500m^2 of Shop/Retail floorspace, approximately 3% of the total Shop/Retail supply within the trade area. The Town Centre makes up the majority of this floorspace with 11,980m^2 of Shop/Retail floorspace currently. The trade area includes a wide range of retail offerings, from strategic and secondary centres such as Midland, Morley, Belmont, and Mirrabooka, to various district, neighbourhood, and local level centres. For more details regarding the supply included in the analysis, see Section 8.2 Supply Analysis.

The demand component of the needs assessment for the Town's activity centres were based on dwelling estimates outlined in the Town of Bassendean Local Planning Strategy's (LPS) dwelling growth scenarios: Three scenarios have been developed for inclusion in the analysis:

- Scenario 1 is an outcome of the LPS' low-growth scenario

- Scenario 2 is an outcome of the LPS' medium-growth scenario
- Scenario 3 is an outcome of the LPS' high-growth scenario

Projections indicate that the Town Centre can support between 17,100m^2 and 18,800m^2 Shop/Retail floorspace at full buildout (Figure 2). This is an increase of between 5,100m^2 and 6,900m^2 Shop/Retail floorspace at full buildout to meet community need.

Figure 2. Town Centre Shop/Retail Floorspace Projections (m^2)

Scenario	2024	2029	2034	2039	2044	Full Buildout
Scenario 1	11,980	12,859	13,651	14,633	15,703	17,122
Scenario 2	11,980	13,134	14,068	15,189	16,398	17,984
Scenario 3	11,980	13,409	14,486	15,745	17,093	18,846

Source: Pracsys 2024

With the inclusion of floorspace gaps, projections indicate that the Town Centre can support between 25,800m^2 and 27,400m^2 of Non Shop/Retail Floorspace at full buildout (Figure 3). This is an increase of between 15,200m^2 and 16,700m^2 Non Shop/Retail floorspace at full buildout to meet current and future community need.

Figure 3. Town Centre Non Shop/Retail Floorspace Projections (m^2)

Scenario	2024	2029	2034	2039	2044	Full Buildout
Scenario 1	10,656	16,747	22,762	23,635	24,587	25,849
Scenario 2	10,656	16,992	23,133	24,130	25,205	26,616
Scenario 3	10,656	17,237	23,505	24,625	25,824	27,383

Source: Pracsys 2024

2 INTRODUCTION

The Town of Bassendean (the Town) requires a Precinct Structure Plan (PSP) for the Bassendean Town Centre (Town Centre). Pracsys has been engaged to undertake a Needs Assessment and Economic, Retail and Employment (ERE) Strategy to address State Planning Framework guidelines, providing background socioeconomic analysis, demand, provision projections and recommendations to inform the Bassendean Town Centre PSP.

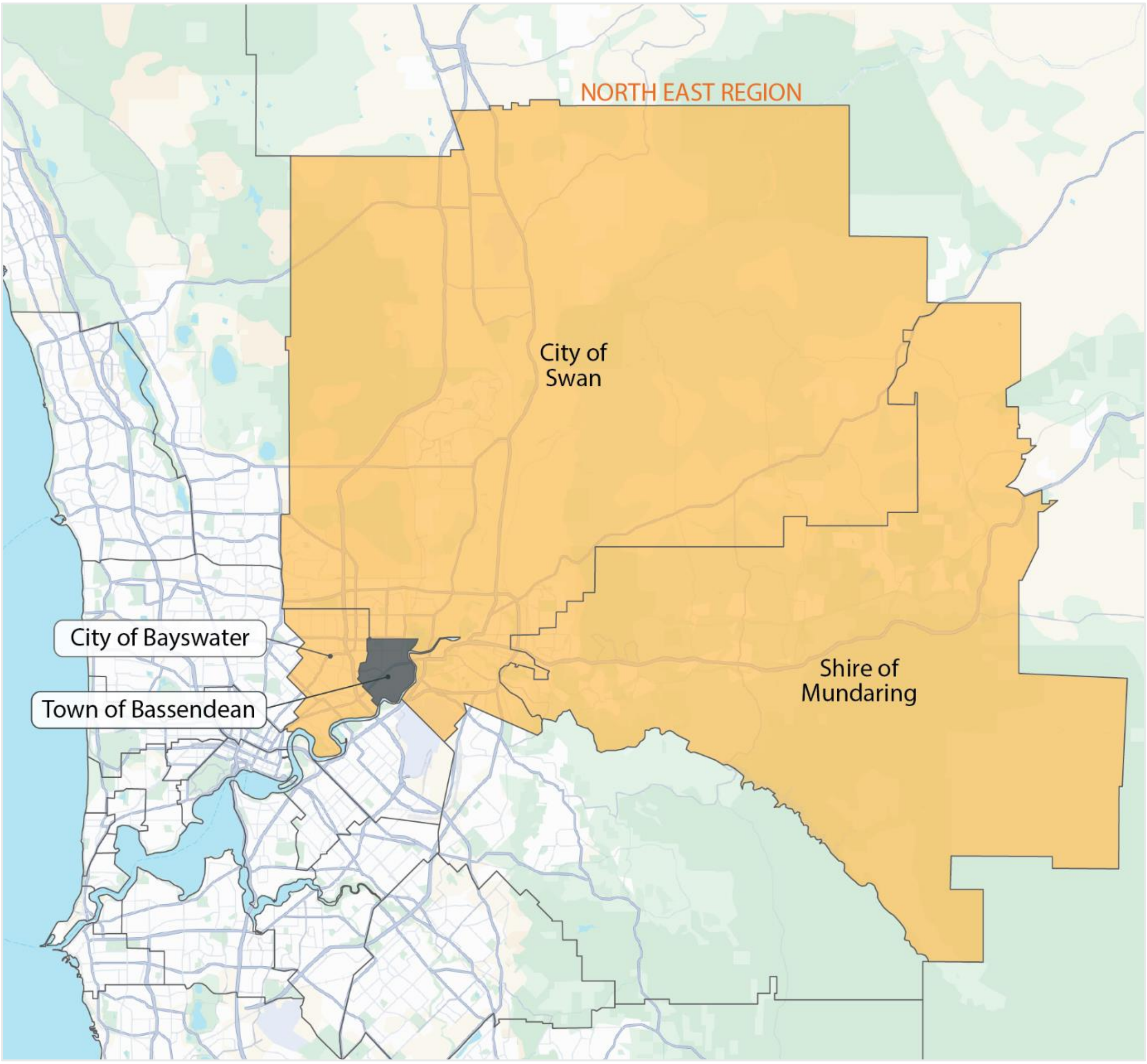
This report includes the following components to address SPP4.2 and SPP7.2 requirements:

- An analysis of the Town's demographic and economic context
- An analysis of demand for population goods and services
- Analysis of local and regional industry drivers
- A strategic review of relevant local and state policies and frameworks
- A review of retail trends
- A benchmark gap analysis to inform activity centre floorspace opportunities
- A Needs Assessment to determine supportable retail, non-retail and light industrial floorspace and employment based on expected population growth scenarios

3 DEMOGRAPHIC ANALYSIS

The demographic analysis compares the Town to Greater Perth and the Perth North East sub-region (North East)[2] to understand local demand for goods and services (Figure 4). Socio-economic factors were identified to develop a comprehensive analysis of the Local Government Area (LGA).

Figure 4. Town of Bassendean Map



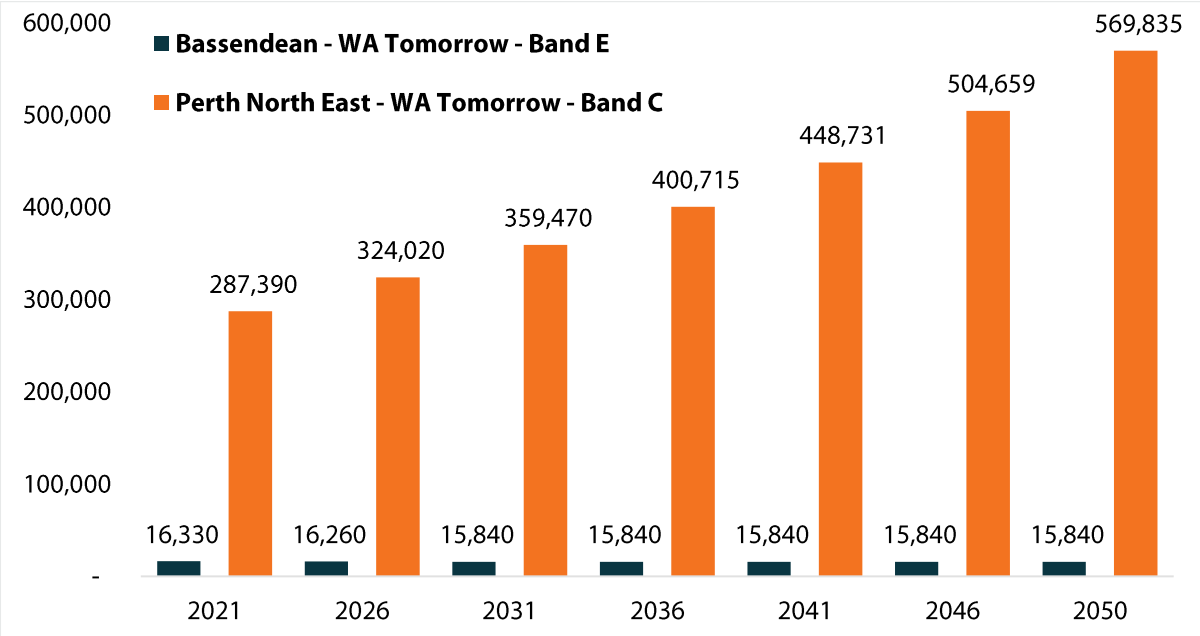
Source: ABS 2021, Pracsys 2024

[2] Perth North East region is comprised of the LGAs of Bassendean, Bayswater, Swan, and Mundaring.

3.1 Population Growth

Population growth from 2021 to 2050 has been analysed using WA Tomorrow forecasts, comparing the Town's and the North East's population growth. The Town's population from 2016 to 2021 increased by 5.6%[3], most closely aligning (and exceeding) WA Tomorrow Band E population forecast of 5.0%. As such, the Town's WA Tomorrow Band E population forecast has been compared to the North East WA Tomorrow Band C population forecast (Figure 5). The population in the Town is projected to slightly decrease by 0.4% from 2021 to 2026, whereas the Perth North East region is expected to increase by 13.3%.

Figure 5. Town of Bassendean and Perth North East Population Growth

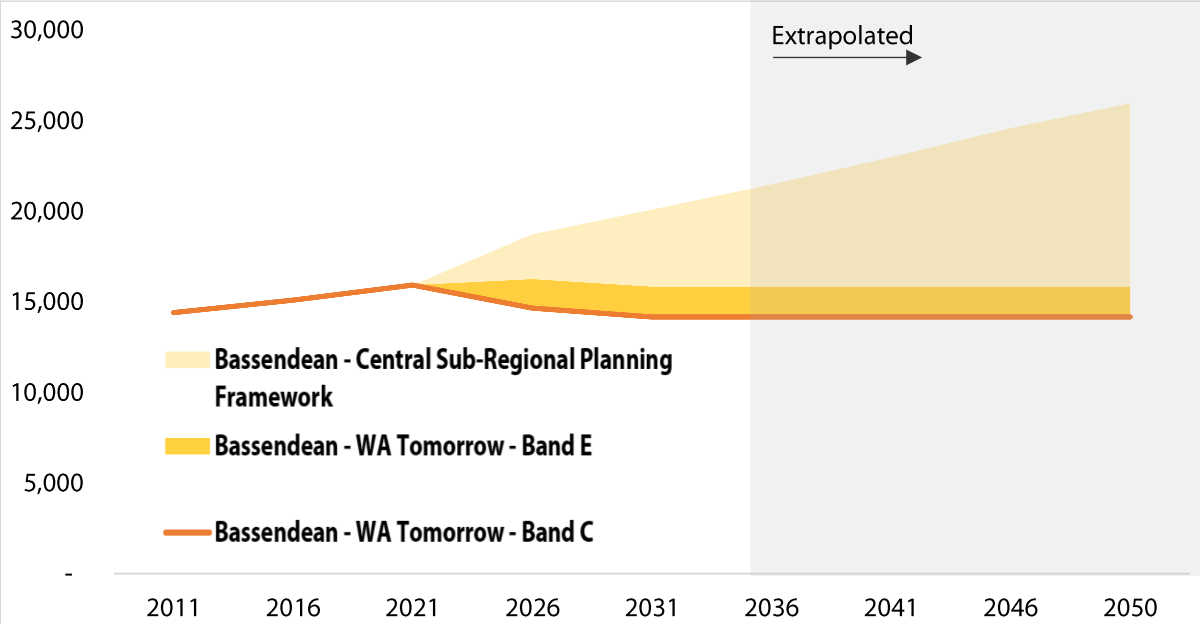


Source: WA Tomorrow 2021

The North East Sub-regional Planning Framework provides an infill population target for the Town to support the 3.5 million residents expected to live in the Perth and Peel region by 2050[4][5]. A comparison of the WA Tomorrow forecasts and State population target is shown in Figure 6. The contrary directions of future population between target and forecasted population present different implications for the Town Centre's future demand for goods and services. Should the population more closely follow WA Tomorrow's forecasted decline, the Town Centre should ensure retail and non-retail offerings adequately address current population needs and address any current gaps. Should population more closely align to the population target, the Town Centre will require provision of additional goods and services to support current and future population. The higher density development required to meet population targets would promote higher levels of local, walking-based shopping trips, which may require modifications to the Town Centre with regards to pedestrian movement and activated store frontages.

[3] ABS Census 2016 & ABS Census 2021
[4] Town of Bassendean 2023, *Local Planning Strategy*
[5] Department of Planning, Lands and Heritage 2018, *Central Sub-regional Planning Framework*

Figure 6. Town of Bassendean Population Target vs. Population Forecast

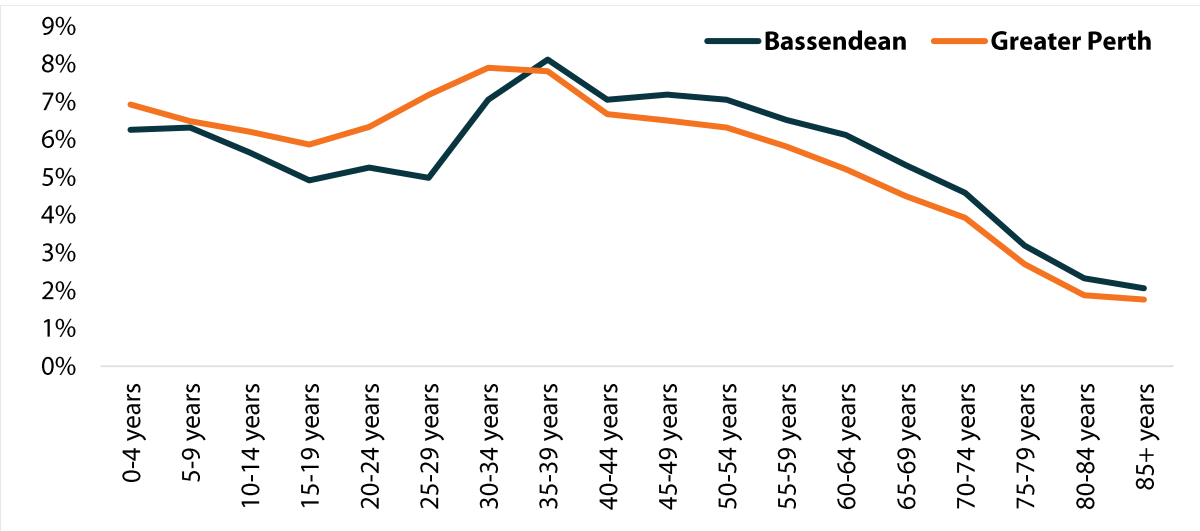


Source: WA Tomorrow 2021, DPLH 2018, ABS Census 2021, Pracsys 2024

3.2 Age Profile

The Town's age profile by five-year brackets has been compared to Greater Perth (Figure 7). The Town has an older population compared to Greater Perth. 28% of residents are aged 10-34 and 24% aged 60+, compared to Greater Perth's residents of 33% and 20% respectively. Demand for aged services may be higher in the Town Centre due to these distributions of age groups.

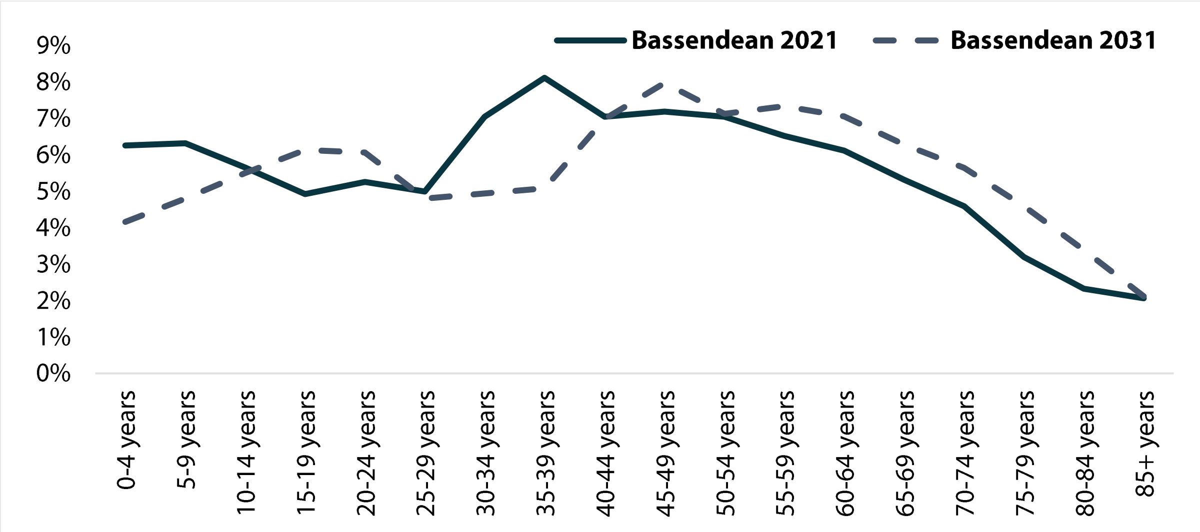
Figure 7. Town of Bassendean and Greater Perth Age Profile



Source: ABS Census 2021

Figure 8 illustrates the expected change in the Town's age profile between 2021 and 2031. It is expected that the Town will experience growth in school-aged persons, 10-29 year-olds, and 45+ year-olds. The expected increase in persons over retirement age reinforces the need for appropriate services in the Town Centre to support aging in place.

Figure 8. Town of Bassendean Future Age Profile (2031)

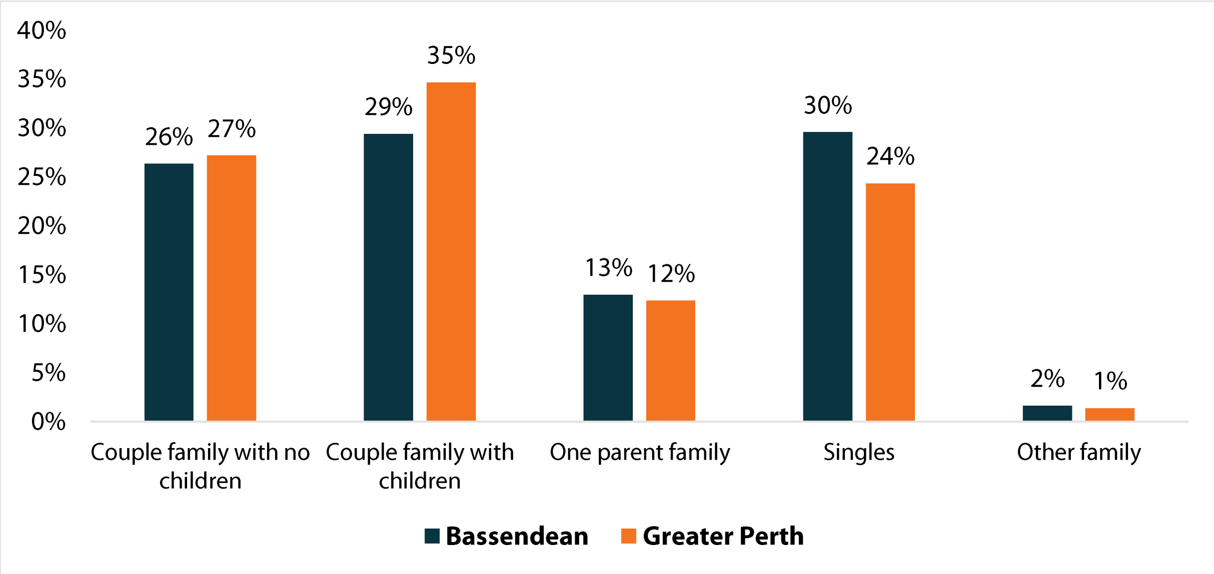


Source: ABS Census 2021, WA Tomorrow 2021

3.3 Family Composition

The Town's family composition has been compared to the Greater Perth average (Figure 9). The Town's family composition profile indicates a smaller proportion of couple families relative to Greater Perth (29% versus 35%). The Town has a greater share of single person households compared to Greater Perth (30% versus 24%), which is likely associated with a higher representation of older demographics. It is likely there will be growth in younger single persons and families with young children should infill targets be met. The PSP needs to allow for appropriate levels of activation and services to support downsizing opportunities for older persons and to attract and support younger cohorts in a sustainable way should population targets be achieved. This could include services such as childcare and commercial uses such as restaurants, small bars and potentially small to medium scale entertainment uses (i.e. escape rooms, darts venue, etc.).

Figure 9. Town of Bassendean and Greater Perth Family Composition

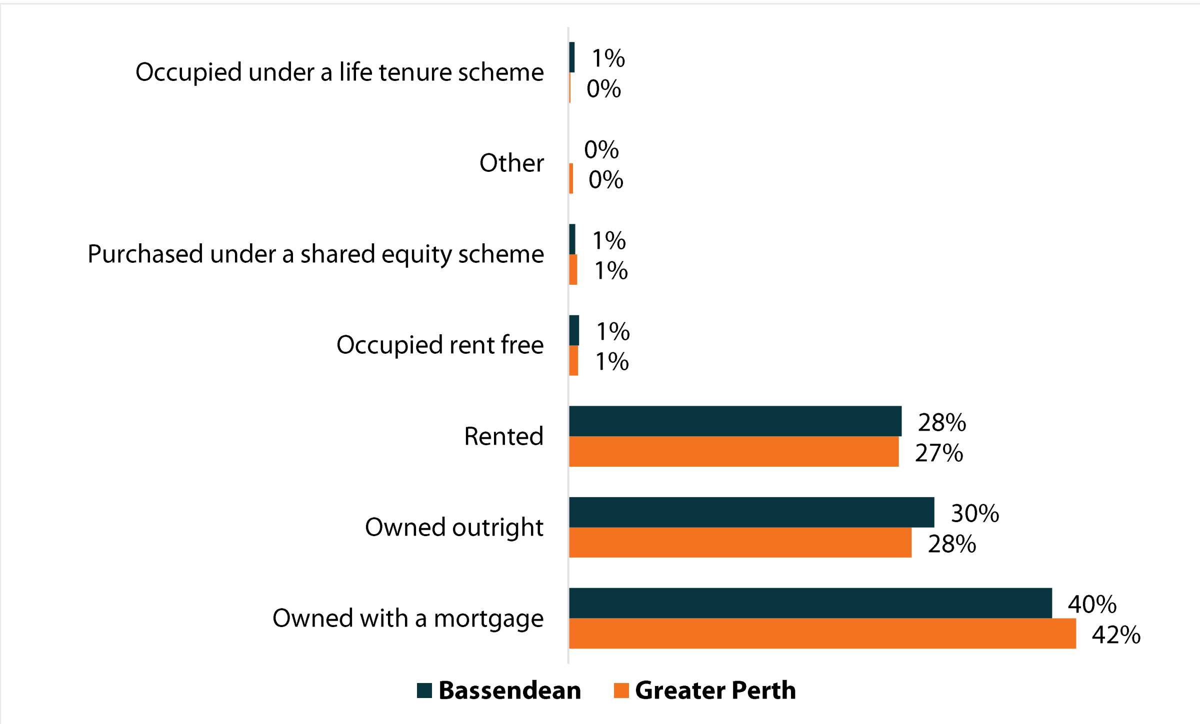


Source: ABS Census 2021

3.4 Household Type

The Town's household type has been compared to Greater Perth (Figure 10). The Town shares the same proportion of owned dwellings with Greater Perth (70%), whilst having a higher number of dwellings owned outright (30% compared to 28%). The proportion of homeowners with mortgages in the Town indicates the presence of high income earners and an older demographic.

Figure 10. Town of Bassendean and Greater Perth Household Type

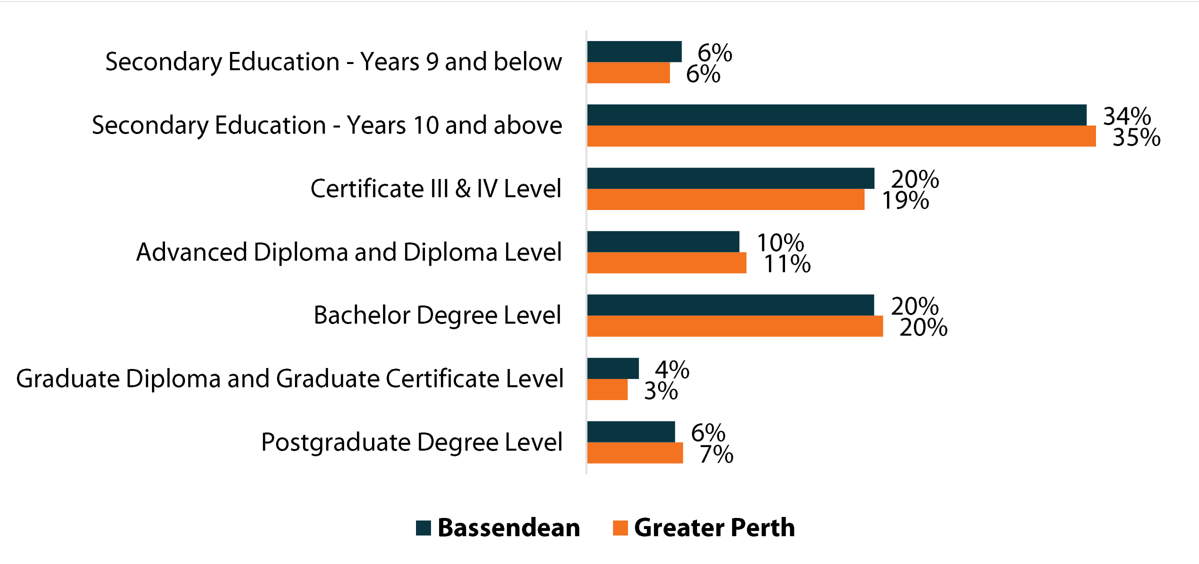


Source: ABS Census 2021

3.5 Educational Attainment

The Town's level of educational attainment has been compared to Greater Perth (Figure 11). On all education levels the Town shares alike educational attainment proportions to Greater Perth. This includes relatively high levels of persons achieving a bachelor degree or higher; these cohorts are more likely to participate in art and cultural activities that can be used to support activation of the Town Centre.

Figure 11. Town of Bassendean and Greater Perth Highest Level of Educational Attainment

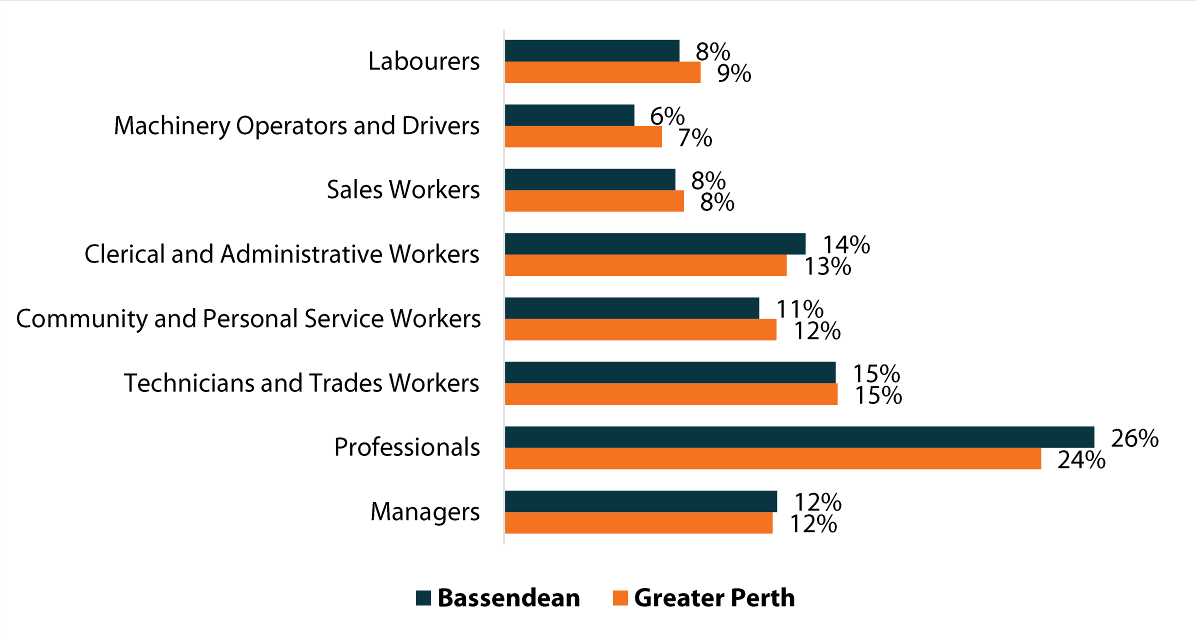


Source: ABS Census 2021

3.6 Occupation

The occupation of the Town's residents has been compared to Greater Perth residents (Figure 12). There is a slightly higher concentration of professionals and managers in the Town compared to Greater Perth, aligned with a more experienced workforce. In general, professional workers have greater levels of disposable income and will travel outside the Town for work, increasing the opportunity for expenditure leakage to other centres. Higher income earners tend to spend a greater proportion of their income on comparison goods (i.e. fashion, household goods, etc.), the Town could look to encourage more comparison retail offering in the Town Centre to reduce expenditure leakage. The Town Centre should also look to address any gaps in access to goods and services to retain a greater proportion of local expenditure.

Figure 12. Town of Bassendean and Greater Perth Employment by Occupation Group

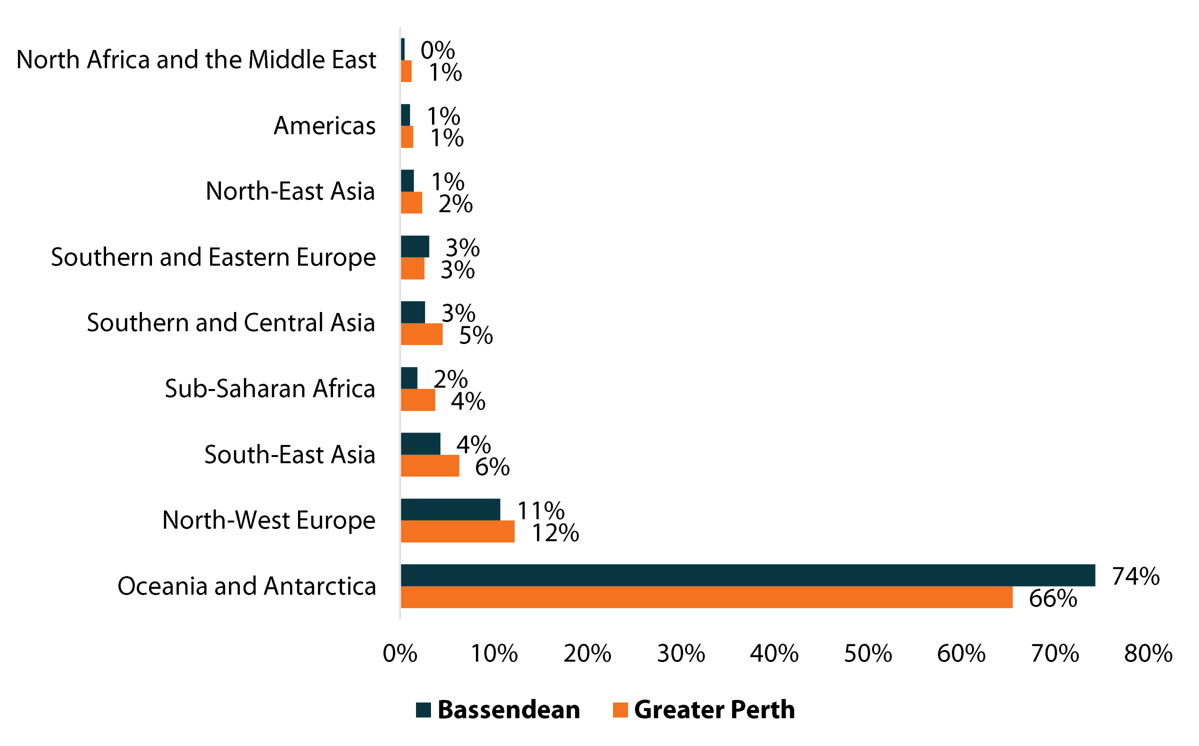


Source: ABS Census 2021

3.7 Cultural Diversity

The Town's cultural diversity has been compared to Greater Perth using country of birth data from the 2021 ABS Census (Figure 13). Oceania and Antarctica represent the most common place of birth of both the Town and Greater Perth, with 74% and 62% respectively. All other places of birth for the Town are lower compared to Greater Perth, with the exception of Southern and Eastern Europe being equal to the Greater Perth rate. This indicates that the Town Centre may face greater demand for specific goods and services catered to Australian-born persons' preferences. As density increases in the Town Centre a greater level of diversity may be achieved leading to the need for some diversification of offering.

Figure 13. Town of Bassendean and Greater Perth Region of Birth



Source: ABS Census 2021

From the demographic analysis conducted, the comparison between Greater Perth suggests that the Town Centre should:

- Ensure retail and non-retail offerings adequately address current population needs and address any current gaps
- Include appropriate services to support aging in place
- Allow for appropriate levels of activation and services to attract and support single persons and families with young children should population targets be achieved
- Offer goods and services catered to Australian-born persons' preferences with the potential need to diversify offering as density increases

4 ECONOMIC ANALYSIS

4.1 Commercial Vacancies

Floorspace to population ratios (service ratios) have been used to compare benchmark LGAs while accounting for the size of the population (Figure 14). Section 7 Floorspace Gap Analysis outlines the method behind the selected benchmarks.

Figure 14. Vacant Commercial Floorspace Analysis

Components	Bassendean	Claremont	Cambridge	Belmont	Cottesloe	Average
Population	15,093	10,055	26,782	39,685	7,594	**19,842**
Vacant Floorspace (m^2)	832	9,894	25,818	61,542	2,509	**20,119**
Vacancy Ratio (m^2)	0.06	0.98	0.96	1.55	0.33	**0.78**

Source: DPLH LUES 2015/17, ABS Census 2016[6]

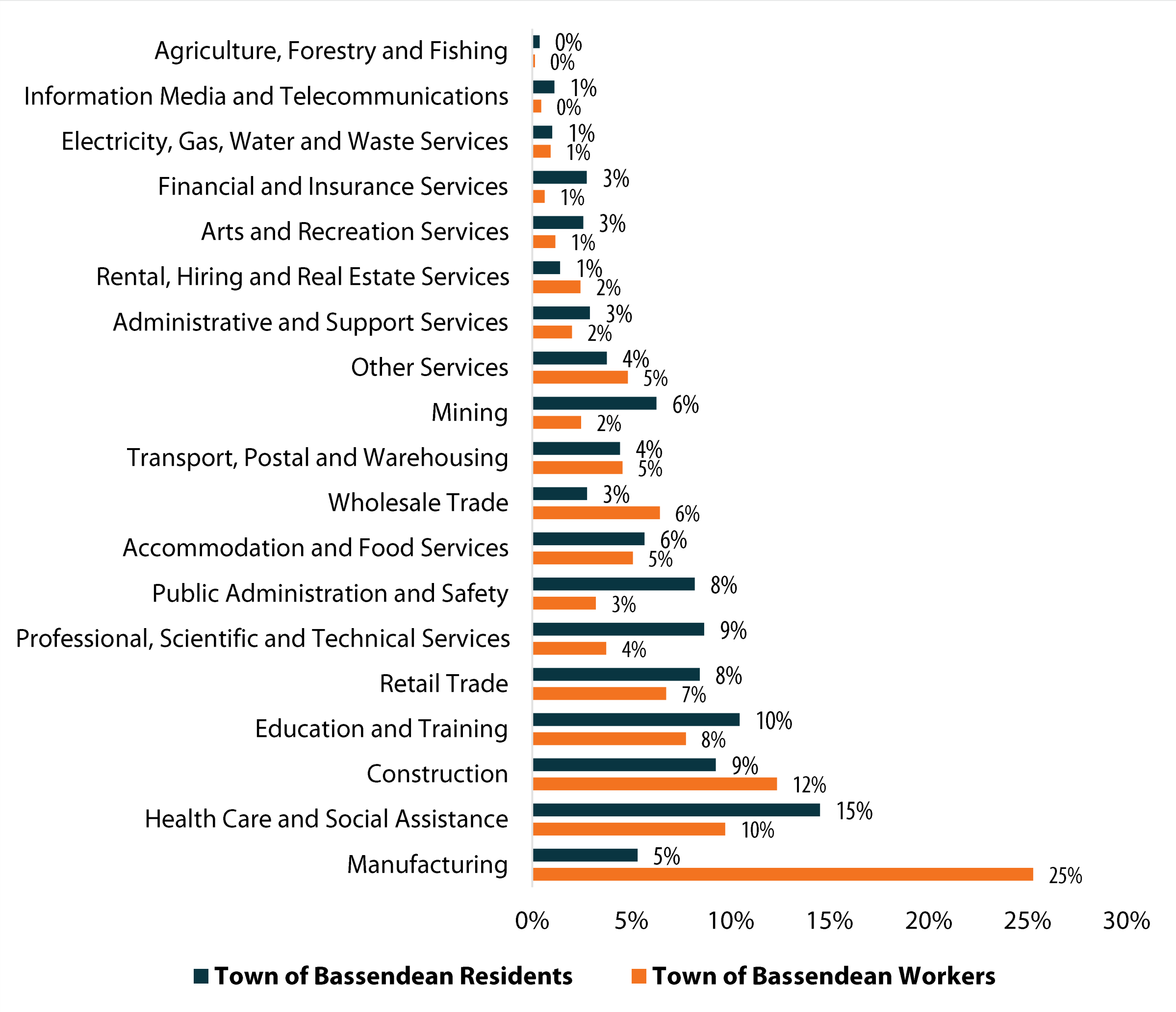
The Town has a low-level of vacant commercial floorspace relative to the benchmarks. The relatively high ratio in Belmont is likely representative of the higher supply of office space, which have fluctuating rates of occupancy. The Town's ratio being below the remaining benchmarks, which have similar proximities to the Perth CBD, indicates that commercial space in the Town Centre is performing well. The low ratio also indicates that the Town Centre has sufficient demand to expand the current commercial floorspace supply.

4.2 Industry of Employment

The industry of employment for Town residents and those who work in the Town have been compared (Figure 15). Residents predominately work in service industries, including health care (15%), education and training (10%), and professional services (9%). Those who work in the Town (a mix of locals and those from other LGAs) are predominantly employed in manufacturing (25%), construction (12%), and service industries (21%). The distribution of employment is broadly aligned between resident workers and available jobs in the knowledge-intensive industries (health and education), with the exception of professional services workers, having 5% more residents than jobs. This supports that Town residents who work in professional services, travel outside for work and perhaps increase the opportunity for expenditure leakage to other centres. The 20% more manufacturing workers than residents working in manufacturing presents an opportunity for the Town Centre. This would be to cater services to manufacturing workers during work hours, to pursue attracting the influx of workers and capitalise on the close proximity between the Ashfield Industrial Centre (where manufacturing workers likely work) and the Town Centre.

[6] ABS Census 2016 population data rather than ABS Census 2021 population data has been used, as it better represents the population at the release date of latest DPLH LUES floorspace data (2017).

Figure 15. Town of Bassendean Industry of Employment, Resident versus Workers



Source: ABS Census 2021

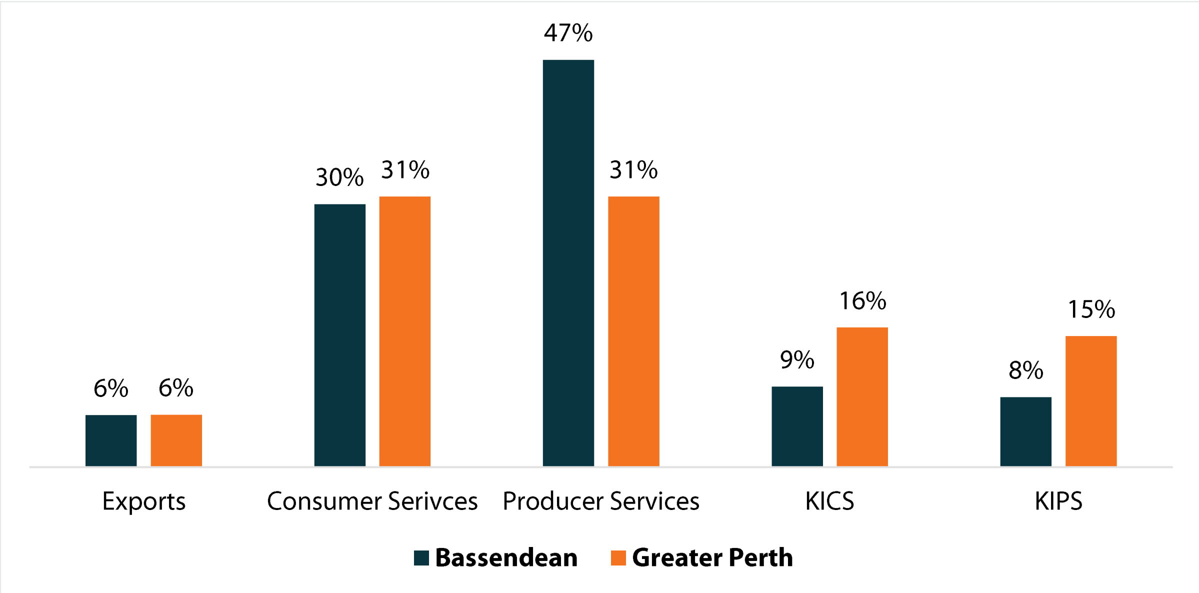
4.3 Employment Quality

Employment quality considers industry uses and required level of knowledge, with the following categories considered (see Section 11.3 Appendix 3: Employment Quality for further detail):

- Consumer Services – low skill population-based employment (i.e. retail)
- Knowledge Intensive Consumer Services (KICS) - high skill population-based employment (i.e. Health)
- Producer Services – low skill or trade related business to business services (i.e. cleaning services or mechanic)
- Knowledge Intensive Producer Services (KIPS) – high skill business to business employment (i.e. engineering)
- Exports – employment having to do with goods and services exported outside the country (i.e. mining)

The Town's employment quality for exports and consumer services is in line with that of Greater Perth (Figure 16). The Town has lower levels of knowledge-intensive consumer and producer services (KICS and KIPS). These tend to be higher paid occupations and their absence may indicate lower levels of disposable income. The Town has a notably higher level of producer services than Greater Perth (47% versus 31%), which is likely reflective of the higher number of manufacturing and construction workers seen in Figure 15. The Town has a lower level of strategic employment, the combination of exports and supporting knowledge-intensive producer services (KIPS), relative to the Greater Perth. By extension, providing strategic employment is not a focus of the Town Centre's role and its function as a District Centre. The Town has almost the same share of Consumer Services as the Greater Perth area indicating local employment roughly aligns with the average for access to retail goods and services.

Figure 16. Town of Bassendean Employment Quality



Source: ABS Census 2021, Pracsys 2024

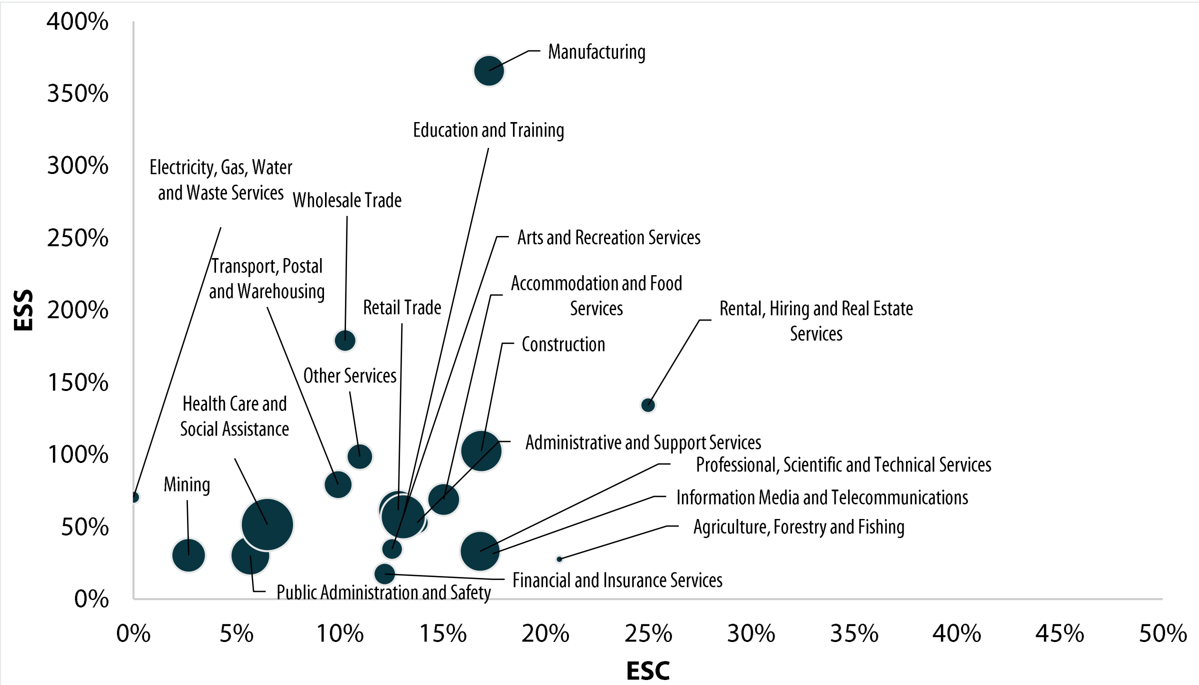
4.4 Employment Self-Sufficiency and Self-Containment

Employment self-sufficiency (ESS) reflects the ratio between the number of jobs available in a particular region and the number of people employed who live in the same region. It is a measure of the capacity for an economy to satisfy its own labourforce. A higher ratio (closer to 100%) is therefore desirable; it can also be assessed at an industry level to reflect optimal matching between the employment skillset of an area's residents and the employment opportunities available to those residents locally.

Employment self-containment (ESC) indicates the proportion of jobs located in a geographic area which are occupied by residents of that same area, relative to the total number of working residents in the area. It should be noted that ESS and ESC are primarily Sub-Regional concepts that should consider employment within an overall economy compared to the workforce living within that economy. Measurement of localised components (e.g. Bassendean) of a larger economy (Central Sub-Region) does not consider the individual roles of the development within the greater Sub-Region and does not therefore fully assess the sustainability of employment in adjacent local areas.

The Town's current performance against ESS and ESC metrics is illustrated in Figure 17 below. This analysis indicates that some of the Town's largest industries, such as health care, education and training, and construction, perform poorly against self-containment metrics, but relatively better in self-sufficiency metrics. This represents that residents are opting to travel outside of the Town to work, despite jobs in the same industry being provided in the Town. This indicates that jobs are relatively uncompetitive to adjacent LGAs and that the Town Centre could look to attract adjacent and new businesses in consumer services and knowledge-intensive service industries (which are relevant to the Town Centre) to improve the Town's employment self-containment. These types of employment are relevant to retail, entertainment, health and office type floorspace.

Figure 17. ESS and ESC of Town of Bassendean Industries



Source: ABS Census 2021

The Town's overall ESS is 77%, whilst the Town's ESC is only 12% with 7,724 resident workers and 5,294 jobs available locally.

The economic analysis conducted shows that the:

- Town has a low-level of vacant commercial floorspace relative to benchmarks, representing that the Town Centre has sufficient demand to expand the current commercial floorspace supply
- Large size of the Town's manufacturing workforce may present an opportunity for the Town Centre to attract additional consumer expenditure

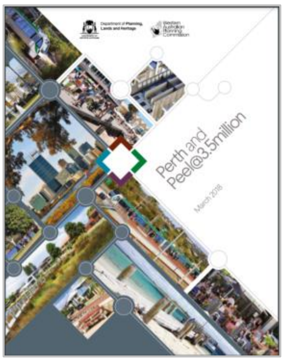
- The Town Centre could look to attract adjacent and new businesses in knowledge-intensive service industries to improve the Town's employment self-containment. Office, health and education floorspace types are relevant to these types of businesses
- The Town Centre could look to attract adjacent and new businesses in consumer service industries to improve the Town's employment self-containment. Entertainment and retail floorspace types are relevant to these types of businesses

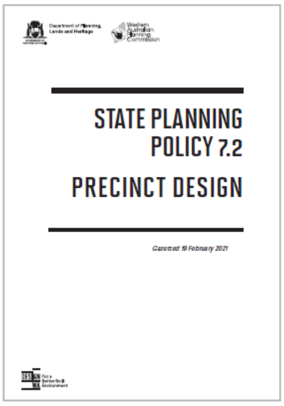
5 STRATEGIC CONTEXT

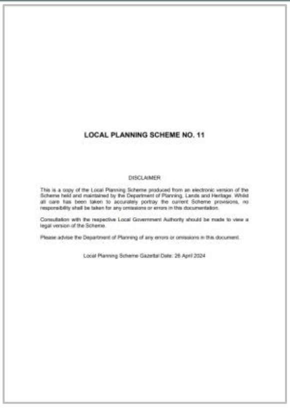
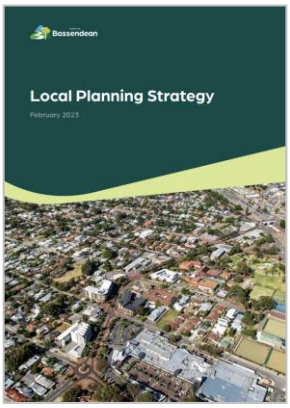
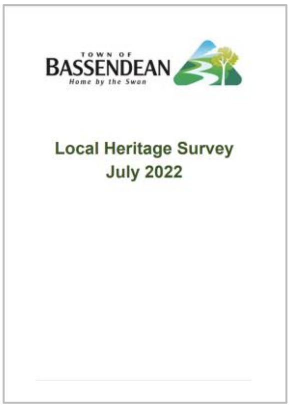
The State and Local planning frameworks and other contextual documentation was reviewed to identify relevant overarching objectives and to understand factors influencing future catchments and employment targets for activity centres.

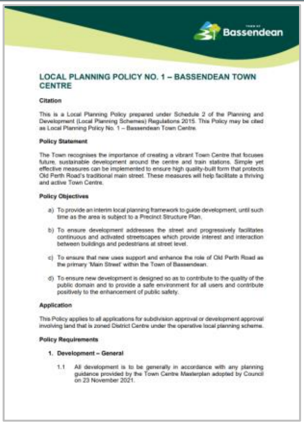
The following table summarises the key relevant planning and contextual documents and identifies critical aspects relevant to Bassendean Town Centre (Figure 18).

Figure 18. Strategic Alignment

Document	Summary	Directions Relevant to the Town
Perth and Peel @ 3.5million **Department of Planning, Lands and Heritage (2018)** 	Perth and Peel is a land use planning and infrastructure framework for Western Australia at a population of 3.5 million. A core aim is in promoting local employment opportunities to increase the number of people who live and work within the same region. This includes a focus on attracting strategic economic and employment land uses within the strategic metropolitan centres and key industrial centres, while maximising use of existing and proposed infrastructure.	• Future development can maximise existing infrastructure • Strengthen employment nodes to strengthen future, industry, commerce and community • Maintain and enhance employment self-sufficiency to reduce long and costly commutes and increase the economic sustainability of areas. • Leverage the opportunity to provide a mix of retail and entertainment uses to improve the liveability of the centre and attractiveness to visitors.
State Planning Policy 4.2 Activity Centres for Perth and Peel (2010) and **State Planning Policy 4.2 Activity Centres (2023)** 	Activity centres are multi-functional community focal points that vary in size and function. SPP 4.2 aims to develop activity centres which meet different levels of community need and enables employment goods and services to be accessed equitably and efficiently by the community. The density and diversity of housing in and around activity centres is maximised to improve land efficiency and housing variety. Development within activity centres aims to be well-designed, cohesive and functional and capitalises on the use of existing and planned infrastructure. Walking, cycling and public transport, to and between activity centres, should be maximised while private vehicle trips and dependence on parking is reduced.	• Activity centre function and characteristics details the main role and typical attributes and provides implementation guidelines. • Activity centre density targets identify average density and walkable catchment for centres with and without a station. • Diversity performance targets are diversity driven by land use, employment, proximity to public transport, etc. • Retail needs assessments are required to be undertaken for local planning strategies and district structure plans, and precinct plans which are > 5 years old. Implementation guidelines expanded. • New activity centres or the expansion and consolidation of existing activity centres does not unreasonably undermine existing centres. • Retail sustainability assessment (Net Benefit Test) focus on net benefit to the community. Only required for a major development that exceeds identified need or an out of centre development.

Document	Summary	Directions Relevant to the Town
	Identifies strategic, secondary, district, neighbourhood and local centres.	• Sufficient development intensity and appropriate land use mix is provided, that supports the role and function of activity centres and facilitates a competitive retail and commercial market. • The density and diversity of housing in and around activity centres is maximised to improve land efficiency and housing variety, and assist with delivering the objectives and outcomes of the strategic planning framework for the applicable region.
State Planning Policy 7.2 Precinct Design **Department of Planning, Lands and Heritage (2021)** 	Precincts areas that require a higher level of planning and design focus due to their complexity. Precinct types include activity centres (as per SPP 4.2) station precincts, urban corridors, residential and/or mixed-use areas, and areas identified by the WAPC.	• SPP 7.2 aims to ensure that precinct planning, and design is undertaken in a co-ordinated manner to accommodate growth and delivery quality-built environment outcomes which provide social, economic and environmental benefits. • The policy recognises the need to design and plan for a broader range of precinct-based contexts and conditions, including activity centres, stations, urban corridors, and infill areas.
Central Sub-Regional Planning Framework **Department of Planning, Lands and Heritage (2018)** 	This Planning Framework aims to establish a long-term integrated planning framework for land use and infrastructure, with a focus on guiding future infill growth in the Central sub-region. For the Town of Bassendean and other central LGAs, the framework identifies the level of dwellings and population in 2011 and their expected growth to 2050.	• Achieve more consolidated urban form and development. • Meet long-term housing requirements. • Strength key employment centres including activity centre to meet the future needs of commerce and the community. • Ensuring urban consolidation precincts have access to existing and future high-frequency public transport. • Encourage and guild increased connectivity between areas of open space.
Local Planning Scheme No. 11 **Town of Bassendean (2024)**	This scheme provides the aims and intentions for the defined zones in the Town.	The District Centres objectives are to • Provide a broad range of employment opportunities to encourage diversity, which are highly accessible.

Document	Summary	Directions Relevant to the Town
 LOCAL PLANNING SCHEME NO. 11 DISCLAIMER This is a copy of the Local Planning Scheme produced from an electronic version of the Scheme held and maintained by the Department of Planning, Lands and Heritage. Whilst all care has been taken to accurately portray the current Scheme provisions, no responsibility shall be taken for any omissions or errors in this documentation. Consultation with the respective Local Government Authority should be made to view a legal version of the Scheme. Please advise the Department of Planning of any errors or omissions in this document. Local Planning Scheme Gazettal Date: 26 April 2024	The scheme also controls types of uses and development allowed in defined zones. The scheme's aim has an emphasis on respecting the community vision for development, optimising and facilitating appropriate development around railway, and ensuring there is an appropriate transitional interface between industrial and residential land uses.	• Ensure a mix of commercial and residential development, catering to public transport and pedestrian links. • Provide different types of residential accommodation, including high density residential.
Local Planning Strategy **Town of Bassendean (2023)** 	This strategy sets out the long-term vision for the Town (informed by the community's input) within the scope of the zoning classifications detailed in the Town's Local Planning Scheme. The primary purpose of the strategy is to manage the land use change and development of the Town. Some key recommendations made with the strategy are for planning areas to be consistent with principles of urban consolidation and for local centres to be the focus for predominately commercial needs.	• The Bassendean Town Centre Precinct Structure Plan to be prepared. • Prioritise local employment. • Ensure heritage locations and buildings of historical value are recognised, cared for, and used. • Create public spaces and transport routes that encourage people to linger, interact, and enjoy. • Improve walkability and cycle-ability, including through infrastructure improvements. • Focus on economic growth within the Town Centre.
Local Heritage Survey **Town of Bassendean (2022)** 	In accordance with the Heritage Act 2018, this survey identifies places that are, or that might become, of cultural significance in the Town. Places identified in the list require development approval from the Town for demolition, alterations, or other development affecting the cultural heritage of the particular place.	• The Town has 289 places recognised on the Survey. • Although many heritage-protected places are located within residential areas, careful consideration will need to be given around the integration of heritage with any new land use and development arrangements.
Local Planning Policy No. 1 – Bassendean Town Centre (2024)	This Policy serves as an interim local planning framework for the Town Centre before a Precinct Structure Plan is endorsed for the Town Centre. The Policy reinforces the Town Centre that focuses future, sustainable development around the centre and train stations.	• New development is designed so as to contribute to the quality of the public domain and to provide a safe environment for all users. • Development should comply with policy requirements prescribed in Section 1. • Properties along Old Perth Road should comply with policy requirements in Section 2.

Document	Summary	Directions Relevant to the Town
 LOCAL PLANNING POLICY NO. 1 – BASSENDEAN TOWN CENTRE **Citation** This is a Local Planning Policy prepared under Schedule 2 of the Planning and Development (Local Planning Schemes) Regulations 2015. This Policy may be cited as Local Planning Policy No. 1 – Bassendean Town Centre. **Policy Statement** The Town recognises the importance of creating a vibrant Town Centre that focuses future, sustainable development around the centre and train stations. Simple yet effective measures can be implemented to ensure high quality-built form that protects Old Perth Road's traditional main street. These measures will help facilitate a thriving and active Town Centre. **Policy Objectives** a) To provide an interim local planning framework to guide development, until such time as the area is subject to a Precinct Structure Plan. b) To ensure development addresses the street and progressively facilitates continuous and activated streetscapes which provide interest and interaction between buildings and pedestrians at street level. c) To ensure that new uses support and enhance the role of Old Perth Road as the primary 'Main Street' within the Town of Bassendean. d) To ensure new development is designed so as to contribute to the quality of the public domain and to provide a safe environment for all users and contribute positively to the enhancement of public safety. **Application** This Policy applies to all applications for subdivision approval or development approval involving land that is zoned District Centre under the operative local planning scheme. **Policy Requirements** 1. Development – General 1.1 All development is to be generally in accordance with any planning guidance provided by the Town Centre Masterplan adopted by Council on 23 November 2021.		• Development should ensure that new uses support and enhance the role of Old Perth Road as the primary "Main Street" within the Town.
Town of Bassendean Masterplan (2021) 	Informed from community and stakeholder feedback, the Masterplan lays out the guiding principles and approach for the Town.	The Town Centre should strive to embrace the following guiding principles of the Masterplan: • A liveable town centre • An accessible town centre • A town centre that is open for business • A green and shaded town centre • A mix of old and new

Source: Pracsys 2024

6 RETAIL TRENDS

The Town should encourage development in line with current retail trends to maximise expenditure and overall demand. This should be undertaken within the policy outcomes specified in the SPP4.2., ensuring the establishment of a hierarchy of activity centres that promotes, employment, equitable access of goods and services and primacy of activity centres.

The identified trends highlight the fast-changing nature of retail that businesses need to adapt to. It is key to ensure that planning for activity centres allows for flexibility in uses and floorspace areas. The following trends are worth considering as activation and development opportunities arise (Figure 19)[7].

Figure 19. Retail Trends and Drivers

Trend	Description	Drivers
Conscious Retail	Conscious retail is increasingly keeping customers loyal to a brand /distributor.	Many consumers have made a lifestyle choice to have a smaller global footprint, support brands that provide better conditions for factory workers in developing countries, or support local products. Consumers are often willing to pay a premium for these products.
Data Retail	'Big Data' is being used to continually monitor and respond to changing consumer desires, shortening the product cycle.	Collecting and analysing data on retail sales is being used to inform all parts of the retail sale process, from supply 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's preferences or forecast demand and may find it difficult to remain competitive with those who do.
International Retail	The last few years have seen an influx of international brands penetrating the Australian market.	An untapped Australian market and Australian's demanding goods they can see online but cannot purchase locally. Additionally, the ability to geoblock products and charge higher prices in the Australian market has driven demand.
Omnichannel Retail	Digital marketing has been used to keep customers loyal to a brand/distributor.	The 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 a consumer may shop using both means at different times.
Mobile Devices	Accessing retail via mobile devices and integrating mobile devices.	Mobile devices are providing unprecedented 24/7 access to retail offerings.
Subscription retail	Subscription retail allows retailers to encourage increased loyalty and connection to their brand.	Retailers need a business model that 'locks in' customers to increase the threshold of switching brand

[7] 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

Trend	Description	Drivers
Fast Retail	Business models comprised of virtual stores accessible from anywhere with fast distribution networks.	Technology has enabled customers to decide when, how and where to go. Consumers are no longer beholden to opening times or physical geography, consumer desires rather than retailers are driving consumption.
Retailtainment	Entertainment as an integral part of the retail experience.	The popularity of online retail channels has resulted in physical retailers needing to provide a retail experience or social experience as a point of difference. Millennials integrate retail and entertainment as a single social experience.
Small Retail	Speciality shops and smaller floorplates are becoming more popular.	Smaller stores with more curated selections, and specialty shops with niche products and more knowledgeable staff are predicted to be more competitive than larger stores where products can be harder to find.
Personal Retail	Consumers are increasingly desiring products that can be personalised.	Consumers are going shopping with a strong idea of what they want, rather than shopping to see what is available and 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.
Ethical Consumerism	Consumers are considering the ethical and environmental impact of their purchases; where the product was produced and if it reflects their values.	This has been driven by a range of factors such as COVID-19, social media raising awareness around working conditions and environmental impact, news, Oxfam and other organisations that rate brands.
Ecommerce	The rise of online shopping coincides with a rise in e-commerce. Online shopping provides the ability of consumers to stay home and e-commerce has revolutionised who can be a retailer.	This has been driven by fast-paced lives, the rise of social media, more people starting online businesses. Online shopping is what customers are doing and ecommerce is what businesses are doing. This also means in-store shopping has to be enticing or convenient enough to attract consumers.
Buying Local	Supporting local businesses and individuals	Consumers are becoming increasingly willing to purchase from small businesses and locally. This has been accelerated through COVID-19 to support small, struggling businesses and due to a lack of imported goods.
Open Air Shopping Experiences	People are starting to prefer outdoor malls rather than enclosed malls.	People wanting to be in nature, prefer to walk between shops outside rather than in a shopping centre, however, the trade area pull is larger for indoors than outdoors
Circular Fashion	More consumers are turning to be a part of a circular economy model in which they consume and give away items in a more sustainable manner.	This has been driven by second-hand ecommerce like Etsy, people both buying and selling as individuals or small 'brands' and the growth of the sharing economy.
Authenticity	Customers are increasingly wanting to feel a personal connection with brands and are becoming more aware of manipulative advertisements.	Increased availability of information is making consumers more aware of marketing tactics. This is making consumers more inclined to purchase from brands/retailers they feel are authentic.

Trend	Description	Drivers
Virtual Reality	Retailers are increasingly looking to differentiate themselves through the integration of technology with the customer experience.	Augmented Reality (AR) and Virtual Reality (VR) technologies have had a significant impact on the retail sector. AR and VR provide immersive and engaging experiences for customers, enabling them to visualize and interact with products in new ways such as virtual storefronts. This trend can reduce the footprint required of physical stores.

Source: Pracsys 2024

7 FLOORSPACE GAP ANALYSIS

Floorspace gap analysis is a critical tool in urban planning that helps identify and address gaps in the supply and demand for floorspace within a given area. By comparing the current supply of floorspace to benchmark areas, gaps can be identified, and appropriate strategies can be developed to address them.

In this section, we will conduct a floorspace gap analysis to understand the current state of floorspace supply and demand in the Town. We will explore different types of floorspace based on the Department of Planning, Lands and Heritage (DPLH) Planning Land Use Categories (PLUC) and WA Standard Land Use Categories (WASLUC). Detailed definitions of PLUC have been included in Section 11.1 Appendix 1: PLUC Glossary. Four benchmark Local Government Areas have been used to identify gaps, the Towns of Claremont, Cambridge, and Cottesloe and the City of Belmont. These areas have been chosen for the following reasons:

- They have similar types of centres in their local activity centre hierarchy
- They share similar proximity to the Perth CBD
- The centres have train access, most surrounded by transit-oriented developments
- They are established suburbs, with a relatively older demographic

Gaps will be apportioned to the Town Centre based on its share of commercial floorspace in the Town's activity centre hierarchy and appropriate benchmarks out of the four identified. The analysis determined the following benchmarks were appropriate by PLUC category:

- RES gaps are benchmarked against an average of Claremont, Cambridge and Belmont
- The remaining gaps are benchmarked against all four LGAs

Floorspace to population ratios (service ratios) are used to provide relative comparisons and quantify potential gaps. The gap analysis will consider broader floorspace demand using PLUC codes.

7.1 Current Commercial Supply by PLUC

DPLH LUES 2017 data contains eleven commercial land uses categories. Shop/Retail floorspace accounts for approximately 53% of total floorspace within the Town's activity centres Commercial PLUC Gaps (Figure 20).

Figure 20. Town of Bassendean Commercial Floorspace by PLUC[8]

PLUC	Town of Bassendean Floorspace (m^2)
RET – Other Retail	660
ENT – Entertainment/Recreation/Cultural	3,109
SER – Service Industry	830
OFF – Office/Business	5,331
SHP – Shop/Retail	14,462
RES – Residential	770
STO – Storage/Distribution	420
UTE – Utilities/Communications	629

[8] There is no provision of MAN – Manufacturing or PRI – Primary Industry uses in the Town

PLUC	Town of Bassendean Floorspace (m²)
HEL – Health/Welfare/Community Services	967
Total	**27,178**

Source: DPLH LUES 2015/17

Types of floorspace the Town of Bassendean has the highest concentration in:

- SHP – Shop/Retail
- OFF – Office/Business

Activity centre floorspace where the Town seems to have a lower concentration include:

- HEL – Health, Welfare and Community Services
- RES – Residential (includes commercial and non-commercial uses)

The Town Centre's proximity to Perth CBD and proximity to a train station indicates that further development of Office/Business floorspace provision may present a strategic opportunity.

7.2 Commercial PLUC Gaps

Population-level PLUC gaps have been estimated based on a comparison of the Town's activity centre floorspace (commercial centres in the Land Use and Employment Survey) to the benchmarks' centre floorspace (Figure 21). The following gaps are based on all commercial floorspace in the bencmarks, some of which are not relevant to the Town's activity centres (see Section 7.3).

Figure 21. Town of Bassendean PLUC Gaps

PLUC	Town of Bassendean Floorspace Gap (m²)
RES	22,188
ENT	2,661
SER	2,650
RET	2,652
HEL	2,072
UTE	4,364
STO	5,586
SHP	14,613
OFF	27,212
Total	**83,998**

Source: DPLH LUES 2015/17, Pracsys 2024

Within the Town Centre there are significant potential gaps in the provision of Office/Business, Shop/Retail, and Residential uses. The low Vacant Floor Area (VFA) suggests that the Town Centre has high performing activity centres that are underproviding for the current population (especially in Shop/Retail floorspace). Other gaps that are most relevant to the Town Centre include Office, Entertainment, Residential, Other Retail, and Health. The full extent of gaps is not appropriate to be addressed at the centre which focuses on the daily and weekly shopping needs of a local community. A detailed assessment of the gaps at a WASLUC level has been undertaken to refine relevant gaps.

7.3 Detailed WASLUC Commercial Gaps

Commercial WASLUC gaps have been identified to provide an understanding of the potential mix of uses that could eventuate for the Town Centre. This assessment has been used to identify significant and relevant local strengths and gaps (Figure 22).

Figure 22. Town Centre WASLUC Strengths and Gaps

PLUC	Strengths	Gaps
ENT	• Drinking Places - Hotels	• Gymnasium Health Club • Art and Cultural Centre
OFF	• Foreign Government Representation	• Other Specialist Medical Practices • Real Estate Operators • Accounting Services • Dental Practices • Other Professional Services
SHP	• General Merchandise • Second-hand Merchandise	• Department Stores • Restaurants, Cafes & Function • Furniture Retail • Beauty Salons
RES		• Multiple Dwellings (1-3 and 3+ Storeys) • Motels • Town Houses
HEL		• Community Organisations • Churches, Synagogues & Temples
RET		• Furniture Retail • Light Fittings Retail
SER	• Building Construction	• Laundering, Cleaning, and Dry-Cleaning Services • Plumbing, Heating, and Refrigeration
UTE	• Telecommunication Facilities Operation	• Undercover Parking
STO	• Drinking Places - Hotels	• Other Machinery, Industrial Equipment Supplies • Other Warehousing and Storage

Source: DPLH LUES 2015/17, Pracsys 2024

Commercial WASLUC gaps have been aligned with broader floorspace categories to provide an understandable potential mix of uses that could eventuate at Town Centre to address the relative need of the community (Figure 23). The large gap of Professional Services and Real Estate Offices/Businesses is an opportunity for the Town Centre to expand. This would help retain the travelling residents who work in professional services. Expanding the high-density dwelling offerings would help activate the District Centre by promoting high pedestrian traffic and better connection to the centres and assist the Town in meeting population targets.

Figure 23. Town Centre Summarised Gaps

PLUC	Gap (m^2)	Summarised Category
ENT	1,239	Gymnasium and Sport Community Facility
		Libraries
		Art and Cultural Centre
HEL	796	Church and Community Organisations
		Welfare and Charitable Services
RES (non-commercial)	16,791	Units / Apartments
		Town Houses
OFF	4,113	Professional Services
		Real Estate
RET	718	Furniture Retail
SER	235	Light Fittings Retail
UTE	2,465	Undercover Parking
STO	1,053	Other Machinery and Equipment Supplies
		Other Warehousing and Storage
Total Commercial	**10,620**	

Source: DPLH LUES 2015/17, Pracsys 2024

8 NEEDS ASSESSMENT

The Needs Assessment has projected the demand for SHP and Non SHP floorspace in activity centres over time. Two methods were used for projecting floorspace demand:

- SHP: Shop/Retail floorspace was projected using gravity modelling. This incorporates current and known future supply with spatial data for demand based on household income and expenditure
- Non SHP: all other commercial (Non Shop/Retail) floorspace[9] is projected based on the identified floorspace gaps apportioned across centres based on their current size. Centre floorspace is then projected based on modelled Shop/Retail floorspace growth, accounting for changing supply and demand

8.1 Demand Analysis

Trade Area

The catchment, or trade area, is the spatial boundary from which commercial floorspace generates most of its customers. The trade area definition allows for the measurement of the number of potential customers, their expenditure potential, and an assessment of the competitive environment. The trade area for the Needs Assessment was developed in consideration of the users and competitors of the Town's largest activity centres and the extent of the Town's activity centre hierarchy. It aligns predominantly with the District classification of the Town Centre and extends 10km radially from the Town Centre. As the Town does not have secondary or strategic centres, residents will leave the immediate area for a number of services and offerings. The modelled trade area for the Town's activity centres extends to the Cities of Swan, Stirling, Baywater, and Belmont. The trade area also extends to small parts of the Shire of Mundaring, City of Kalamunda, and Town of Victoria Park (Figure 24). The trade area is used in the gravity model and ensures that all centres that could reasonably influence the viability of, and be impacted by, the Town Centre are included in the Needs Assessment.

[9] Non SHP Floorspace represents the summation of MAN, OFF, PRI, STO, RET, SER, ENT & RES floorspace.

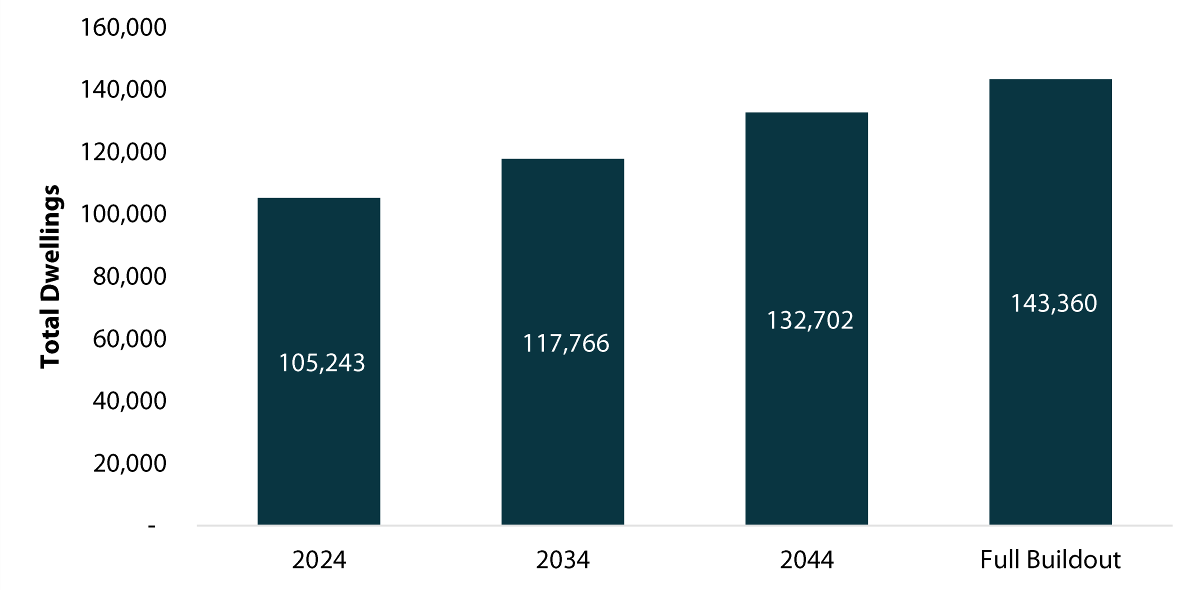
Figure 24. Trade Area Boundary

Source: Pracsys 2024

The trade area of the Town Centre contained approximately 102,000 dwellings in 2021. Based on dwelling growth forecasts, the number of dwellings in the trade area is expected to be 105,000 in 2024 (Figure 25). By 2034, the number of dwellings is expected to increase to 118,000, reflecting a forecast increase in dwellings of 12 per cent[10]. At full buildout, the number of dwellings in the trade area is projected to reach 143,000 reflecting a 36 per cent increase from the current level. As the central metropolitan sub-region is largely developed, this growth can be expected to occur in the form of increases in density.

[10] Dwelling forecasts for the Town of Bassendean within the trade area are in accordance with the dwelling forecasts stipulated in the Town of Bassendean 2023, *Local Planning Strategy.* This is the average of the low-growth and mid-growth dwelling growth scenarios.

Figure 25. Trade Area Dwelling Growth



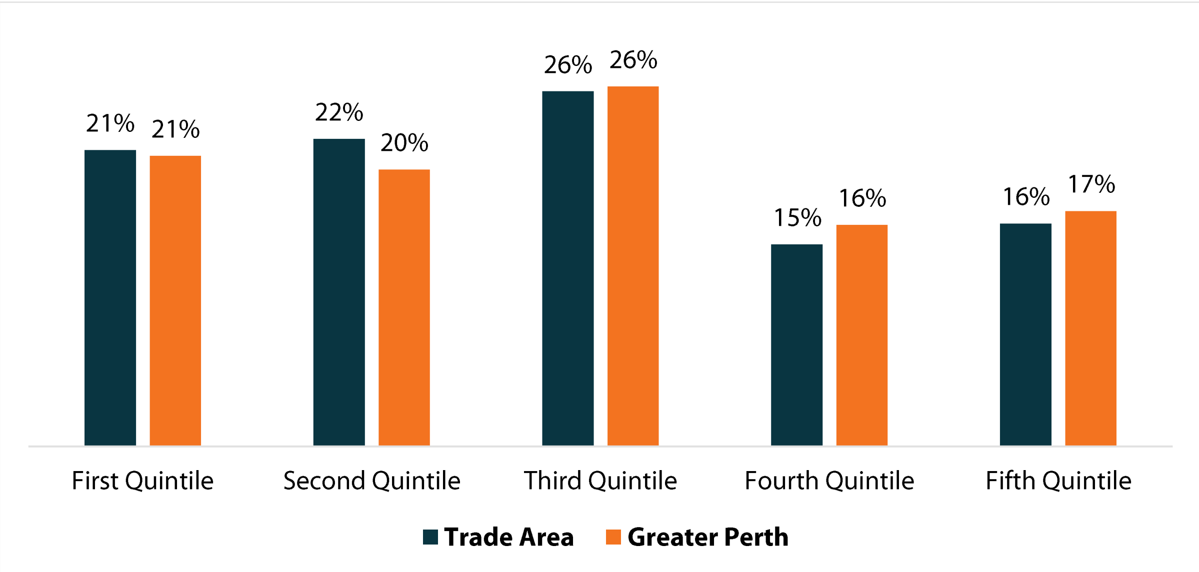
Source: ABS Census 2021, WA Tomorrow 2021, Town of Bassendean 2023

Income and Expenditure

Trade area household income levels contribute directly to the success of retail developments, as the level and composition of spending on retail goods and services is primarily determined by household income. Households in the trade area have been equally distributed into five levels of weekly income. Generally, lower-income quintiles spend a higher proportion of their income on basic goods and services; upper-income quintiles have more disposable income available to spend on comparison retail items.

2021 ABS Census data has been used to assess the distribution of household income within the trade area (Figure 26).

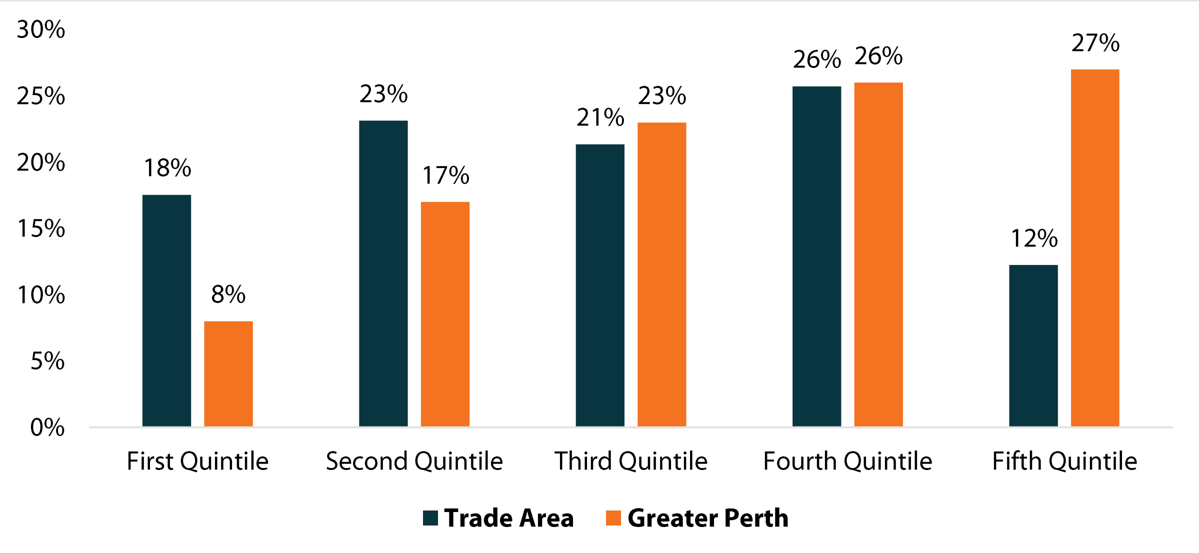
Figure 26. Trade Area and Greater Perth 2021 Weekly Income Profile



Source: ABS HHES Survey 2017/18, ABS Census 2021

Compared to the Greater Perth benchmark, the trade area's income composition is broadly similar. Incomes in the trade area are represented slightly less in the higher quintiles (1% less) and more in the second quintile (22% versus 20%). This composition of household income for the trade area and Greater Perth was likely impacted by the negative impacts of COVID-19. As such, 2016 ABS census data has been used to compare the areas without the effect of COVID-19 (Figure 27). The trade area appears to have a greater concentration of households in the two lowest quintiles compared to Greater Perth (18% versus 8% and 23% versus 17%, respectively), whilst the smaller representation in the fifth quintile shrinks (12% versus 27%). This indicates that the trade area's has a lower average household income relative to Greater Perth. The difference in the low quintiles and fifth quintile reflects the trade area's age profile, as the trade area has a higher proportion of people over 60 years of age, who likely have reduced income[11]. These households are likely to prioritise convenience retail purchases including groceries, food and pharmaceuticals.

Figure 27. Trade Area and Greater Perth 2016 Weekly Income Quintiles

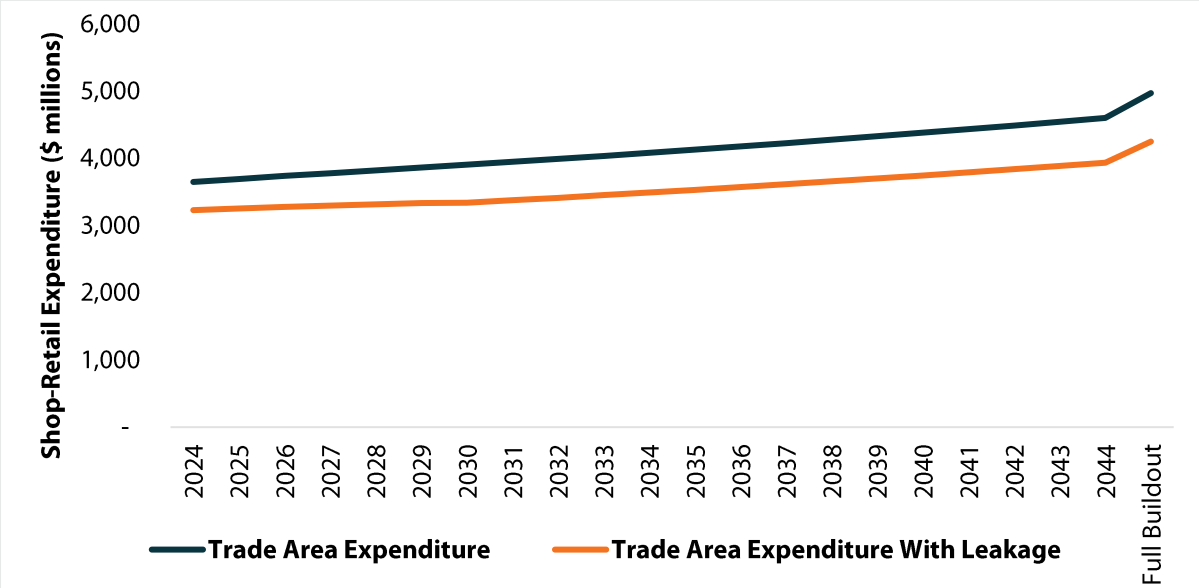


Source: ABS HHES Survey 2017/18, ABS Census 2016

ABS Household Expenditure Survey data was used to estimate the the total expenditure pool of the trade area. The model combines the propensity to spend on commodities based on household income quintiles to derive the total Shop/Retail expenditure in the area (Figure 28). Given projected household growth, Shop/Retail expenditure is estimated to increase from $3.6 billion in 2024 to $5.0 billion at full buildout, reflecting growth of 36%. The increase in trade area expenditure reflects the expansion in residential dwellings expected to occur over the next 20 to 30 years. Some of this turnover is projected to be lost to online leakage; however, the effect of online leakage on the viability of the Town Centre is expected to be minimal.

[11] RBA 2020, *Demographic Trends, Household Finance, and Spending*

Figure 28. Trade Area Shop/Retail Expenditure



Source: ABS Census 2021, ABS HHES Survey 2017/18

8.2 Supply Analysis

This section provides an overview of the activity centre environment within the trade area and Town of Bassendean and floorspace values for the activity centres themselves. Existing retail floorspace supply within the trade area has been derived through data from multiple sources, including:

- The Department of Planning Land Use and Employment Survey (LUES) 2015/17
- Property council shopping centre directory (2021)
- Secondary Research (various structure plans, property manager websites, etc.)

The gravity model accounts for current and known future supply. The Town's activity centres in 2024 include an estimated 14,500m^2 of Shop/Retail floorspace (Figure 29), approximately 3% of the total Shop/Retail supply within the trade area. Non Shop/Retail floorspace accounts for all commercial floorspace with the exclusion of Shop/Retail uses. The Town's activity centres include an estimated 10,300m^2 Non SHP, approximately 0.8% of the trade area.

Figure 29. Trade Area Current SHP and Non SHP Floorspace

Classification	LUES Name	Centre Name	SHP (m^2)	Non SHP (m^2)
Town of Bassendean				
District	BASSENDEAN VILLAGE	Hawaiian's Bassendean	11,980	9,060
Local	EDEN HILL	Eden Hill Centre	160	500
Local	IDA STREET	Ida Street Centre	1,522	530
District	COLSTOUN ROAD	Ashfield Centre	725	220
Neighbourhood	WEST ROAD	Last Crumb Cake Co	75	0
Total			**14,462**	**10,310**
Other Key Centres				
Secondary	MIRRABOOKA SQUARE	The Square Mirrabooka	62,544	34,246
Secondary	BELMONT T.C.	Belmont Forum	43,148	16,318
Specialised		Perth Airport	41,817	(Business / Industrial)-
Strategic	MORLEY-GALLERIA	Morley Galleria	98,659	115,199
Strategic	MIDLAND CENTRE	Midland Gate	87,549	92,998
Total			**329,183**	**258,761**
Other Remaining Centres				
Total			**287,548**	**1,026,869**

Source: DPLH LUES 2015/17, Pracsys 2024

The trade area includes a wide range of retail and non-retail offerings, from strategic and secondary centres, such as Midland, Morley, Belmont, and Mirrabooka, to various district, neighbourhood, and local level centres.

A desktop analysis and review of planning documentation within the trade area's Local Government Areas was undertaken to identify any major expansions to future Shop/Retail floorspace developments in the trade area. The centres have been accounted for in the modelling based on their development timeframe. Centres reached full buildout in 2050 where a timeframe was not provided. The supermarket developments and centre expansions included are outlined in Figure 30. Data for Non-SHP retail expansions is not as readily available and is accounted for in the method for developing floorspace projections.

Figure 30. Expansions

Description	Location	Expansion (m^2)	Year of Completion
Spudshed	Midland	4,195	Pre 2024
Woolworths	Midvale	6,335	Pre 2024
Woolworths	Inglewood	4,990	Pre 2024
Woolworths	Highgate	3,500	Pre 2024
Aldi, food precinct, and speciality stores	Belmont Forum	9,048	Pre 2024
Reported Expansion	Perth Airport	10,492	2030
Reported Expansion	Morley Galleria	52,860	Long-term expansion[12]

Source: Pracsys 2024

[12] The Morley Galleria currently has sufficient demand and community support to expand. Due to Vicinity Centres' reported delays in expanding, the expansion has been modelled to take place between 2029 and 2049.

8.3 Dwelling Growth Scenarios

The floorspace projections for the Town's activity centres have been based on dwelling estimates outlined in the Town of Bassendean Local Planning Strategy's (LPS) dwelling growth scenarios:

- Scenario 1 is an outcome of the LPS' low-growth scenario
- Scenario 2 is an outcome of the LPS' medium-growth scenario
- Scenario 3 is an outcome of the LPS' high-growth scenario

The number of dwellings at full buildout for each scenario is shown in Figure 31.

Figure 31. Town of Bassendean Dwelling Growth Scenarios

Scenarios	Summary	Dwellings (Full Buildout)
N/A	Current Dwellings	6,303
Scenario 1	Low Growth	9,183
Scenario 2	Medium Growth	10,332
Scenario 3	High Growth	11,482

Source: ABS Census 2021, Town of Bassendean LPS 2023, DPLH 2021

8.4 Model Calibration

The Needs Assessment uses gravity modelling to estimate the expected level of productivity for each activity centre in the Town and broader assessment area. The gravity model's estimates of centre turnover were calibrated against known or modelled turnover data where possible (Figure 32). Where centres were near the border or outside of the trade area, the approximate proportion of their expenditure expected to be derived from the trade area was used to adjust their turnover (i.e. As Morley, Midland, Mirrabooka, and Belmont would have a trade area that is greater than the Town Centre's trade area, the total turnover was adjusted to only reflect turnover from the area that is overlapping between trade areas).

Figure 32. Available Turnover Data

Shopping Centre (related activity centre)	Turnover ($)	% from Trade Area
Belmont Forum (Belmont T.C.)	399,023,724	44%
Mirrabooka Square (Mirrabooka)	266,867,483	35%
Midland Gate (Midland Centre)	510,000,000	70%
Morley Galleria	694,400,000	56%

Source: Vicinity Centres 2022, Property Council Shopping Centre Directory 2021

Where published data was not available, a scan for outliers (centres where the gravity model may have distributed too much or too little expenditure) was undertaken. The model ensures that centres in the Town will only increase in floorspace if their productivity achieves a benchmark level at a given point in time (Figure 33).

Figure 33. Benchmark Floorspace Productivity

Centre Type	Benchmark Floorspace Productivity ($/m^2)
Strategic	8,016
Secondary	8,016
District	9,241
Other Retail Centre (including Highway Commercial)	7,237
Local or Neighbourhood Centre	9,018

Source: Property Council 2021, escalated to 2024 dollars

Larger centres typically hold a greater mix of less productive land uses (i.e. clothing retail has a lower floorspace productivity than a supermarket) resulting in a lower benchmark floorspace productivity.

8.5 Shop/Retail Floorspace Projections

Projections indicate that Town Centre can support between 17,100m^2 and 18,800m^2 Shop/Retail floorspace at full buildout (Figure 34). This is an increase of between 5,100m^2 and 6,900m^2 Shop/Retail floorspace at full buildout to meet community need.

Figure 34. Town Centre Shop/Retail Floorspace Projections (m^2)

Scenario	2024	2029	2034	2039	2044	Full Buildout
Scenario 1	11,980	12,859	13,651	14,633	15,703	17,122
Scenario 2	11,980	13,134	14,068	15,189	16,398	17,984
Scenario 3	11,980	13,409	14,486	15,745	17,093	18,846

Source: Pracsys 2024

8.6 Non Shop/Retail Floorspace Projections

Non Shop/Retail floorspace in the Town has been projected by:

- Subtracting the Shop/Retail floorspace from total commercial floorspace to get current Non Shop/Retail floorspace
- Applying the identified activity centre gaps to relevant centres. It was assumed gaps would be addressed over a ten year period
- Using the forecast change in Shop/Retail floorspace based on gravity modelling to grow only the current floorspace provision

Non Shop/Retail floorspace gaps have been identified in Section 7 Floorspace Gap Analysis and represent potential opportunities for the Town to expand its commercial offerings. The total non SHP gap identified for the Town of Bassendean amounts to approximately 43,500m^2. Gaps that could reasonably be addressed by the Town Centre based on size, location, existing uses and centre classification have been attributed to the activity centre (Figure 35). The allocation of undersupplied floorspace leads to an additional Non Shop/Retail floorspace of approximately 10,600m^2. Including the identified gaps ensures that the local provision of floorspace meets benchmarked levels of service provision.

Figure 35. Town Centre Non Shop/Retail Gap Allocation

Floorspace PLUC	Allocated Gap (m²)	Assumption
ENT	1,239	The Town has a gap in ENT floorspace of 2,019m² in which is relevant to the Town Centre. As the Town Centre forms 61% of the Town's total District Centre size (Bassendean District Centre and Ashfield District Centre)[13], the gap has been appropriately allocated to reflect the centre's existing role and capacity. A more detailed analysis indicated that this gap may be addressed by establishing land uses such a sport leisure centre, libraries, and art and cultural centre.
HEL	796	There is an opportunity to expand the Town Centre's community and church organisations at a scale that services the needs of the local demographic. The allocated gap reflects the Town Centre's existing role in the Town, with 61% of the Town's total District Centre size.
OFF	4,113	OFF is the largest identified gap and represents an opportunity for the Town Centre to expand in land uses, especially in population-driven services, such as professional services and real estate.
RET	718	According to DPLH LUES 2015/17, the Town Centre currently holds 68% of the current RET floorspace in the Town of Bassendean. The identified gap mostly includes furniture and light fittings retail, and represents an opportunity to expand across the Ashfield District Centre and Town Centre.
SER	235	All of the SER floorspace is currently located in the Town Centre. The Town Centre has a further opportunity to expand its current services in cleaning and plumbing equipment services.
UTE	2,465	All of the UTE floorspace is currently located in the Town Centre, which will likely be distributed between the Ashfield District Centre and Town Centre in the future. The main opportunity to expand is in providing more undercover parking.
STO	1,053	Approximately half of the current STO floorspace is spread across the Ashfield District Centre and Town Centre. The gap in the future can be spread across the two, mainly in other machinery supplies and other warehousing and storage.
SHP	0	The SHP floorspace gap is accounted for in the gravity model.
MAN & PRI	0	Gaps associated with these floorspace categories were deemed not suitable for the Town Centre as they are associated with large format land uses. The Town Centre lacks the appropriate quantity of developable land to support these services.
Total	**10,620**	

Source: Pracsys 2023

The gap floorspace has been allocated distributed evenly over five-year periods to 2029 and 2034 to reflect the potential timeline over which the gap could be addressed.

It is estimated that the Town Centre's Non Shop/Retail floorspace would grow to 25,800m² in Scenario 1 at full buildout. In Scenario 2 and 3, the Town Centre can reach approximately 26,600m² and 27,400m², respectively

[13] The Town's total District Centre size accounts for the future expansion of the Ashfield District Centre, as outlined in the Town of Bassendean 2023, *Local Planning Strategy*. The size is calculated by land area.

(Figure 36). This is an increase of between 15,200m^2 and 16,700m^2 Non Shop/Retail floorspace at full buildout to meet community need.

Figure 36. Town Centre Non Shop/Retail Floorspace Projections (m^2)

Scenario	2024	2029	2034	2039	2044	Full Buildout
Scenario 1	10,656	16,747	22,762	23,635	24,587	25,849
Scenario 2	10,656	16,992	23,133	24,130	25,205	26,616
Scenario 3	10,656	17,237	23,505	24,625	25,824	27,383

Source: Pracsys 2024

8.7 Employment Projections

The employment supported by activity centres has been estimate based on employment to floorspace ratios for Shop/Retail and Non Shop/Retail (Figure 37).

Figure 37. Floorspace to Employment Ratios

Floorspace Ratio	Floorspace to Employment Ratio	Floorspace Application
Current Bassendean Shop/Retail	35m^2 per job	Applied to Shop Retail Growth
Current Bassendean Non Shop/Retail	23m^2 per job	Applied to Population Driven Non Shop/Retail Growth
Greater Perth Non Shop/Retail	94m^2 per job	Applied to Gap in Non Shop/Retail Floorspace

Source: DPLH LUES 2015/17

These ratios have been applied to floorspace projections; it is estimated that under Scenario 1, employment in the Town Centre can increase from 809 jobs to 1,212 jobs at full buildout (Figure 38). Scenario 2 will result in 1,270 jobs and Scenario 3 will support a total of 1,329 jobs. This is an increase of between 404 jobs and 520 total jobs at full buildout in line with floorspace growth over the same period.

This increase in employment will support the Town Centre in meeting its role as a District Centre to provide a diversity of employment opportunities according to SPP4.2.

Figure 38. Town Centre Employment Projections by Land Use

Land Uses	Scenario	2024	2029	2034	2039	2044	Full Buildout
Shop-Retail	Scenario 1	343	368	390	418	449	490
	Scenario 2	343	375	402	434	469	514
	Scenario 3	343	383	414	450	489	539
Non Shop-Retail	Scenario 1	466	557	588	626	668	723
	Scenario 2	466	568	604	648	695	756
	Scenario 3	466	578	620	669	722	790
Total	Scenario 1	809	925	978	1,044	1,117	1,212
	Scenario 2	809	943	1,006	1,082	1,163	1,270
	Scenario 3	809	962	1,034	1,119	1,210	1,329

Source: Pracsys 2023, DPLH LUES 2015

Contribution to ESS

This section provides an analysis of the Town of Bassendean's ESS and the Town Centre contribution to meeting the ESS target. Section 4.4 Employment Self-Sufficiency, finds that the Town currently has an ESS of approximately 77% compared to the 2018 Central Sub-Regional Planning Framework ESS target for the region of 139.7% by 2050. It is assumed that maintaining the Town's current level of ESS is more appropriate than reaching the Central Sub-Regional target. The 139.7% target is reflective of other LGAs in the Central Sub-Region with ESSs of over 200% because of their proximity to the CBD and a greater level of strategic industry.

The Town requires an additional 3,121 jobs to uphold the Town's current ESS should the Town population meet the infill population target[14], assuming the local labour force participation rate remains constant. The Town Centre will need to support 477 additional jobs, as it comprises 15% total employment in the Town. Employment projections reveal the Town Centre will contribute to meeting this value at full buildout by providing between 404 - 520 additional jobs. Any additional jobs will likely need to be provided by Strategic job opportunities that are not related to population growth.

[14] Department of Planning, Lands and Heritage 2018, *Central Sub-regional Planning Framework*

9 IMPLEMENTATION RECOMMENDATIONS

9.1 Support High Performance Centres

Principles of economic activation are key to the development of vibrant and viable activity centres. Pracsys uses Six Principles of Economic Activation to assess the relative performance of centres from an economic perspective. This includes how key anchors such as supermarkets drive pedestrian traffic (activation), how businesses can benefit from this pedestrian traffic, and suitable locations for less high traffic uses such as other retail. A summary of six principles has been included that can be applied by the Town when considering the suitability of potential developments options (Figure 39). This is seen as a critical opportunity for improving the performance of the Town Centre.

Figure 39. Summary of the Six Principles of Economic Activation

Activation Principle	Summary
1. Purpose of Place	**The role of the Centre based on its size and classification:** • Addresses the question – what does this place represent to its target user population (residents, workers, visitors)? This should link to the SPP4.2 identified roles of centre classifications.
2. Access – Arrival Points	**This refers to how centres are accessed by users (the arrival points):** • Decisions about access begin 5km from the place • Transport networks should be planned to travel through centres (not bypass them) – ensure the design funnels people and traffic into the core • Pedestrian congestion and a mix of transport nodes is beneficial to activation • It is better to arrive at the ''front door' of the place, not around the back or in the side

3. Origins – Car Parking and Transport Nodes	**Origins are nodes from which pedestrian movements begins:**
	• Parking, multi-storey development and transport nodes are the drivers of pedestrian movement
	• Strategic distribution of car parks and transport nodes will optimise pedestrian movement
	  ○ Location is more important than numbers
	  ○ Space the origins around the periphery of centre
	  ○ Street parking is important (for commercial areas)
	  ○ Apply use fees to ensure turnover of parking but not so much that consumers do not park at all
	  ○ Relax time limits in appropriate areas to ensure customers have time to undertake shopping trip relevant to proximate uses

4. Exposure – Pedestrian Movement	**Exposure indicates Active Frontages that are exposed to high levels of pedestrian traffic:** • Economic activation is driven by the frequency and concentration of transactions • Channel movements and concentrate transactions by pushing people past as many shop windows as possible • Rents and sales are directly related to pedestrian traffic (e.g. a butcher will pay higher rent to be at supermarket entry) • Minimise possible routes from origin to destination points (e.g. car park to main attraction) as architectural "permeability" is not always a good thing for business viability

Activation Principle	Summary

5. Destinations – Major attractions	**Destinations are areas that attract high concentrations of customers/people:**
	• Identify main destination – what will bring users into the core?
	• Assess user behaviour
	  ○ Number of visits
	  ○ Timing of visits (time of day, seasonality)
	• Give major destinations special treatment
	  ○ Understand what they need
	  ○ Build centre around them
	• Amplify the impact of attractions by creating support amenity and infrastructure to maximise frequency, length of stay and expenditure

6. 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** • Tenure control is vital for overall development success – determine which sites (supporting what uses) must stay in public ownership • Identify active frontages and take control of key sites or implement appropriate planning measures (i.e. a set of preferred uses for a site) • Corner sites drive uses on either side (more appropriate for high turnover uses such as a café where there is high pedestrian traffic) • Not all areas in a place need to be active – be selective

Source: Pracsys 2024

9.2 Town Centre Economic Activation Analysis

The six principles of economic activation have been used to assess the performance of the Town Centre based on its built form and surrounds (Figure 40). The assessment considers the activity centre's current urban form and layout against the planned urban form.

Figure 40. Town Centre Economic Activation

Activation Principle	Current Urban Form	Planned Urban Form
Purpose of Place	According to SPP4.2: 'District Centres have a greater focus on servicing the daily and weekly needs of residents. Their relatively smaller scale and catchment enables them to have a greater local community focus [compared to a secondary centre) and provide services, facilities and job opportunities that reflect the needs of their catchments. Many District Centres also have a specialisation such as tourism or entertainment which serves a wider catchment. District Centres with a rail station should be a focus for medium and high-density housing and employment growth'. The Town Centre offers a mix of services and job opportunities that align with the local focus of a District	**TBD**

Activation Principle	Current Urban Form	Planned Urban Form
	Centre however, the centre does not currently have designated tourism or entertainment offerings, which will become increasingly important as residential density increases at the centre and greater services and job opportunities are required. There is also a lack of medium to high density commercial and residential dwelling types. The urban form of a District Centre should: 'Characterised by mid-rise buildings and contiguous, pedestrian friendly street frontages and public spaces that include some activation. New development should create an attractive and coherent street frontage that has a pedestrian scale and provides passive surveillance of the street'. The current urban form of the Town Centre partially aligns with the definition of a District Centre. The centre has some activated street frontages along Old Perth Rd with passive surveillance. Although Whitfield Street, on the westward side of Hawaiian's Bassendean, promotes pedestrian access and passive surveillance, the street does not capitalise with street frontages, missing an opportunity to support businesses and activate the street.	
Access	The Bassendean train station provides overpass access to Old Perth Rd. In line with the Town's Masterplan, future extension of the overpass will provide better and easier access to the streetscape. Focusing on Hawaiian's Bassendean, the east and south access points, along West Rd and Old Perth Rd respectively, provides open and easy access with clear visibility of business offerings. The north access point, with cars travelling west on Guildford Rd, could be improved with an extended and wider turning lane. This would encourage unplanned visits and create a clearer entry point. The high walls of the western side, along Whitfield St reduce the connectivity of the centre for pedestrians, with no direct view of businesses. Should high density residential development occur, the current centre layout would promote better quality social and commercial transactions along the east and south side, than the west side. There is likely the need to create a better pedestrian connection between the train station and Hawaiian's Bassendean as density increases.	**TBD**
Origins	Along Old Perth Rd, the current origins are the Bassendean train station and some street parking. An	**TBD**

Activation Principle	Current Urban Form	Planned Urban Form
	extended train station overpass over Guildford Rd would better integrate the public transport with the District Centre. For Hawaiian's Bassendean, access is predominantly by motor vehicle and open-air parking. There are two bus stops on the south boundary of the shopping centre to provide public transport access. New high density residential development will likely act as origins to the shopping centre and improved pedestrian access will likely be required.	
Exposure	Old Perth Rd has good pedestrian access, which can be enhanced by anchor points at the corner of Old Perth Rd and Parker St, encouraging people to walk past shops along Old Perth Rd from the Bassendean train station. High density developments and bus stops along the south side of Hawaiian's Bassendean on Old Perth Rd promote high pedestrian traffic and visitors to walk to the centre. Potential new developments surrounding the Bassendean Oval, pursuant to the Town's Masterplan, present an opportunity to have a high thoroughfare for pedestrian activity and, ultimately, high exposure. The western side of the centre, along Whitfield St, represents an underutilised space of activated shop frontages. The connection to recreational facilities will be important for walkability as density increases. Activation should be strategic and not all ground floor frontages can be activated.	**TBD**
Destinations	Hawaiian's Bassendean has a supermarket anchor in the internalised mall. Old Perth Rd has the Bassendean Memorial Library as an anchor, however, this is not a high frequency anchor that can be used to drive pedestrian traffic. An anchor at the corner of Parker St, closer to the Bassendean train station would support greater pedestrian traffic movement and increased viability of local businesses. Higher density residential development between the Train Station and Hawaiian's Bassendean may support the inclusion of an in between anchor that can connect pedestrian movements to both the Train Station and the Shopping Centre. This could include entertainment and potentially recreation uses; the Bassendean oval project may also create an anchor to support this pedestrian movement.	**TBD**

Activation Principle	Current Urban Form	Planned Urban Form
Control	Corner sites on Old Perth Rd and Guildford Rd could be replaced with more appropriate sites for high turnovers, such as cafés. The Dôme site could be improved by removing the barrier of the car park to activate the frontage by direct pedestrian access. This will become more important as surrounding high development increases.	**TBD**

Source: Pracsys 2024

9.3 Apply the Evidence-Base

A number of considerations have been developed to support the Town's strategic planning frameworks and documents as evidence-based to maximise the viability and resilience of the Town Centre (Figure 41).

Figure 41. Activity Centre Planning Considerations

Number	Consideration
1	The floorspace projections in this analysis provide guidance for the Town to understand the potential quantum of floorspace that may be demanded at a certain time point. Reaching a certain dwelling number or year does not automatically mean a centre should expand. Actual population growth should be reviewed using Small Area 2 ABS spatial areas and / or Forecast.id small areas within 5km and the Town's population as a whole. The Town can take into account the population estimates in this analysis and will need to consider other factors affecting the activity centre hierarchy at the time of potential expansions (i.e. future developments that may not be in this analysis, changing floorspace per person requirements, etc.) in order to assess whether additional floorspace is required in future.
2	The floorspace and dwelling projections in the reported years (i.e. 2029, 2034, 2039, 2044, full buildout) should be used to monitor the provision of uses at the centre. When a dwelling level is reached, this is an indication that further floorspace can be considered if private interest arises; even if this occurs prior to the year identified in the Needs Assessment. Interest from private industry can be an indicator of current or future potential demand and should be considered as part of the overall decision-making process. This being said, private interest may undermine the activity centre hierarchy and appropriate measures should be used to ensure development applicants have demonstrated an actual need for additional goods or services (see Consideration 5). If a dwelling level does not occur by an identified year, the dwelling level should be the guiding factor for potential development and not the year.
3	The Needs Assessment provides floorspace quantum estimates for the centre. These should not be treated as a strict floorspace cap but as targeted supportable floorspace with some flexibility for small under or over provisions (the under or over provision should be based on identified need at the time).
4	It may not be possible to support all the identified floorspace at the centre; new local centres could be considered in areas where dwelling development is occurring and there is sufficient demand to support a centre (to be demonstrated by a development applicant). Where new residential developments occur or where there are significant increases in residential density, the Town should ensure that planning of new centres addresses the daily/weekly shopping needs of residents through an appropriate distribution of high and lower order centres.
5	The Town should consider a number of factors when assessing the potential for a large expansion of a current centre (see SPP4.2, Table 2: Major activity centre use floorspace thresholds) or for a proposed new centre. There should be robust evidence that: • There is a need (i.e. high population growth within the centre's catchment) • There is alignment with SPP4.2 objectives (i.e. walkable catchment, public transport access, etc.) • The development would not affect the viability of the activity centre hierarchy

Number	Consideration
	• The proposed uses are viable (i.e. if a supermarket is proposed, the applicant's evidence must demonstrate there is sufficient demand for that offering). Where the demand for uses can be demonstrated, there should be flexibility to allow for a variety of uses across all centre types to enable operators to meet specific and potentially changing needs of consumers • There are wider community benefits such as improved service, increased employment, reduced travel times, etc.
6	A current centre in a fully developed area should not be allowed to justify an expansion solely on the basis that another centre has not expanded to the level identified in the Needs Assessment at a given timepoint. This may be reconsidered in developing areas where another centre is constrained and there has been population growth within the catchment (robust evidence should be required as per Consideration 5)
7	New centres may be allowed to incorporate additional floorspace where a current centre cannot expand due to land or other constraints, with some caveats: • The new centre should be in a location that provides suitable access to residents of the current centre's catchment • The new centre needs to demonstrate the same robust evidence as above

Source: Pracsys 2024

These considerations should allow the Town the flexibility to allocate floorspace where and when it is needed. Expansion of the Town Centre will be key to addressing need from new residents at the activity centre. The full extent of the expansion including wider catchment demand may need to be spread across the wider activity centre hierarchy should there be insufficient space at the Town Centre. The recommendations should assist the Town in deciding when development is appropriate and ensure that development benefits the community without unduly impacting its other activity centres.

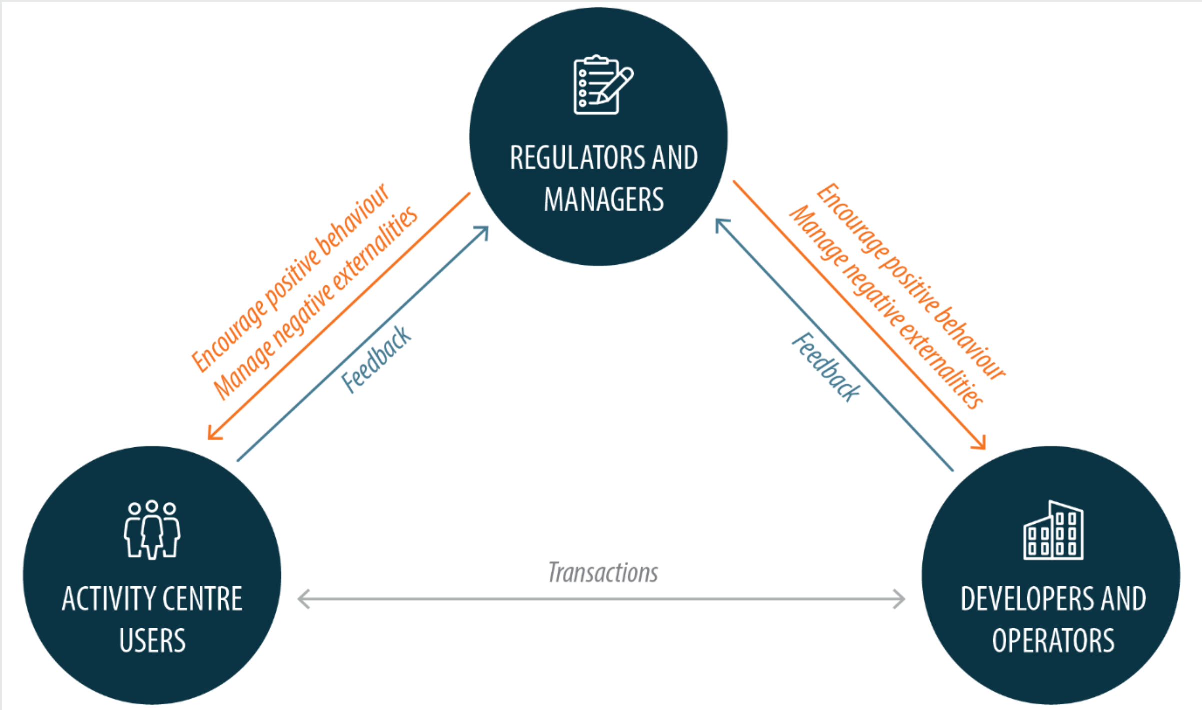
9.4 Supporting Centre Development

It is assumed that the Town of Bassendean will facilitate employment growth through an understanding of the key drivers that attract businesses to the activity centre. Any strategy to reimagine the function, scale or use of the centre should respond to the 'felt needs' of the user groups it caters for, including:

- Activity centre users
- Enterprise developers/operators (and the workers)
- Regulators/managers

Decisions are made to benefit one or more of the user groups in the context of an overarching strategic vision (Figure 42).

Figure 42. User Group Interactions

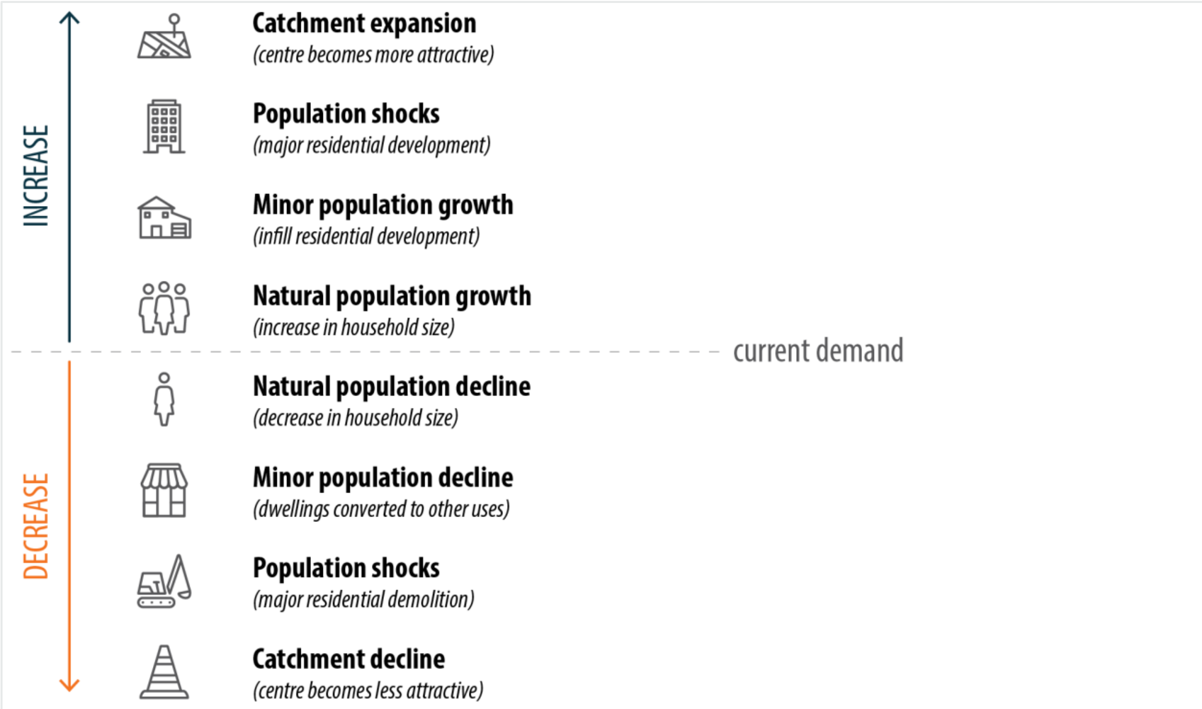


Source: Pracsys 2023

Understanding the drivers of user behaviour is required to achieve a vibrant and viable activity centre. Regulators and managers (e.g. State and Local government and other authorities) can generally only encourage or influence certain behaviours, rather than control them. Ultimately the market and centre users will decide what activity is viable for the centres, with regulators and managers able to exert influence toward the desired approach. It is therefore paramount that the planning for the activity centre aligns with desired outcomes of users and employment providers.

There are a number of key drivers for population-driven industries that need to be considered when planning for activity centres (Figure 43).

Figure 43. Examples of Demand Drivers for Population-Driven Businesses



Source: Pracsys 2023

A change in any of the above characteristics will promote a change in floorspace and interest from the market for redevelopment. For example, on the demand side, an increase in the level of density surrounding the centre increases the effective userbase and proportion of expenditure that is likely to be directed and captured by the centre, this will provoke a competitive response from developers in which investment will be made to capture this extra expenditure pool. The Town's Masterplan facilitates and plans an increase in dwellings that will promote walkable access to the centre. This necessitates enhanced centre access to improve the user experience and provide the opportunity to improve the viability of retail operators.

Similarly, a change in the urban fabric (on the supply side) that makes the centre more attractive will increase the trade area of the centre. This could, for example, be improved streetscaping or connectivity, activation and event strategies within the centre or improved connection to the local tourism areas. This should provoke a similar competitive response from developers wishing to take advantage of the extra expenditure pool. These types of initiatives may be implemented to encourage redevelopment of the centre by key stakeholders in order to meet the needs of planned future residents.

When considering strategic employment, the relevant industries are largely exogenous to changes in these drivers and principally rely on the comparative advantages of an area (resources, location) and individual decisions of businesses. Changes in strategic employment can be affected through promoting the unique advantages of the area to businesses, encouraging business collaboration and other business-friendly policies. Typical considerations include travel time to major employment centres and travel time to work for employees and the cost of the premises.

The role of the Town in facilitating centre development and employment growth is considered in the following section.

9.5 The Role of the Town of Bassendean

In creating an attractive business environment within the Town Centre and the Town's other activity centres, the role of the Town is to act as a central regulator, coordinator and facilitator, working to understand the challenges facing local businesses, including; linking businesses with appropriate resources, advocating on behalf of local businesses, and supporting specific projects where appropriate. The levers available to the Town can be described under the following hierarchy:

CONTROL

e.g. Establishing local policy and regulation, directing internal resources, utilisation of local government-controlled land and assets, implementing programs and events, and supporting projects with seed funding

INFLUENCE

e.g. Facilitating the strengthening of networks that encourage the sharing of knowledge and investment opportunities, and supporting communication with State and Federal governments regarding the influence of wider policy, projects or funding decisions

MONITOR

e.g. Tracking economic performance indicators and collecting feedback from businesses regarding current issues or opportunities which relies on communication channels with industry and the broader community

Using these levers, the Town can actively attract and retain businesses through an understanding of the role, strengths and weaknesses of the Town Centre and how they relate to a business's locational preference drivers and its operational productivity (Figure 44).

Figure 44. The Role of the Town of Bassendean

Lever	Application
Control	To a limited extent, the Town can control the population-driven uses (i.e. Shop/Retail, Medical Offices) available in the Town Centre through planning and policy measures and development of Town controlled sites. It is recommended that policy measures allow flexibility to develop based on private industry interest in the centre, particularly given the planned high density residential development. With significant density planned, there is the opportunity to improve the retail function of the centre, particularly the non-supermarket uses. The six principles of activation should be used to inform future planning of movement from high density residential dwellings and the types of uses that are located on high pedestrian traffic areas. The Town will also need to encourage entertainment and potentially provide additional recreation uses that support the planned population in the activity centre area. Some of these uses can be developed on Town owned land and may encourage other major stakeholders to redevelop their own properties. There is limited control over specific uses and their location within Hawaiian's Bassendean specifically. The PSP must provide direction with regards to the principles that are to be adhered to (i.e. activation principles) and key access points to

Lever	Application
	support activation and walkability. With these controls in place the internal design of major retail spaces will be developed to maximise supermarket and specialty retail viability, as it is in the best interest of the centre operator. The Town has less control over the attraction of strategic uses in the centre and needs to develop a planning approach that incentivises investment (allows for flexibility with regards to development considerations such as height and mix of appropriate uses). The Town can use properties and boundaries it controls in the centre strategically to support economic development activities and attract desired uses (e.g. health services, education services, tourism related arts and cultural activities, etc.). The attraction of Strategic Employment is outside the scope of this analysis; however, the key opportunities to attract strategic employment lie in health, education and tourism from a high-level overview.
Influence	The Town has an important role in influencing developing the Town Centre, particularly for catalyst projects and more strategic uses. The Town can establish and strengthen existing networks to support the high residential development targets for the centre. The PSP development concept will influence the final built form of the centre and define key criteria that need to be met. Road and pedestrian treatments can be used to influence the timing and design of redevelopments within the centre. In additional to planning and built form, the Town can influence the redevelopment of the centre through engagement with current and potential future businesses. Local governments are often facilitators of economic development. Understanding current constraints affecting businesses and identifying opportunities for economic growth through new businesses and local business growth can be powerful tools in supporting redevelopment. This approach can result in shared government and private sector objectives to drive redevelopment within the centre.
Monitor	Ongoing monitoring should be undertaken to ensure that the activity centre is meeting desired objectives. The Needs Assessment provides the evidence base for monitoring the change in floorspace across at the centre with an understanding of population levels at different time points that may indicate the need for additional floorspace. The Town should ensure that it communicates with key stakeholders to understand the needs of businesses associated with the Town Centre and the support that it can offer (e.g. information, planning/policy incentives) to facilitate business growth as the centre evolves. Increasing residential dwelling density will be critical to monitor as the current centre layout does not promote high levels of walkable access, which will both restrict development and result in poor community outcomes if residential development occurs without a suitable redevelopment of the centre.

Source: Pracsys 2024

10 CONCLUSION

The Needs Assessment and Economic, Retail and Employment Strategy provides the Town of Bassendean with an evidence-based guide to support the ongoing development of the Bassendean Town Centre. The Needs Assessment can be used as a basis for planning the quantum of Shop/Retail and Non Shop/Retail commercial floorspace at the Town Centre.

Floorspace gaps were identified based on benchmark Local Government Areas to understand how the diversity of the centre could be improved at a high level (Planning Land Use Category level) and a more in-depth level (Western Australian Standard Land Use Classification level). Gravity modelling was used to assess the quantum and distribution of retail floorspace based on expected productivity levels. The quantum of non-retail floorspace was based on identified gaps and population growth and was distributed in line with the findings of the retail gravity model.

Three scenarios were assessed based on expected population growth and total capacity for the population in the Town of Bassendean. The modelling was undertaken to full buildout to provide a long-term understanding of floorspace and demand. Scenarios 1, 2, and 3 correspond with the low-growth, mid-growth, and high-growth estimated dwelling growth scenarios outlined in the Town of Bassendean Local Planning Strategy, respectively.

Projections reveal that the Town Centre can support between 17,100m^2 and 18,800m^2 Shop/Retail floorspace at full buildout. With the inclusion of floorspace gaps, projections reveal that the centre can support between 25,800m^2 and 27,400m^2 of Non Shop/Retail Floorspace at full buildout.

An economic activation analysis of the Bassendean Town Centre's current urban form identified constraints affecting, and opportunities to improve, activation of the centre and business viability. The Town Centre as a District Centre will need to increase the quantum and diversity of commercial offerings, improve active street frontages, incorporate medium to high density residential dwelling types and provide a high level of pedestrian accessibility to meet SPP4.2 objectives as population increases.

11 APPENDIX

11.1 Appendix 1: PLUC Glossary

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.

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.

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.

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.

11.2 Appendix 2: Activity Centre Characteristics

The following discussion outlines the role and characteristics of local centres as defined by SPP4.2, as well as boundary considerations guided by SPP4.2. These policy documents provide key guidelines for the function and integration of local centres in community planning.

When establishing the boundaries of an activity centre in accordance with SPP7.2, the following key principles should be considered:

- Topographical features
- Major infrastructure elements
- Public transport stops
- Interface or transition points

Other key considerations by centre type are outlined below.

Local Centre

Local centres primarily provide for the convenience and incidental needs of local communities. These centres are important for offering walkable access to services and facilities, reducing the need for vehicular travel and enhancing community well-being. Local centres should incorporate the following characteristics:

- **Desired Land Use** – Convenience store, shop – small, liquor store, small food outlet/lunch bar, restaurant/café, small bar.
- **Typical Urban Form** - The streetscapes in a local centre should be landscaped and defined by the overall scale rather than individual building styles or heights. New developments should align with the area's existing or planned scale and include on-site landscaping to benefit both residents and the broader community.
- **Average Residential Density** – 25+ Dwellings Per ha / 200m walkable catchment
- **Preferred residential dwelling type** – Low-rise apartments/ multiple dwellings, Townhouses/grouped dwellings, Single houses/Terraces

Neighbourhood Centre

Neighbourhood centres serve as essential local focal points, addressing daily to weekly household shopping needs, hosting community facilities, and offering a small range of other convenience services. Additionally, they are key for promoting medium density housing within their vicinity. Their role is crucial in ensuring walkable access to these services and facilities, thereby supporting the local community's needs. Neighbourhood centres should incorporate the following characteristics:

- Future indicative service population area – 2,000 – 15,000 persons
- Typical transport connectivity and accessibility - Stopping/transfer points of bus networks

- **Desired Land Use** – Shop – large, liquor store – large, market, restricted premises, amusement parlour, educational establishment, recreation – private, small bar, tavern, office – small, medical centre, art gallery
- **Typical Urban Form** - A compact and cohesive urban form that complements the surrounding built form character in scale and style. New development should enhance the public realm, activate the streetscape, and help forge a distinct, appealing character for the centre.
- **Average Residential Density** – 25+ Dwellings Per ha / 200m walkable catchment, 30+ Dwellings Per ha/800m walkable catchment where these is an existing proposed train station within 400 metres.
- **Preferred residential dwelling type** – Low to medium-rise apartments/ multiple dwellings, Townhouses/grouped dwellings

District Centre

District Centres mainly service the daily and weekly needs of residents, with their smaller scale and catchment area allowing for a strong local community focus. They offer services, facilities, and employment opportunities that mirror the needs of their catchments. Often, District Centres may specialise in areas such as tourism or entertainment, catering to a wider catchment. Centres with a rail station should particularly be a focal point for medium and high-density housing and job opportunities. District Centres should incorporate the following characteristics:

- **Future indicative service population area** – 20,000 – 50,000 persons
- **Typical transport connectivity and accessibility** – Focal point for rail and/or bus network, ideally with high frequency bus links
- **Desired Land Use** – Bulky goods showroom, nightclub, cinema/theatre, hotel, motel. District Centres with access to a rail station may be suitable for office – large.
- **Typical Urban Form** - District Centres feature mid-rise buildings with continuous, pedestrian-friendly frontages and activated public spaces. New developments should ensure attractive, coherent street frontages at a pedestrian scale, offering passive street surveillance.
- **Average Residential Density** – 25+ Dwellings Per ha / 400 walkable catchment, 35+ Dwellings Per ha/800m – 1200m walkable catchment where these is an existing proposed train station within 400 metres
- **Preferred residential dwelling type** – Medium-rise apartments/ multiple dwellings, Townhouses/grouped dwellings – 2+ storeys

Secondary Centre

Secondary centres, while similar to strategic centres, serve smaller catchments and offer a more limited range of services, facilities, and employment opportunities. They are integral to the regional economy and crucial in providing essential services to their catchments. Secondary centres with rail stations should be targeted for medium and high-density housing, employment growth, and a diversity of land uses. Secondary centres should incorporate the following characteristics:

- **Future indicative service population area** – Up to 150,000 persons
- **Typical transport connectivity and accessibility** – Focal point for passenger rail and/or high frequency bus network with routes to multiple destinations
- **Desired Land Use** – All local, neighbourhood and District Centre land uses. Secondary centres with access to a rail station may be suitable for office – large
- **Typical Urban Form** - The centre core of a medium and high-density urban area is marked by mid to high-rise buildings with activated, pedestrian-friendly frontages and public spaces, while areas outside the core feature low to mid-rise buildings maintaining a pedestrian scale with attractive landscaping. New developments should contribute to a coherent and attractive street frontage in line with existing or planned setbacks.
- **Average Residential Density** – 25+ Dwellings Per ha / 400 walkable catchment, 40+ Dwellings Per ha/800m – 1200m walkable catchment where these is an existing proposed train station within 400 metres
- **Preferred residential dwelling type** – Medium to high-rise apartments/ multiple dwellings, Townhouses/grouped dwellings – 2+ storeys

11.3 Appendix 3: Employment Quality

Consumer services

Consumer services have a high transaction frequency and must locate in close proximity to their customer base in order to deal directly with them. Like retail tenancies, consumer services often locate in centres to minimise trip generation and benefit from convenience good attractors. Consumer services can include real estate agents, travel agents, shoe repair, dry cleaning services and beauty salons.

Producer services

Producer services deal directly with other businesses, rather than consumers. Like retail; wholesale producer services must locate close to the businesses they serve, due to the frequency of transactions required. For example, the Coles distribution warehouses must occupy a central location to carry out daily delivery of goods to supermarkets. Producer service industries include manufacturing, construction, and distribution.

Knowledge-intensive consumer services

Knowledge-intensive consumer services are those specialist services that deal directly with consumers, yet typically have a higher productivity and lower transaction frequency. KICS provide a skilled service to consumers that usually requires a higher level of education or training. Depending on the scale of their catchment, KICS may choose to locate within major or regional centres, or larger business districts with greater soft infrastructure and amenity levels. Examples of KICS include general practitioners, accountants, veterinarians and legal services.

Knowledge-intensive producer services

Knowledge-intensive producer services involve businesses dealing directly with other businesses, rather than consumers. Transactions are less frequent, however generally have a higher monetary value, due to the intellectual property or knowledge involved. KIPS businesses often locate near their client businesses, although with low transaction frequency and good communications infrastructure, they are to an extent 'footloose'. This means they can choose to locate in places with relevant physical infrastructure, high retail amenity, or soft infrastructure such as access to a solid education base. Examples of KIPS are engineers, architects, medical scientists and computer software developers.

Export-oriented activity

Export refers to jobs in industries in the subject area of study that have a comparative advantage - deemed strategic due to growth and development through exports and the inflow of funds. Export jobs are producer services, however they occur in strategic industries such as mining, oil and gas and defence. Export jobs are likely to be hands on, involving the physical construction of a marine vessel or operation of machinery on a mine site - as opposed to the mathematical or scientific analysis carried out by KIPS. Strategic industries tend to require physical infrastructure, such as ports, airports or universities.

11.4 Appendix 4: Other Terminology

Service ratio

Service ratios generally use population as a base to compare a measure across areas while account for their differences in size. Floorspace-to-population ratios (service ratios) are used to provide relative comparisons of floorspace by accounting for the size of an LGA's population.

Labour force

The labour force refers to those employed or actively seeking employment. In Section 4.5 Employment Self-Sufficiency, the labour force for the Town of Cambridge includes not only residents in the Local Government Area but also those employed in the Town who are from other LGAs.

Resident workers

Resident workers refer to those are employed in the same area that they live. In this case, resident workers are those who work in the Town of Cambridge and reside in the Town. The other proportion of employment are those who work in the Town but do not resident in the there.

Floorspace gap

A floorspace gap refers to the undersupply of floorspace relative to benchmarks. If other LGAs have an average floorspace of 100,000m^2 and the Town of Cambridge has 80,000m^2, the Town would have a floorspace gap of 20,000m^2.

Strategic gap

Strategic gaps refer to floorspace gaps in strategic industries. Strategic industries and jobs share no relationship to population and are based on a region's unique characteristics. Strategic industries are important to a region's success as they bring in expenditure from outside the region's boundaries. Strategic industries may involve the presence of natural resources, strong transport connections or a significant cluster of complementary industries (i.e. Mining, Professional Services such as Engineering, etc.). Strategic industries can be a major driver of economic growth as they often service a larger area, exporting goods and services outside of its region and attract non-resident employment.

Population gap

Population gaps refer to floorspace gaps in population-driven industries. Population-driven industries and jobs are those that share a positive relationship with the size of a population such as real estate, small-scale medical services and retail.

Non Shop/Retail (Non SHP)

Non Shop/Retail refers to all commercial floorspace and employment that is not PLUC Shop/Retail floorspace or employment this includes MAN, OFF, PRI, STO, RET, SER, ENT & RES PLUCs.