



# rockingham strategic centre

## BUSINESS WORKSHOP

28 July 2021





**welcome and thank you for coming...**



**Hames  
SHARLEY**





# our team

## City of Rockingham

- + Bob Jeans – Director Planning and Development Services
- + Peter Ricci – Manager Major Planning Projects
- + Sharon Peacock – Projects Research Officer

## Consultant team

- + Naden Scarfone – Strategic Planning
- + Anna Kelderman – Engagement
- + Rachel Doohan – Engagement

we're here to help  
every question is a good question  
we want to hear from you about what is important



# housekeeping

we have some tips about how to get the most out of today's meeting....

- + our team will help you through this and give you all the information you need
- + we will be taking photos - let me know if you do not want us to use photos of you in our reporting
- + mobile phones are fine, but perhaps move away from the table if you are chatting
- + bathrooms are outside the doors at the rear of the room
- + in case of emergency we will meet outside on the grass near the entrance to the building
- + tea/coffee/biscuits are provided - please take advantage of this to keep your energy up for the discussion!
- + be COVID safe - try and keep 1.5m away from others, use the hand sanitiser at the back of the room, hold on to your pen until you leave and please make sure you practice good hygiene if sneezing





**what are we talking about today?**

workshop purpose



# why?

- + Rockingham Strategic Regional Centre - Centre Plan prepared in 2009 / 2010.
- + Centre Plan has provided framework for land use change and development.
- + It was bold for its time, promoting different development types.
- + Review now required.







# cities change, so does planning



1985 -->



2015 -->



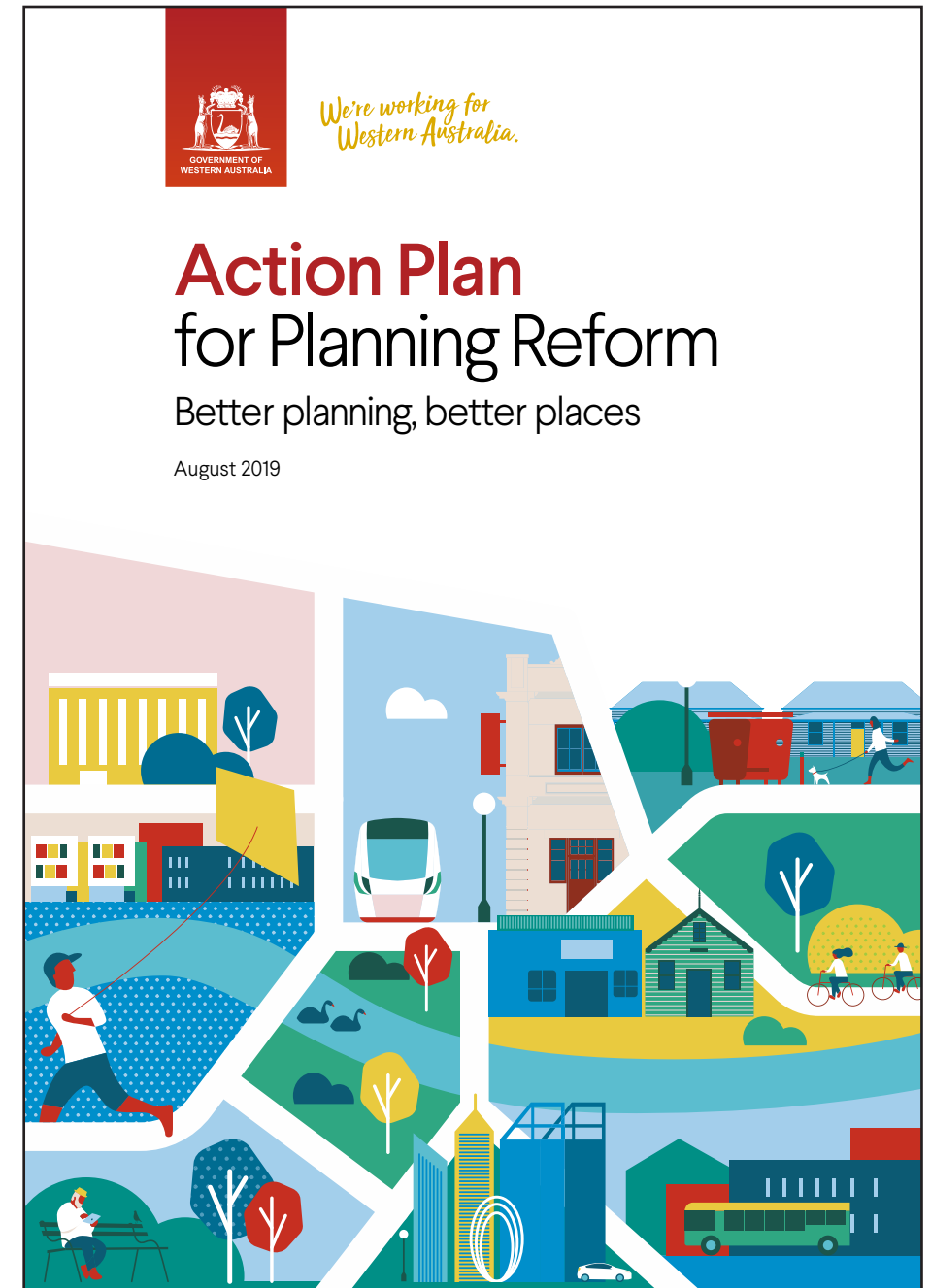
2045?



# the need for a review

## PLANNING REFORM

- + The State Government has identified three goals for planning reform:
  - Planning creates great places for people
  - Planning is easier to understand and navigate
  - **Planning systems are consistent and efficient.**
- + To achieve greater consistency and efficiency ten initiatives have been identified:
  - **Structure and precinct planning tools are fit-for-purpose**
- + Review of important state design policies is also happening.



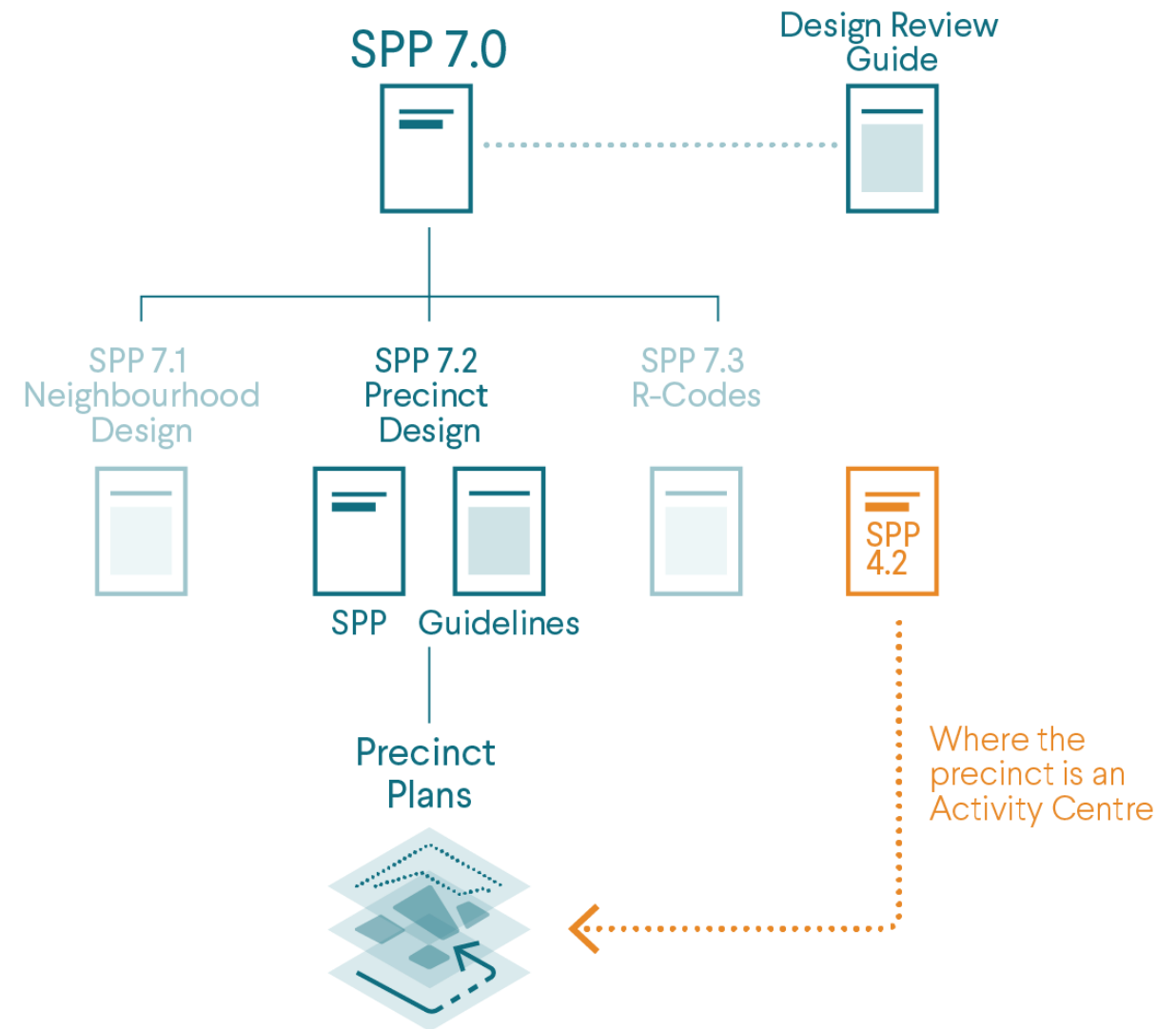
# ✦ the need for a review

## STATE POLICY 4.2 - ACTIVITY CENTRES

- + Policy began in 2010. It is being updated.
- + Sets out how centres are distributed, and coordinated across Perth and Peel.
- + Rockingham is one of ten Strategic Centres identified in the policy.
- + Draft has been prepared to simplify/link to SPP 7.2.

## STATE POLICY 7.2 - PRECINCT DESIGN

- + Policy began operating in December 2020.
- + Planning for the Rockingham SC **must be in accordance** with this framework.
- + Requires '**Precinct Structure Plan**'. Which is then approved by the State Government.







# what is a precinct structure plan?

- + A planning document that **guides future subdivision and development**.
- + It is prepared and approved under the provisions of a Local Planning Scheme.
- + It bring together all the elements that make a centre:
  - Land use;
  - Density and development;
  - Access arrangements
  - Infrastructure;
  - Environmental assets; and
  - Community facilities





# **what does the existing centre plan include?**

overview of the existing plan





# centre plan vision (2010)

For a **modern, distinctly coastal centre** offering a **wide range of mixed uses** including retail, commercial, office, civic, residential, education and recreation within an **accessible and highly inter-connected, urban-scaled townscape**, comprising a major activity centre and related urban villages based on ‘**main street**’ principles.





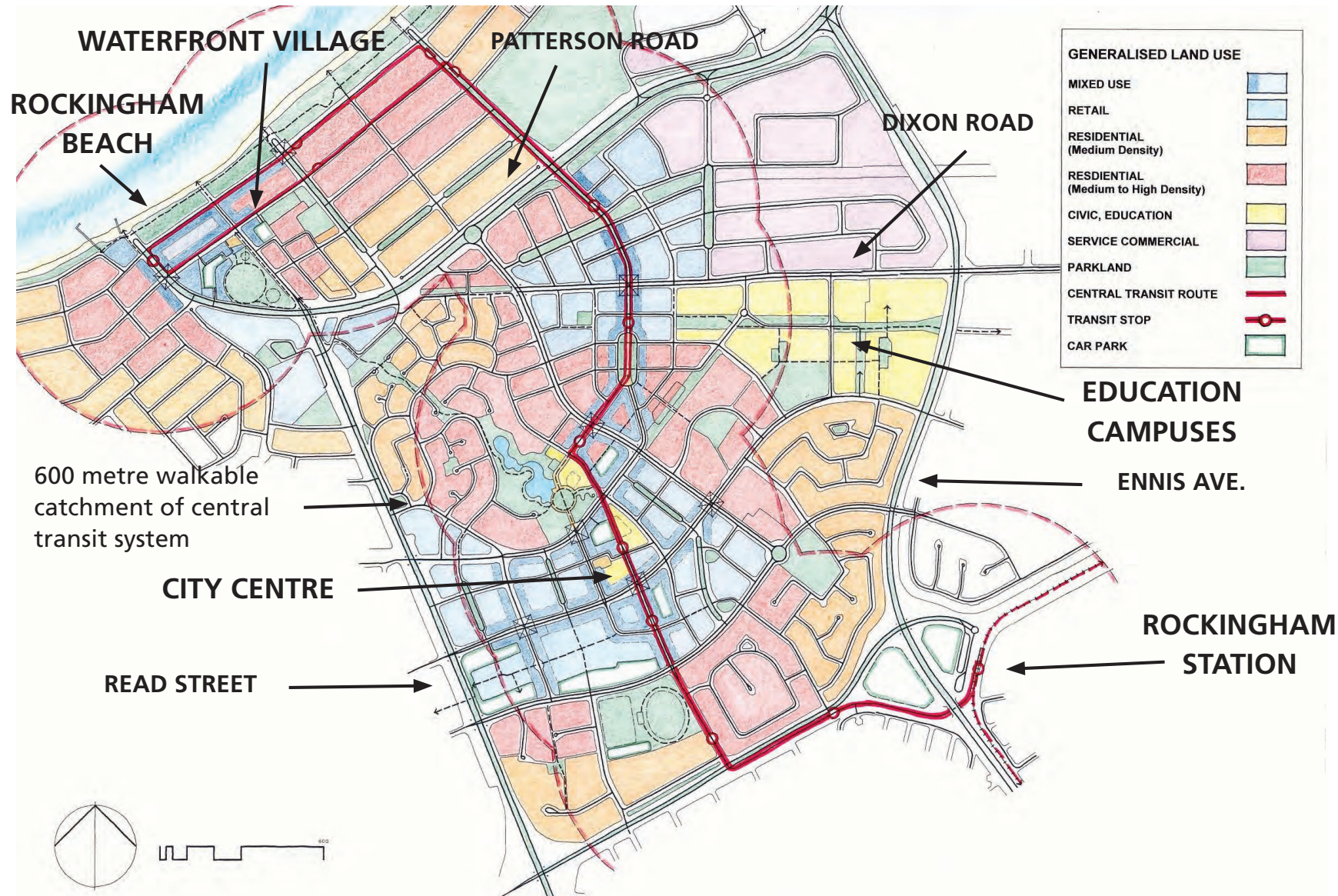
# centre plan principles (2010)

- + **Medium to high density development** based on **activated, “Main Street”** principles.
- + A configuration of generally **contiguous street front buildings** and a **mix of uses** that generate high levels of pedestrian activity.
- + A **street-based transit system**, with closely spaced stops.
- + A **permeable network of streets, laneways, arcades and public spaces** that provide **high quality linkages**, particularly for pedestrians, to Centre activities from transit stops, street and off-street car parking and from the surrounding walkable catchment.
- + An **identifiable City Centre hub** to provide major CBD functions.
- + **Connected village precincts** between the City Centre and Rockingham Beach **along the route of the transit system**.
- + The new village precincts will make provision for **mixed and consolidated education (university), technology, commercial and medium to high density residential development**, based on sustainable planning principles and design criteria.





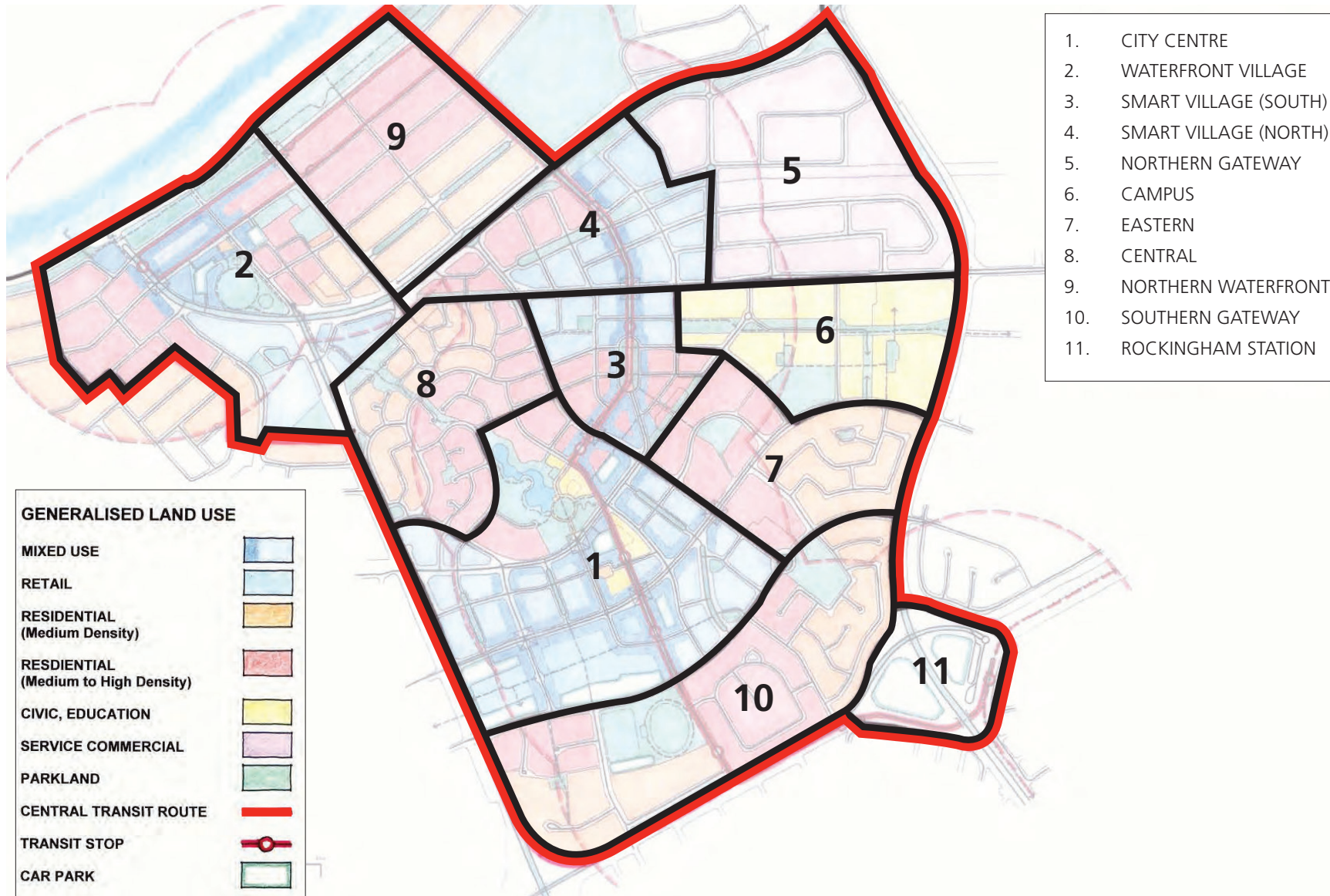
# centre plan concept from (2010)







# centre plan sectors (2010)



- + Each sector includes a 'Sector Policy'
- + Provides detailed guidance on land use and built form.

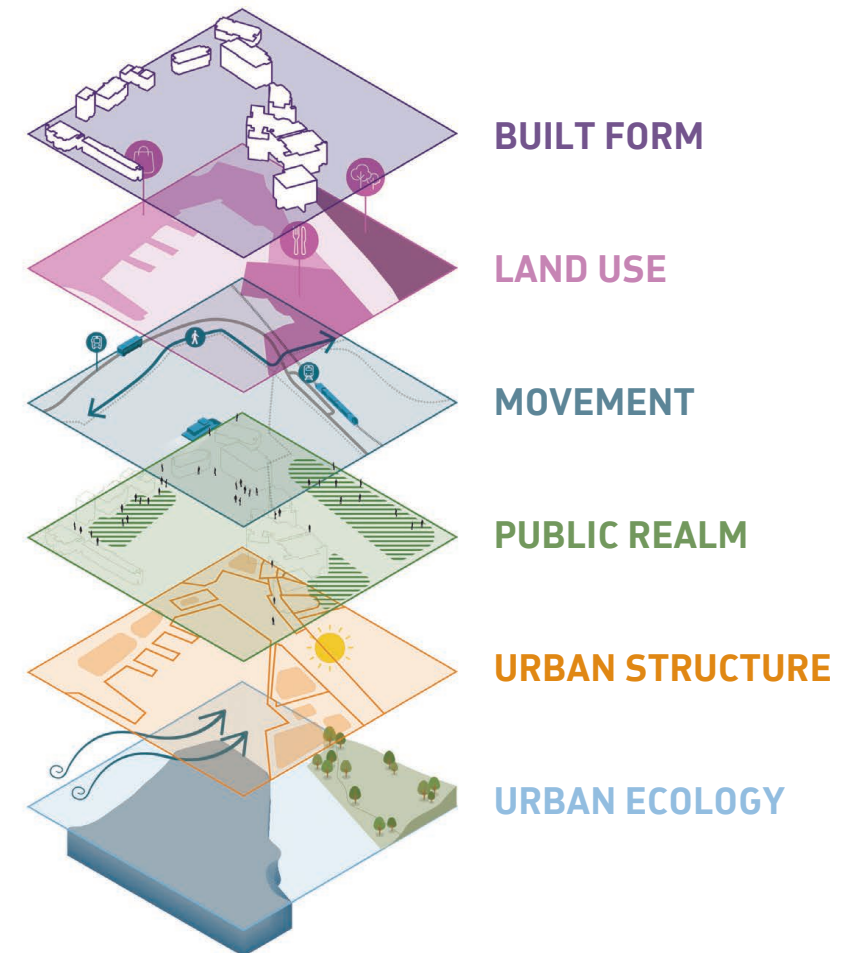




# what needs updating (State expectations)

- + We've worked with the State Government to understand what most needs updating, and what matches their expectations.
- + Some of these updates are more procedural, other elements need more community input.

DESIGN ELEMENT	AMOUNT OF UPDATE NEEDED		
	MINIMAL	MODERATE	HIGH
Built Form		✓	
Land Use	✓		
Movement	✓		
Public Realm		✓	
Urban Structure	✓		
Urban Ecology			✓





# what's unlikely to change from the 2010 plan

- + As the city continues to grow there are certain things that the State expects of this updated plan.
- + Rockingham Strategic Centre is still expected to be major employment, entertainment and residential hub.
  - This means the heights and densities may be adjusted or calibrated, but should generally stay.
- + Structuring Rockingham around a future Rockingham City Centre Transit System is expected.
  - This includes development around future stations.





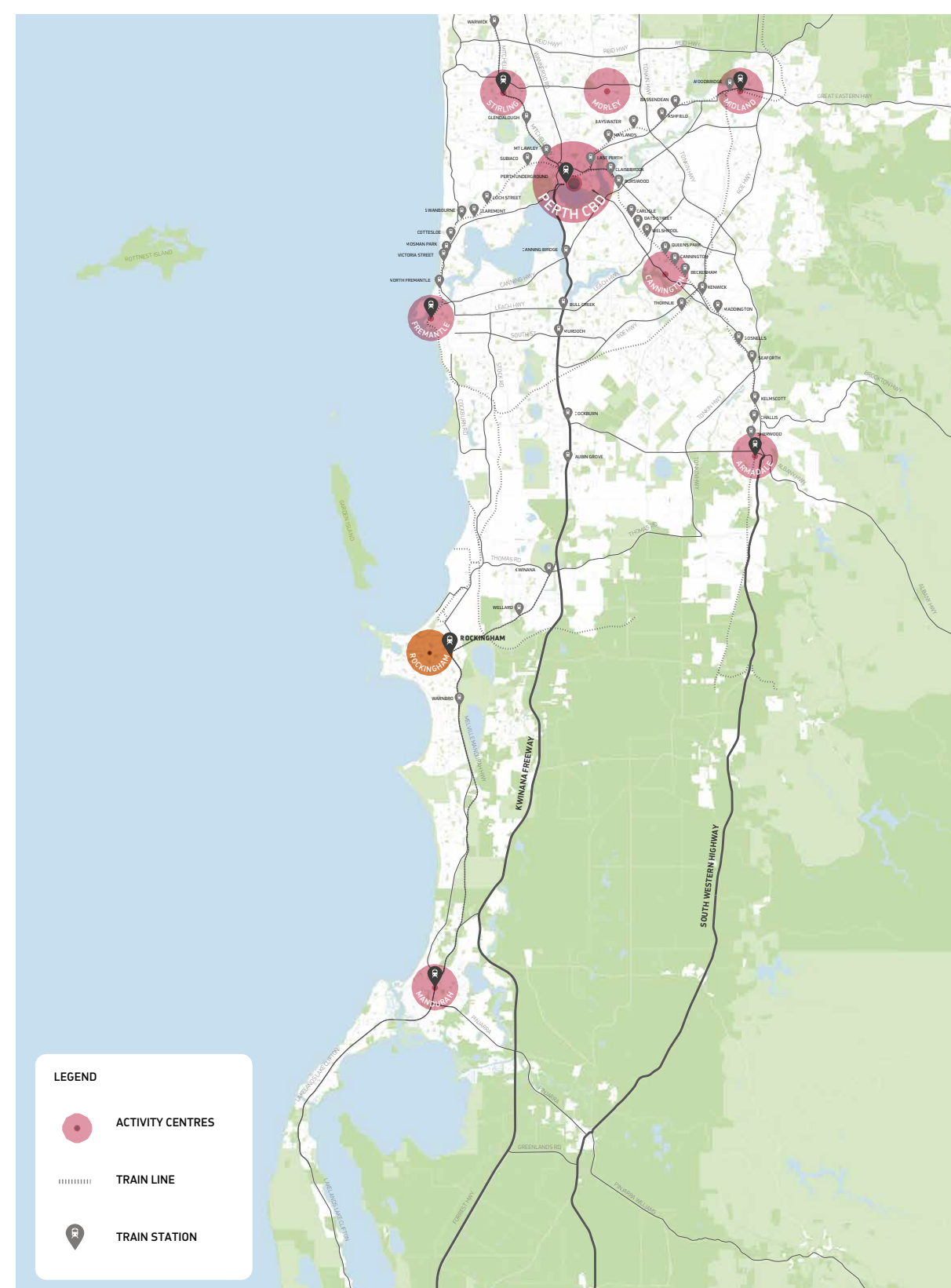
**what have we found so far?**

response to context



# regional context

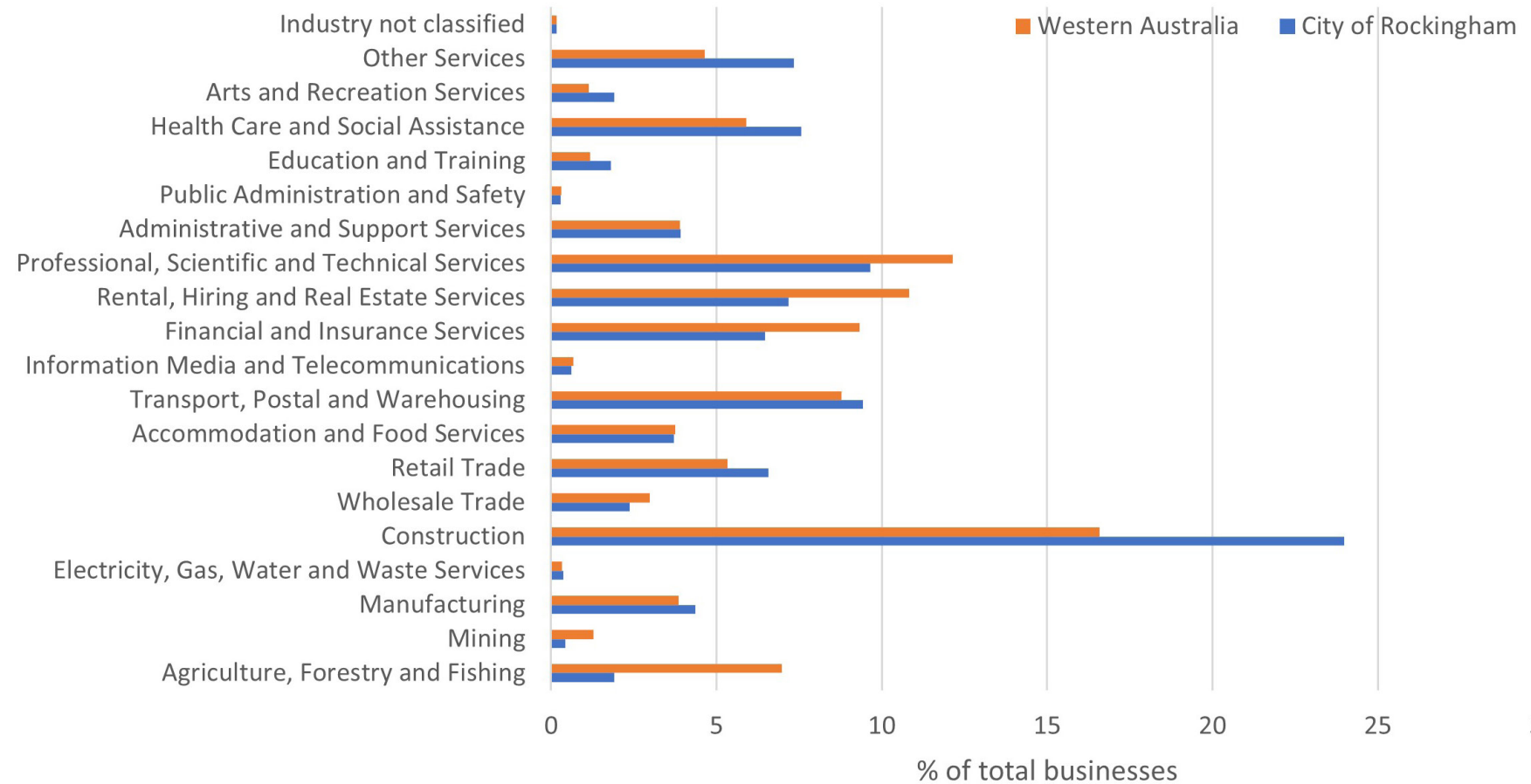
- + Rockingham is one of ten Strategic Centres across the Perth Metropolitan Area.
  - Main regional activity centres.
  - Multi-purpose centres that provide a diversity of uses – full range of economic and community services necessary for their catchments.
  - Expected to service substantial populations and provide a diversity of housing and employment.
- + Rockingham is the primary centre between Fremantle and Mandurah.
- + Services a broad catchment which includes Rockingham / Kwinana LGAs and parts of Mandurah and Cockburn LGAs.





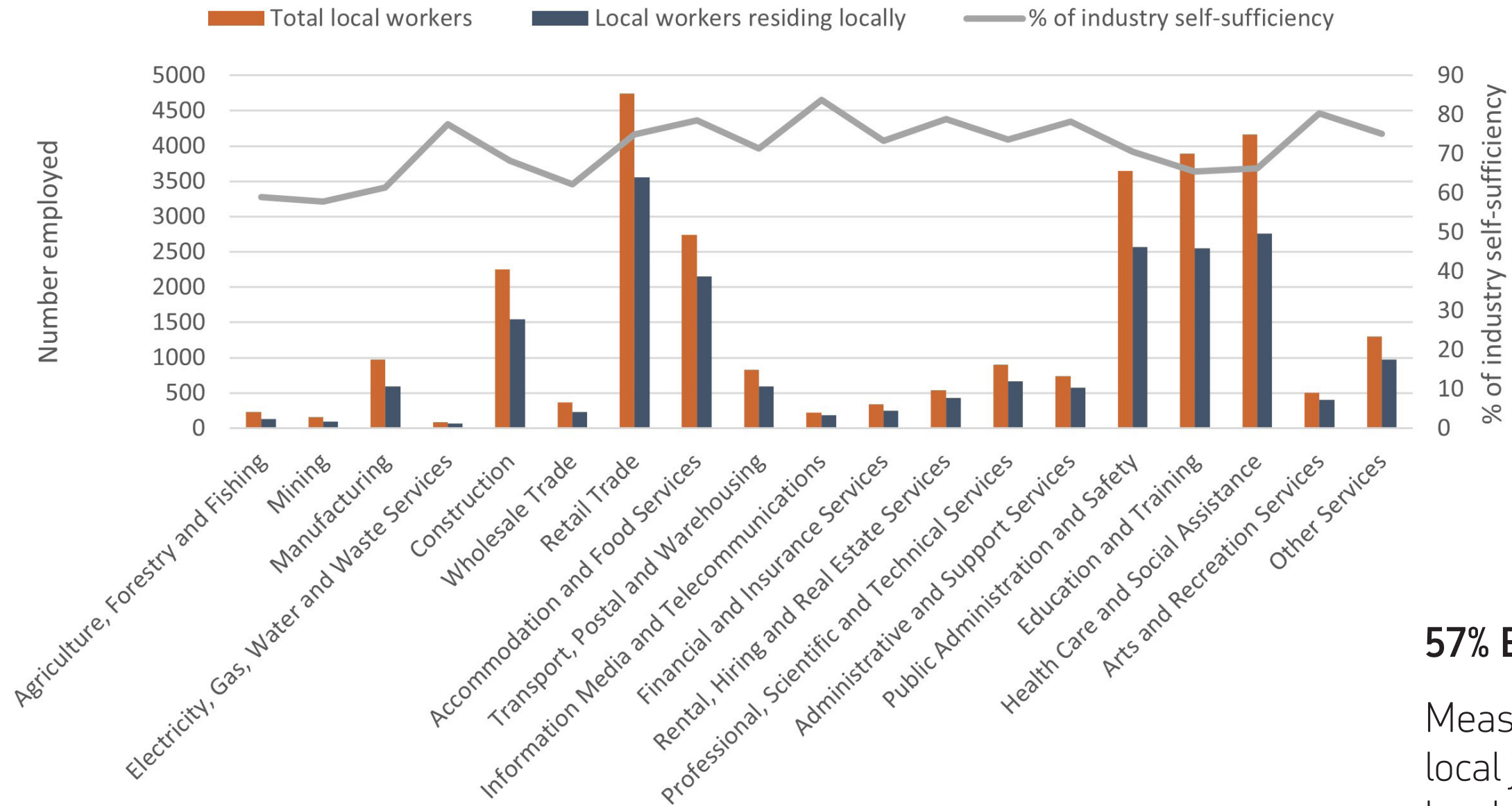
# business growth

- + Review of the 2020 Australian Business Register found that the number of businesses in Rockingham has increased from 5,435 (June 2018) to 5,937 (December 2020).
- + If this trend continues, there is a chance for additional economic output and employment opportunities within the area.
- + Construction is the biggest industry sector, followed by professional, scientific and technical services, and transport, postal and warehousing.





# employment self sufficiency



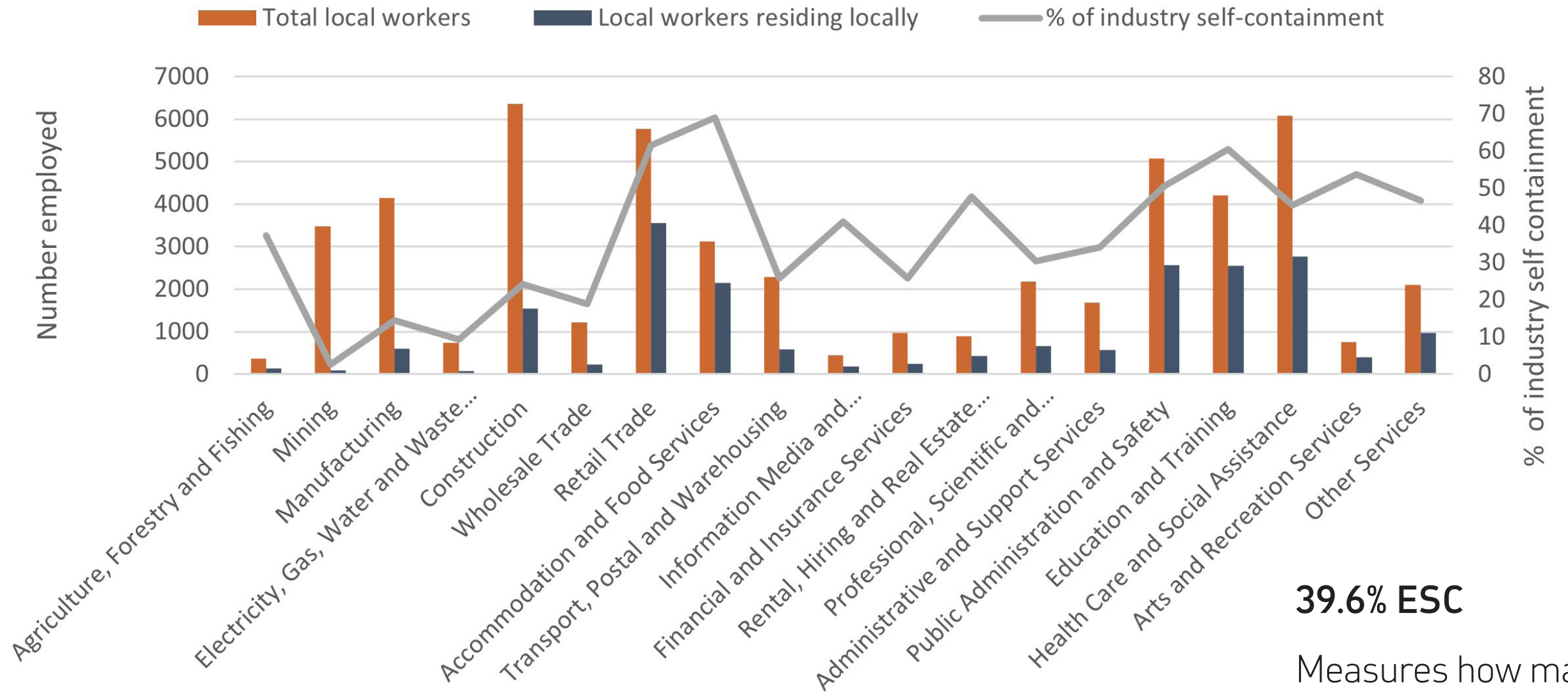
**57% ESS**

Measures how many local jobs are filled by local residents.





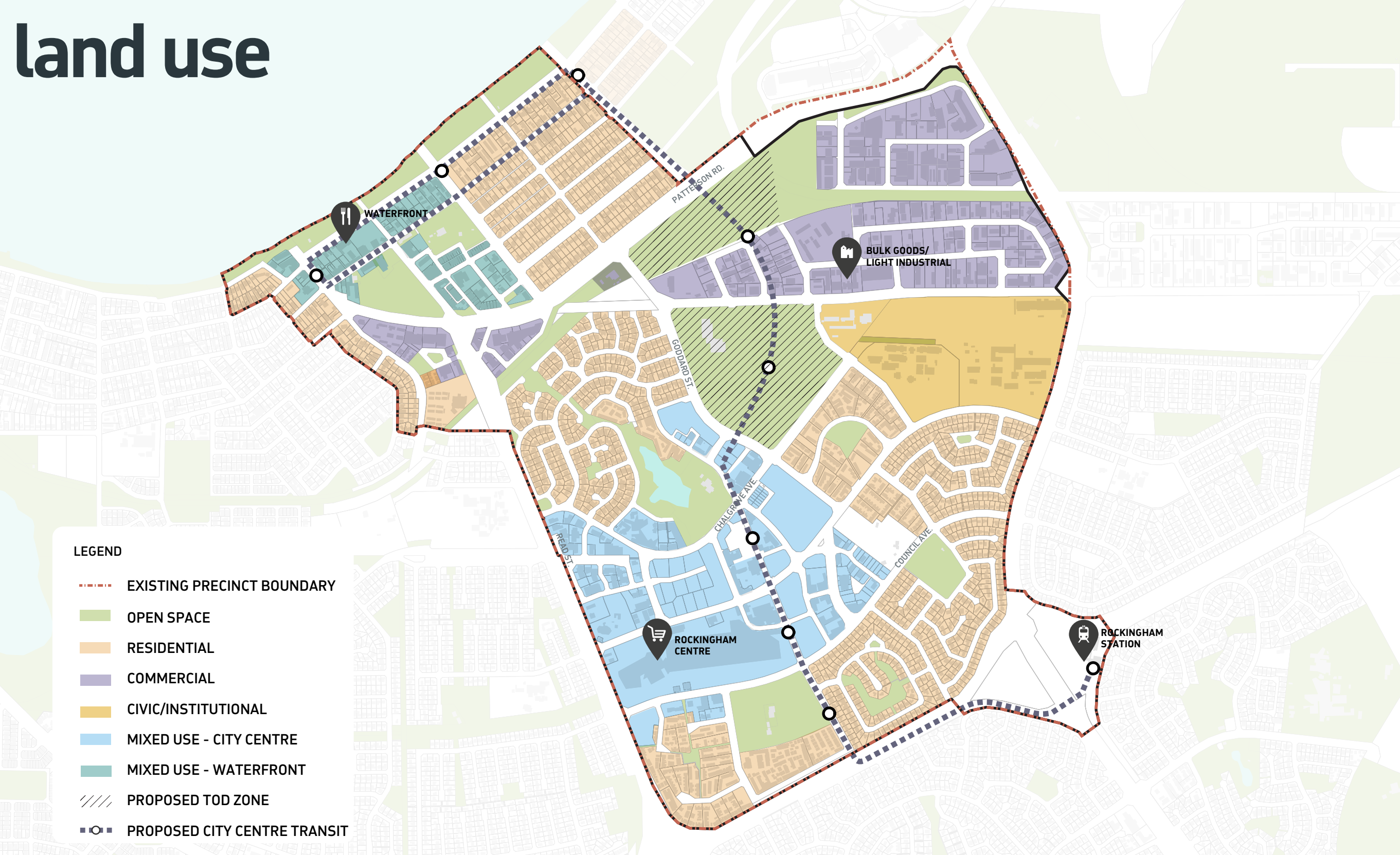
# employment self containment



**39.6% ESC**

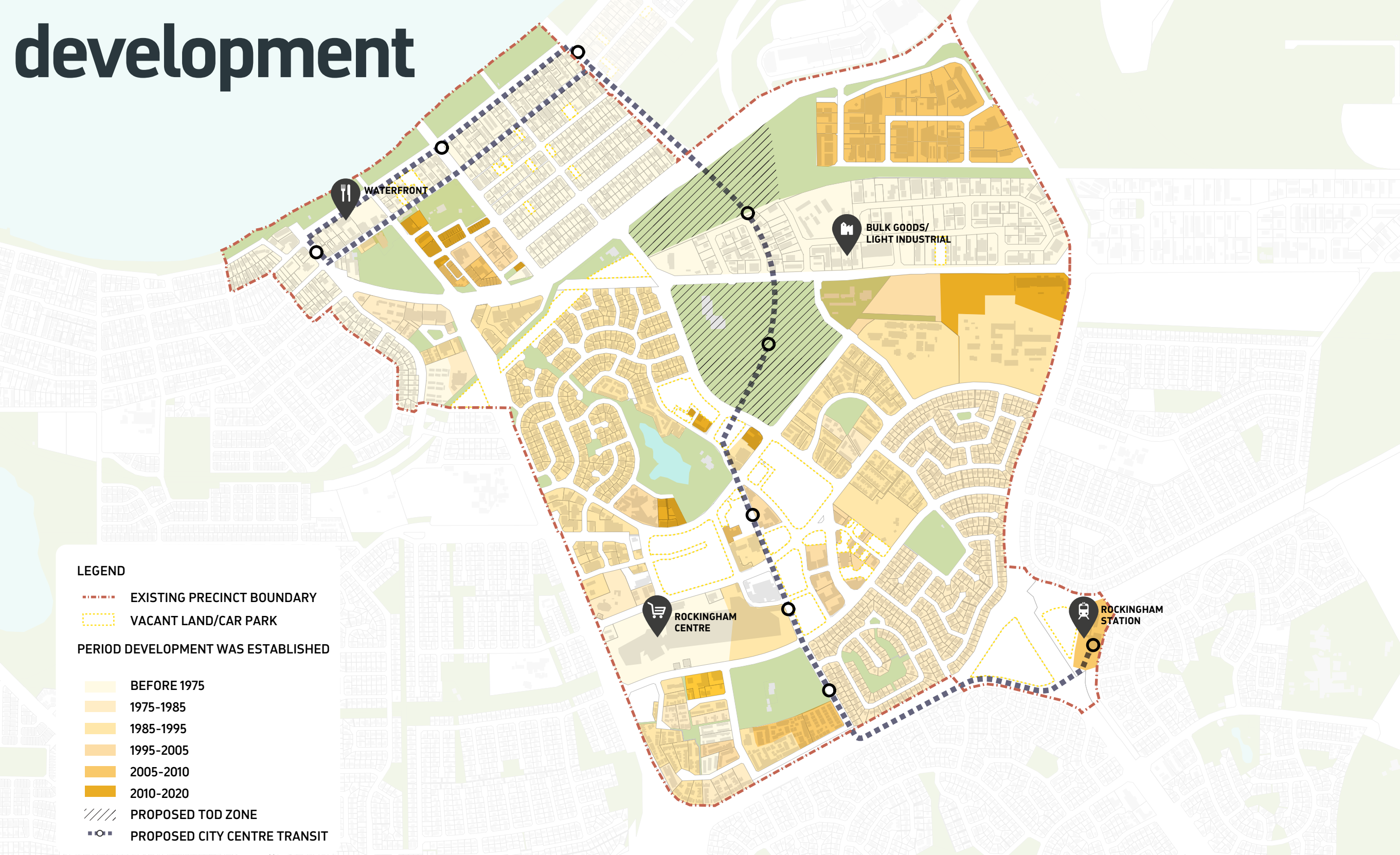
Measures how many local residents can work locally.

# land use





# development



LEGEND

- EXISTING PRECINCT BOUNDARY
- VACANT LAND/CAR PARK

PERIOD DEVELOPMENT WAS ESTABLISHED

- BEFORE 1975
- 1975-1985
- 1985-1995
- 1995-2005
- 2005-2010
- 2010-2020
- PROPOSED TOD ZONE
- PROPOSED CITY CENTRE TRANSIT



# public transport

The map illustrates the public transport network in Rockingham, highlighting the proposed transit route and existing bus routes. The legend defines the symbols used:











- EXISTING PRECINCT BOUNDARY (Red dashed line)
- BUILDINGS (Grey area)
- PUBLIC OPEN SPACE (Green area)
- WATERWAYS (Blue wavy line)
- PROPOSED TRANSIT (Blue dashed line with circles)
- EXISTING BUS ROUTES (Blue solid line with circles)
- EXISTING TRAIN LINE (Black dashed line)
- CATCHMENTS (Black dashed circle)
- PROPOSED TOD ZONE (Black dashed line)
- PROPOSED CITY CENTRE TRANSIT (Blue dashed line with circles)











Key locations and features labeled on the map include:

- WATERFRONT
- BULK GOODS/ LIGHT INDUSTRIAL
- ROCKINGHAM CENTRE
- ROCKINGHAM STATION
- ENNIS AVE.
- RAE RD.
- READ ST.

A scale bar indicates 600m.

## LEGEND

	EXISTING PRECINCT BOUNDARY
	BUILDINGS
	PUBLIC OPEN SPACE
	WATERWAYS
	PROPOSED TRANSIT
	EXISTING BUS ROUTES
	EXISTING TRAIN LINE
	CATCHMENTS
	PROPOSED TOD ZONE
	PROPOSED CITY CENTRE TRANSIT

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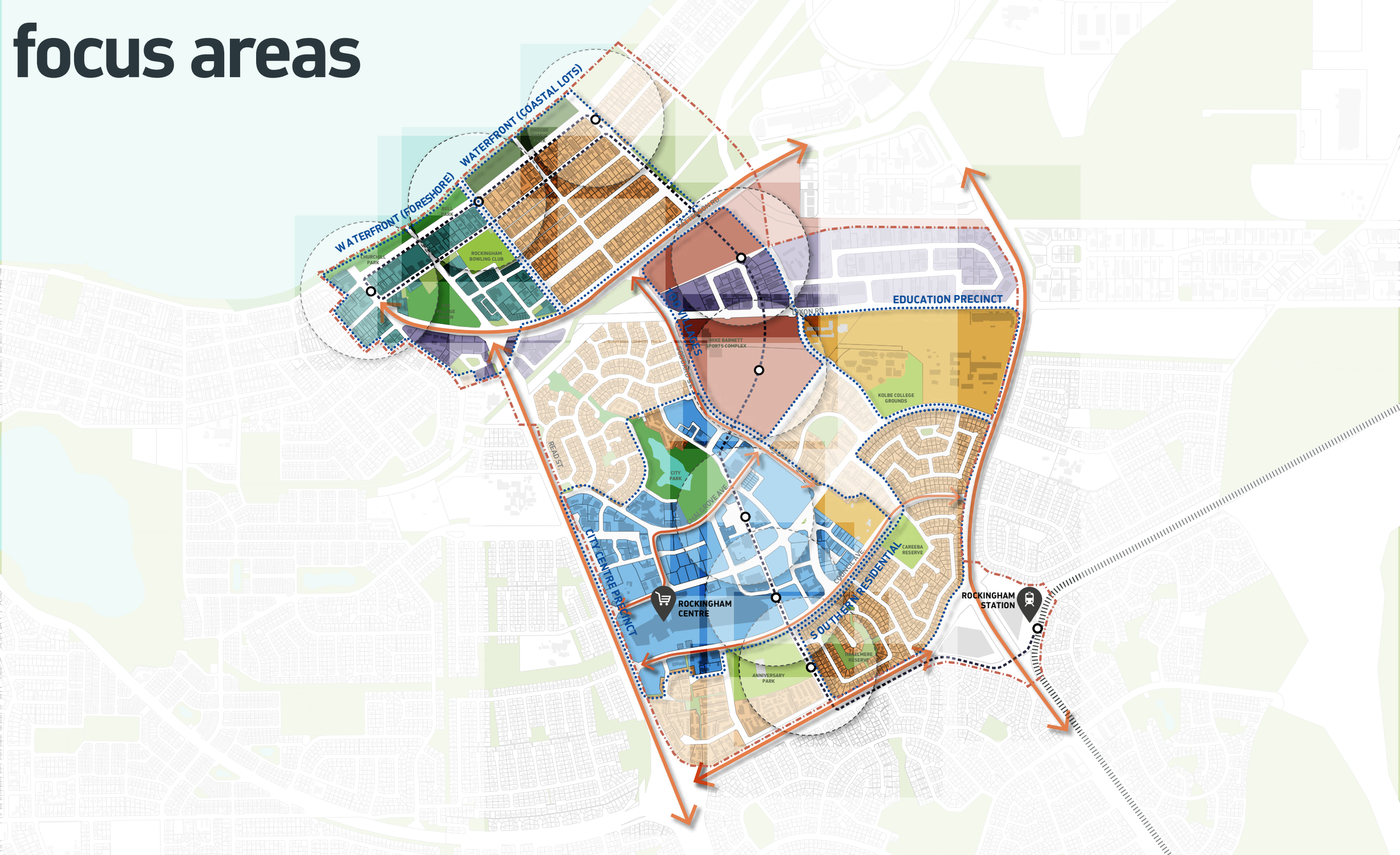


# vehicles



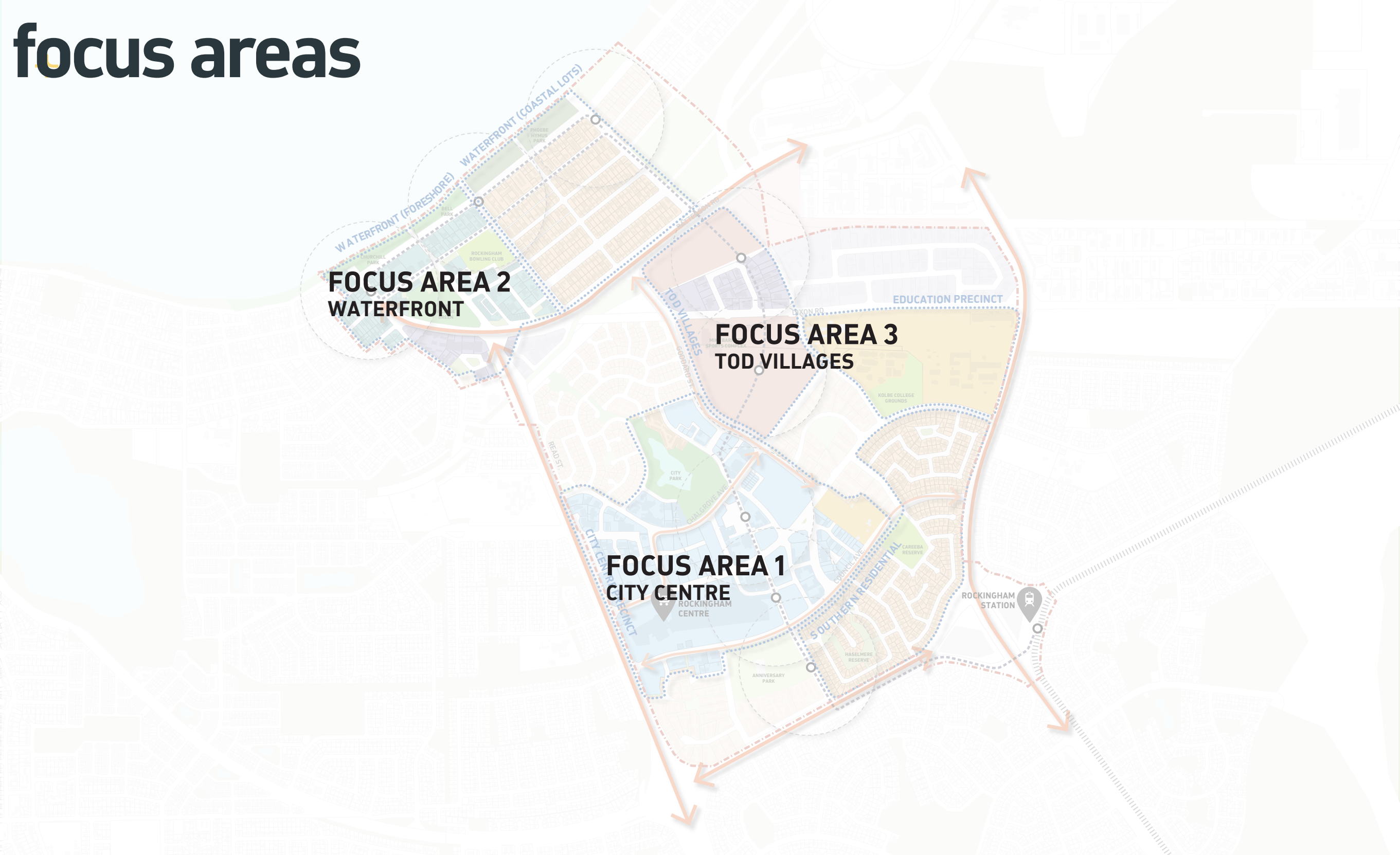


# focus areas





# focus areas





# **focus area discussion 1**

## doing business in Rockingham





# what can the precinct plan influence?

- + The PSP will incorporate many aspects that can influence business operations / establishment of new businesses:
  - Primary controls (e.g. building heights and setbacks);
  - Land use and zoning;
  - Urban design outcomes (e.g. street activation, safety, landscape requirements);
  - Future public transport access;
  - Parking management and ratios.
- + It does not deal with other Council functions such as rates, public open space maintenance, local laws.



# why is it important as a place changes?

- + We know that cities change and evolve over time. That's true of Rockingham!
- + Through the Precinct Structure Plan we can highlight the elements of the existing framework that work well / do not work well.
- + If we identify them now then we can then think about how that should apply to development standards in an area.



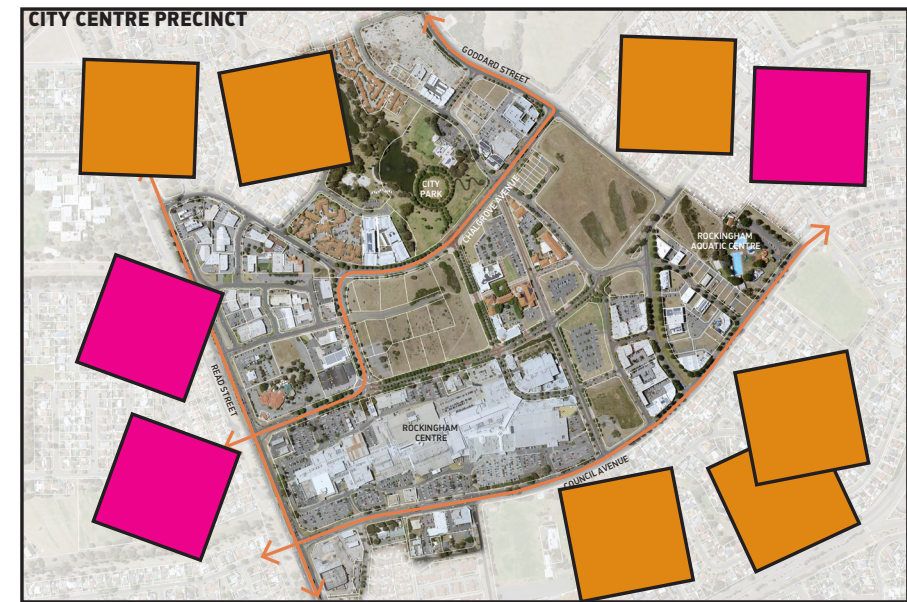


# what is your experience in doing business?



The aerial plan for each focus area is for comments and post it notes.

We want to know your experiences, to better understand the opportunities and challenges.



The photo board is provided as a 'prompter'.

**Orange notes** = business opportunities

**Pink notes** = business barriers or challenges



# **general discussion**

your table facilitator will guide you

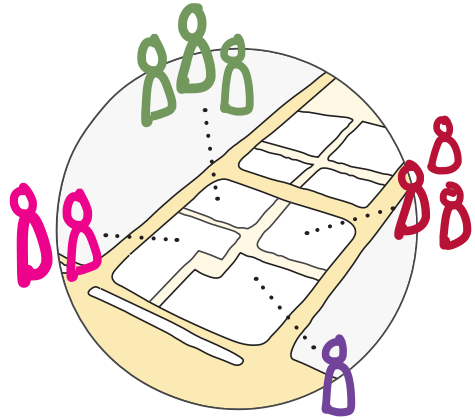




# **focus area discussion 2**

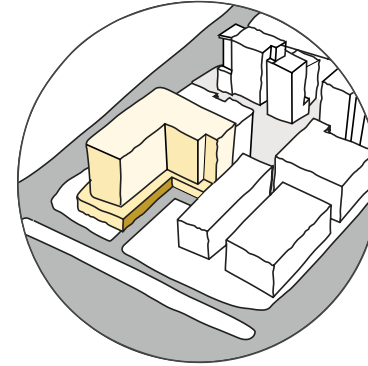
## built form and land use

# built form and land use



## LAND USE

- + Land uses are the types of activities that happen on a site or in a building. Some examples are:
  - Residential places for living
  - Commercial places for office work
  - Retail places to buy goods, food and services
- + Land use type, proportion, mix and location should will change over time to respond to community needs.



## BUILT FORM

- + Buildings are different sizes, shapes and orientations. It depends on what land uses they have inside and where they are placed.
- + Rockingham's 2010 plan supported building types with more people living and working will help local businesses and public transport.
- + The planning framework has settings that explain what heights, setbacks and other characteristics are supported in each area.

# built form and land use

- + Precinct name
- + Future intent
- + Preferred land uses (existing Centre Plan)

## CITY CENTRE

The City Centre will continue to be the primary location for employment with an expanded shopping centre merging with mixed-use main street developments, civic buildings and major public spaces.

Provision will be made for higher density offices and residential apartments over street level retail and commercial tenancies.

### PREFERRED LAND USES:

#### Core

- + office and commercial
- + residential (first floor and above)
- + serviced accommodation
- + civic and community
- + eating and drinking places
- + arts and entertainment
- + showrooms

#### Central West / Eastside / Goddard / Read

- + office and commercial
- + residential
- + professional consulting rooms
- + showrooms
- + serviced accommodation
- + eating and drinking places
- + retail
- + education

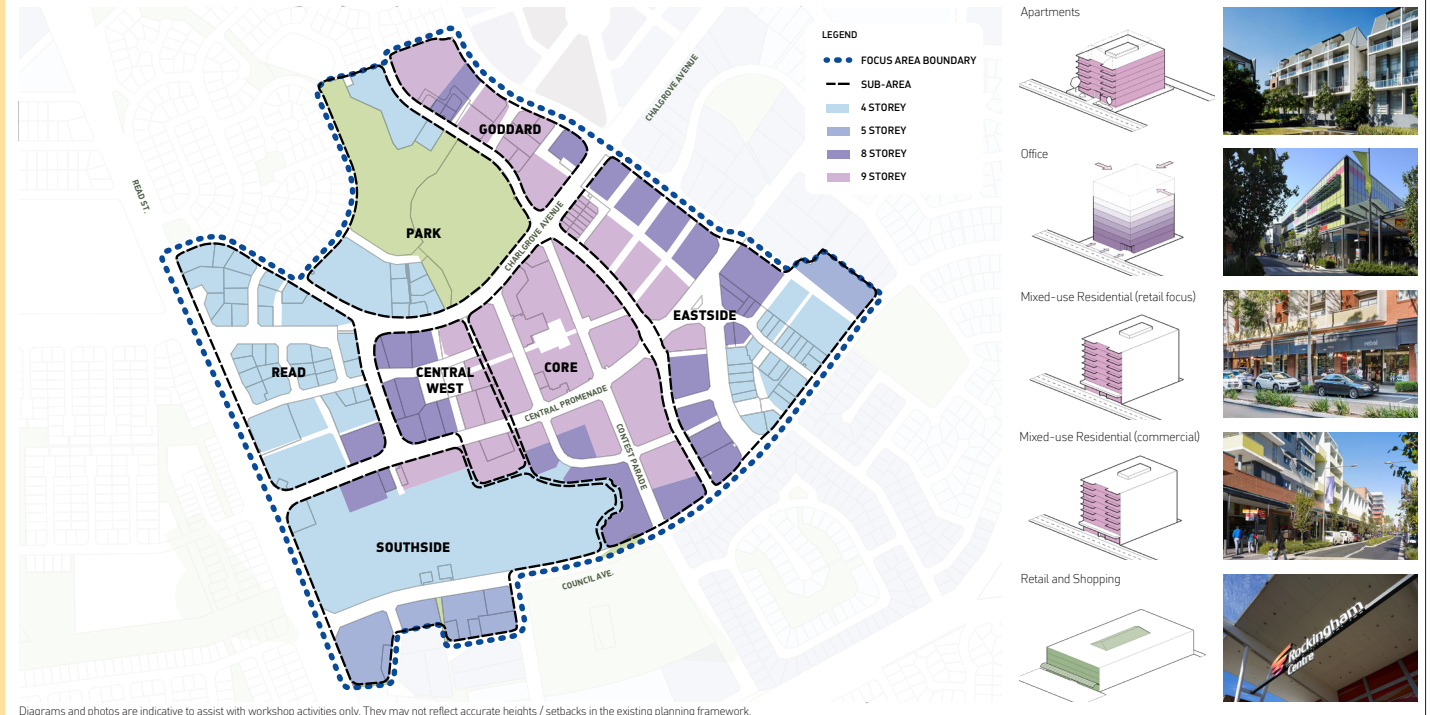
#### Southside

- + retail
- + office and commercial
- + professional consulting rooms
- + showrooms
- + entertainment and leisure.

#### Park

- + leisure
- + civic and community
- + residential, office, education

### PERMITTED BUILDING HEIGHTS AND TYPES



Diagrams and photos are indicative to assist with workshop activities only. They may not reflect accurate heights / setbacks in the existing planning framework.

### EXAMPLES OF EXISTING DEVELOPMENT IN THE AREA





# built form and land use

+ Map illustrating building heights and types that are currently permitted in the existing 2010 plan

+ Illustrative examples of common building types that are permitted.

## CITY CENTRE

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### PERMITTED BUILDING HEIGHTS AND TYPES



### EXAMPLES OF EXISTING DEVELOPMENT IN THE AREA



# built form and land use

- + Photos of existing buildings and streets in each focus area.

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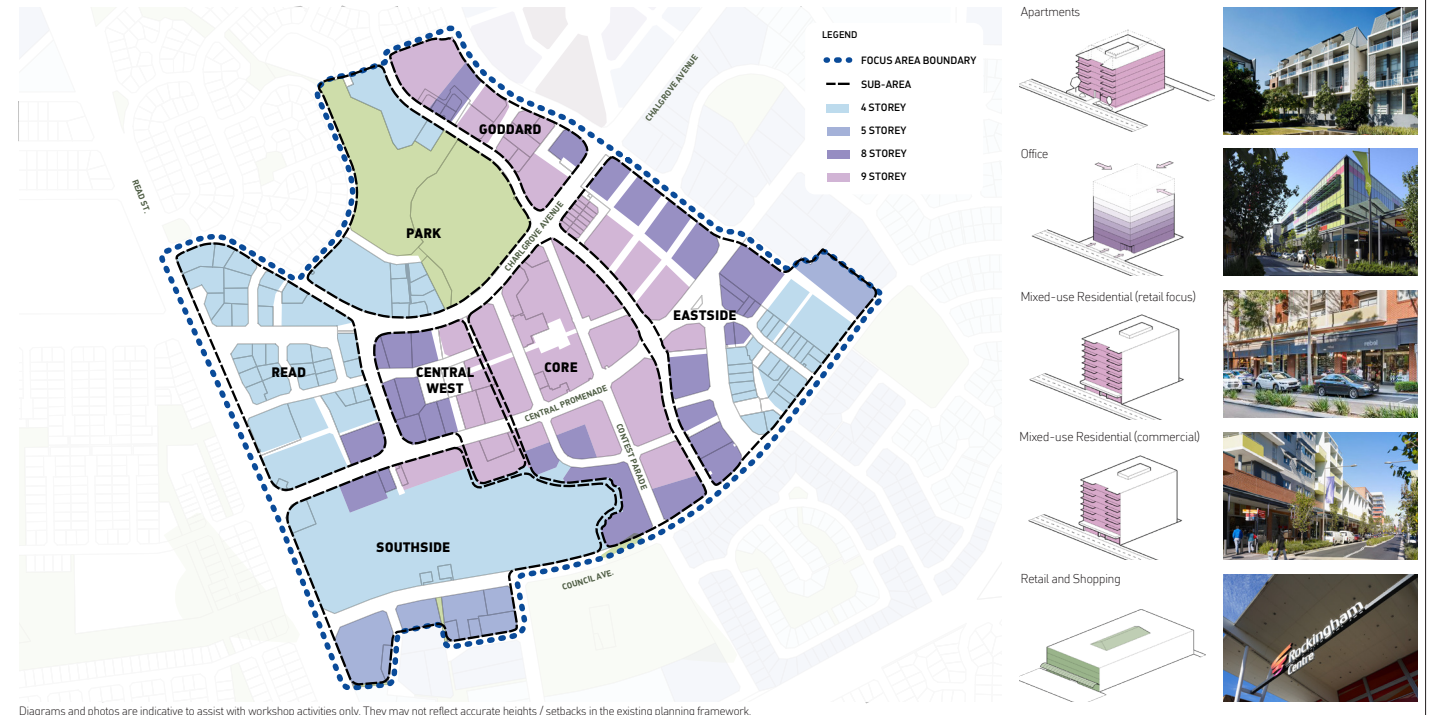
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### PERMITTED BUILDING HEIGHTS AND TYPES



### EXAMPLES OF EXISTING DEVELOPMENT IN THE AREA





# **built form and land use discussion**

your table facilitator will guide you





**what's next....**



# next steps

- + **July 2021**

Stakeholder engagement finalised.

- + **August 2021**

Concept Design.

- + **October - December 2021**

Draft Precinct Structure Plan Report.

- + **January 2022**

Council Endorsement

- + **February 2022**

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