

City of Belmont
Local Planning Scheme No. 15
**SCHEME REPORT SUPPORTING
DOCUMENT**

BUSINESS

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1. EXECUTIVE SUMMARY

Business is a major feature of the City – contributing to the economy and employment on a City and metropolitan area scale. The City of Belmont recognises the value of ensuring the continued sustainability of its business base. This is consistent with the factors influencing liveability detailed in the Network City Community Planning Strategy for Perth and Peel for 2030. Of specific note in this regard are those factors consisting of employment, interaction, urban form, location of services and facilities and local role and function.

This report examines the current statutory context and associated actions in regard to business in the City of Belmont and identifies the key planning issues facing the City. From that basis constraints are detailed and opportunities for improvement outlined.

A number of recommendations arise from the Strategy which are detailed in the Objectives and Strategies Map.

2. INTENT AND METHODOLOGY

The need for this Strategy has been determined by the necessity for business planning to form an integral part of the preparation of the review of the local planning scheme.

This Strategy briefly examines the context of influences on the planning system and some of the resulting opportunities and restrictions on the City of Belmont. Where areas of influence occasionally overlap with that information contained in the revised City of Belmont Commercial Strategy 2008, that information is not reiterated.

The preparation and development of this Strategy has been based on the overall vision outlined in the State Planning Strategy and is consistent with the objectives of that Strategy.

3. BACKGROUND

3.1 Why Business is Integral to the Success of the City

Belmont is a City which is unique. The City is close to the Perth Central Business District, we are located along the foreshore of the beautiful Swan River, there is transport by air, road, rail and water, and the City provides outstanding opportunities for families and business.

Since 1991, the City of Belmont has experienced considerable expansion and reorganisation in relation to land uses. This has included the residential development of areas such as Redcliffe and Rivervale, and the creation of residential lots at Ascot Waters. Combined with the rezoning of parts of the City towards a mixed business category, land uses now reflect a broader range of opportunities.

Appropriately balanced and compatible commercial property development promises to produce additional jobs and economic well being for local communities. The challenge for local government is to achieve a balance between the needs of local residential communities and the opportunities associated with the development of business.

Planning for business must occur within a regulatory framework that is not always responsive to shifts in tenant demand and mix, environmental issues, technological changes, changes in lifestyles of employees and other competitive factors. The issue is how to introduce responsive development controls that allow for flexibility as well as certainty for the market. It is Council's view that whilst the provision of appropriate planning controls and infrastructure is a vital catalyst for development, it is just as important for the local government to market itself to attract the type of development it wants.

Council has therefore taken a strong role in economic development by introducing the theme, "Belmont, City of Opportunity". The City is now recognised by business, government and community for its investment and lifestyle opportunities. The focus in this key area is to continue to be innovative in stimulating economic growth in an environmentally sensitive way; recognising the unique opportunities of Belmont's location close to the Central Business District and positioning as a transport hub.

Strong, coordinated development can:

- Benefit the public interest through efficient land planning and growth management;
- Ensure compatible operation of business activities essential to an urban society;
- Provide marketable products and services needed by society;
- Assist the community by attracting new employment opportunities;
- Expand the fiscal capacity of local and state government by adding new investment to the property tax base;
- Contribute to community appearance;
- Respect and enhance the natural environment;
- Provide a reasonable return on investment to the developer while accomplishing these other objectives; and
- Cement the relationship between appropriate commercial/business development and the value of the residential sector. In essence, quality business settings raise the value of adjacent residential properties.

It is recognised that in market selection the most important issues relate to regional accessibility, commercial services, community image, availability of high quality housing and schools, cultural facilities, recreational environment and potential for aggregation of related or interdependent activities. Businesses will assess quality of life; the types and quality of business and industrial growth nearby; community attitudes towards business and industrial growth; and the type of businesses and industries that are emerging, expanding or that might be moving into the region.

Comprehensive planning for development also helps in site selection and in acceptance of proposals by the community. Business can be sure that the risk of rejection of a proposal for non-compliance with the community's plan is minimal. Likewise areas identified for development should be consistent with the needs of business.

The choice of location for large developments can directly affect several thousand families and indirectly thousands more. The variety of businesses that can be attracted to the location will affect future local employment opportunities and in turn demographic characteristics of local areas.

The City of Belmont's strategic plan has four inter related elements that come together for the primary goals of community well being and satisfaction. One of these four elements is Business Belmont. The business community is important for the following reasons:

- The business community contributes 56% of the City's overall rates base;
- The quality of commercial development is a major contributor to the overall image of a community;
- Local employment is a major contributor to a community's well being;
- Property values, and general community affluence, are directly influenced by business success.

In essence, the business community is too important to be ignored.

The most fundamental element of the current approach to business was a move from regulation to facilitation - To start asking "why not" instead of "why". The City does try very hard to work with business to find common solutions and win-win solutions to local opportunities and issues. There is a real commitment within the City to work with business.

This commitment has been reflected in recent surveys of the City's performance. In the most recent survey 77% of business respondents indicated satisfaction with the City. Of these, almost half reported that they were very satisfied.

In response to questions on customer service, 75% of respondents were satisfied with 45% stating they were very satisfied.

Importantly, 66% of respondent businesses report satisfaction with how the City is promoting Belmont as a desirable place to do business, with 31% reporting they were very satisfied.

3.2 City of Belmont Strategic Plan 2006 to 2011

The City of Belmont Strategic Plan sets the direction that Council will take in the City of Belmont. It establishes goals, strategies to achieve them, and measurable performance objectives to enable Council and the Community to review progress.

The City's Vision Statement follows:

"This is described by Belmont as a place to which the community aspires; a City that is attractive, safe, healthy and prosperous and fulfils the aspirations of the community; a place that encourages a wide range of lifestyles living harmoniously; where human activities enhance rather than degrade the natural and built environment: where citizens and local businesses can grow socially, culturally and economically; a place that our next generation will be pleased to inherit; a place known as a City of Opportunity".

To be successful overall, outcomes must be achieved for:

- the resident community (Social Belmont),
- the City's business community (Business Belmont),
- the natural environment (Natural Belmont) and for
- the man-made physical structure and layout of the City (Built Belmont).



These four areas of achievement make up the Key Result Areas of the Strategic Plan and each Result Area interacts with others.

The Business Belmont key result area is about achieving outcomes for the business community, including attracting greater business investment.

A broad range of areas of opportunity exist for business and employment growth including:

- growth of home-based businesses within the residential areas of the City.
- regional co-development with other local governments which together possess greater attractors to business than one area alone.
- the growth of aeronautical and non-aeronautical business at the airport.

The City's objectives for this key result area are to:

- Maximise business development opportunities within the City.
- Maximise the community's employment and skills capacity.
- Maximise the regional benefits to the City.
- Achieve and maintain an image of Belmont as a great place for business.

Key Actions relating specifically to the planning arena include:

- Coordinate the consideration of business development interests in town planning.
- Increase business confidence about permissible uses of property by increasing clarity in zoning through comprehensive statements of excluded purposes.
- Develop a policy to ensure that large-scale warehouse retail is compatible with a strong town centre.
- Provide support to businesses in working within the existing building or planning approval process.

3.3 Town Planning Scheme No. 14

Clause 1.7 of Town Planning Scheme No. 14 specifies a number of aims of the Scheme. Of specific relevance to business planning within the City of Belmont are:

- To ensure there is a sufficient supply of serviced and suitable land for housing, employment, commercial activities, community facilities, recreation and open space.
- To assist employment and economic growth by facilitating the timely provision of suitable land for retail, commercial, industrial, entertainment and tourist developments, as well as providing opportunities for home-based employment.
- To safeguard and enhance the character and amenity of the built and natural environment of the local government area.

3.3.1 Town Centre and Commercial Zones

The intention of the Town Centre and Commercial Zones are to provide for the retail commercial function and entertainment.

Proposals for land use and development are to demonstrate good urban design by:

- (a) the presentation of buildings and facades that are attractive and inviting, and which harmoniously relate with each other, and have regard to climate; and
- (b) the creation of spaces which encourage pedestrian movement and provide places for pedestrians to congregate.

3.3.2 Mixed Use Zone

The Mixed Use Zone is intended to allow for the development of a mix of varied but compatible land uses such as housing, offices, showrooms, amusement centres, eating establishments and appropriate industrial activities which do not generate nuisances detrimental to the amenity of the district or to the health, welfare and safety of its residents. Buildings should be of a high standard of architectural design set in pleasant garden surrounds with limited vehicular access from properties to primary roads.

3.3.3 Mixed Business Zone

A new 'Mixed Business' Zone was introduced under Amendment No. 52 to Town Planning Scheme No. 14.

The Mixed Business designation differentiates between this core business area and those other mixed use areas of the City which are better suited to a mix of residential and commercial uses.

Whilst there are many similarities between the 'Mixed Use' zone and the 'Mixed Business' Zone, the 'Mixed Business' zone allows for residential (in limited circumstances to protect the business base), but its core value is to encourage businesses.

The 'Mixed Business' designation ensures that the central Belmont business area has distinct characteristics that separate it from the remaining 'Mixed Use' zone. It will ensure that the business base continues to be consolidated and not be eroded through continuing pressure for residential development.

3.3.4 Industrial Zone

The Industrial Zone is intended to provide for the industrial development of the Kewdale Industrial Estate and the Redcliffe Industrial Estate. The Council may approve a wide range of industrial activities within this zone subject to conditions designed to achieve a high standard of industrial environment. The retention of larger lot sizes is also encouraged under the Scheme.

3.3.5 The Residential and Stables Zone

The Residential and Stables Zone is intended to provide for compatible usage of land in close proximity to the Ascot Racecourse by residential accommodation and stables and ancillary functions of the horse racing industry.

The Scheme also contains provisions relating to development standards.

3.4 Draft City of Belmont Commercial Strategy 2008

Through the draft City of Belmont Commercial Strategy 2008, the City recognises the value of ensuring the continued sustainability of its commercial centres. This is consistent with the factors influencing liveability detailed in the Network City Community Planning Strategy for Perth and Peel for 2030. Of specific note in this regard are those factors consisting of employment, interaction, urban form, location of services and facilities and local role and function.

That Strategy specifically examines the current statutory context and associated actions in regard to commercial/retail uses in the City of Belmont and identifies the key planning issues facing the City. From that basis constraints are detailed and opportunities for improvement outlined.

A number of recommendations arise from that Strategy:

Belmont Regional Centre

- Permit the continued expansion of Shop Retail floorspace in the Town Centre zone and surrounding Town Centre Frame area following the preparation of an Economic Impact Statement and endorsement of such by the WAPC. Any such expansion in the Town Centre zone should be intended or likely to contribute towards the Town Centre's region-serving role and supported by an overall development plan which ensures a "main street" development format.
- To assist in enforcing this requirement, amend the Scheme to include a statement in the intention of the Town Centre zone to the effect that the zone plays an important regional role and should accommodate region serving uses that reinforce its regional character.
- Continue to encourage and facilitate to the maximum practicable degree the redevelopment of the Belmont District Shopping Centre.
- Ensure that all development within the Town Centre Frame takes the form of "main street" development for the purposes of implementing Clause 5.4 of the Metropolitan Centres Policy.
- Facilitate and encourage additional Shop Retail floorspace expansion in the Town Centre Frame, in accordance with the requirements of Clause 5.4 of the Metropolitan Centres Policy.
- Facilitate and encourage additional office, mixed use and recreational developments within the Town Centre Frame.
- Except for the Abernethy Road frontage, do not permit showrooms within the Town Centre zone or the Town Centre Frame, unless their size and design is consistent with the objective of creating a "main street" environment.
- Encourage and facilitate the development of showrooms within the Mixed Business zone.

Neighbourhood and Local Centres

- Acknowledge the potential importance of the neighbourhood and local centres and continue to strenuously encourage and facilitate their revitalisation through such initiatives as the Shopping Centre Revitalisation Project.
- Leverage the projected future population growth within the City to actively facilitate (through zoning and other means) medium and high density residential redevelopment within at least a 200 metre radius of each neighbourhood/local centre.
- Protect the neighbourhood and local centres by consistently ensuring that no further retail development likely to serve primarily neighbourhood/local markets is permitted other than in a neighbourhood/local centre.
- The Kooyong Road and Belvidere Street/Epsom Avenue neighbourhood centres should also be encouraged to upgrade and increase their attractiveness through the preparation of 'Urban Design Concept Plans'.
- Provide proportional financial and other appropriate incentives to serious proponents of neighbourhood/local centre upgrading.
- While encouraging the development of a new local convenience centre within Ascot Waters itself, the proposal for an additional retail development on Lot 713 Grandstand Road should no longer form part of any commercial strategy.
- The following Local Centres should be positively encouraged to remain at about their present sizes and function, but be modernised and otherwise improved where practicable:
 - *Wright Street (corner Wright Street / Orrong Road)*
 - *Belmont Square (corner Orrong Road / Oats Street)*
 - *Love Street (corner Love Street / Firby Street)*
 - *Eastgate Commercial Centre (corner Great Eastern Highway and Kooyong Road)*
- The following Local Centres should preferably be retained at their current sizes, but may be allowed to downsize through suitable redevelopment proposals to contain local convenience retail floorspace of *no less than 200 sqm*:
 - *Belmay (corner Sydenham Street / Epsom Avenue)*
 - *Belgravia Street (corner Gabriel Street)*
 - *Francisco Street (corner Acton Avenue)*

Ideally, any proposal to downsize a local centre should be limited.

- The corner shop at 397 Belmont Avenue (near the corner of Kew Street) could be allowed to be phased out entirely, should the owners wish to do so.
- Notwithstanding the clear preferences for specific neighbourhood and local centres expressed above, this Strategy proposes to maintain a flexible approach that will in the final analysis allow the market to operate reasonably freely in relation to neighbourhood/local centre expansions, contractions and other potential redevelopment scenarios. Any reasonable proposal will be considered on its individual merits, and will be treated favourably if the net effect on the quality, quantity and/or distribution of neighbourhood/ local centres within the City is likely to be improved as a result.

Great Eastern Highway Commercial

- No additional supermarkets or convenience stores should be permitted other than those currently existing or firmly planned. However, given the failure of the Tibbradden Local Centre to develop any retail floorspace, consideration could be given to allowing up to 300m² retail floorspace within the existing office/showroom development located abutting at 398 Great Eastern Highway.
- Additional Shop Retail uses should not be permitted; the only retail uses that should be permitted in the Highway Commercial complexes are designated Other Retail uses.
- Office/Business uses of high quality appearance should continue to be encouraged.
- Opportunities should be seized through the development control process to, wherever possible, rationalise and improve traffic access to commercial properties on the highway.
- More frequent safe pedestrian crossing points should be provided on the Highway.

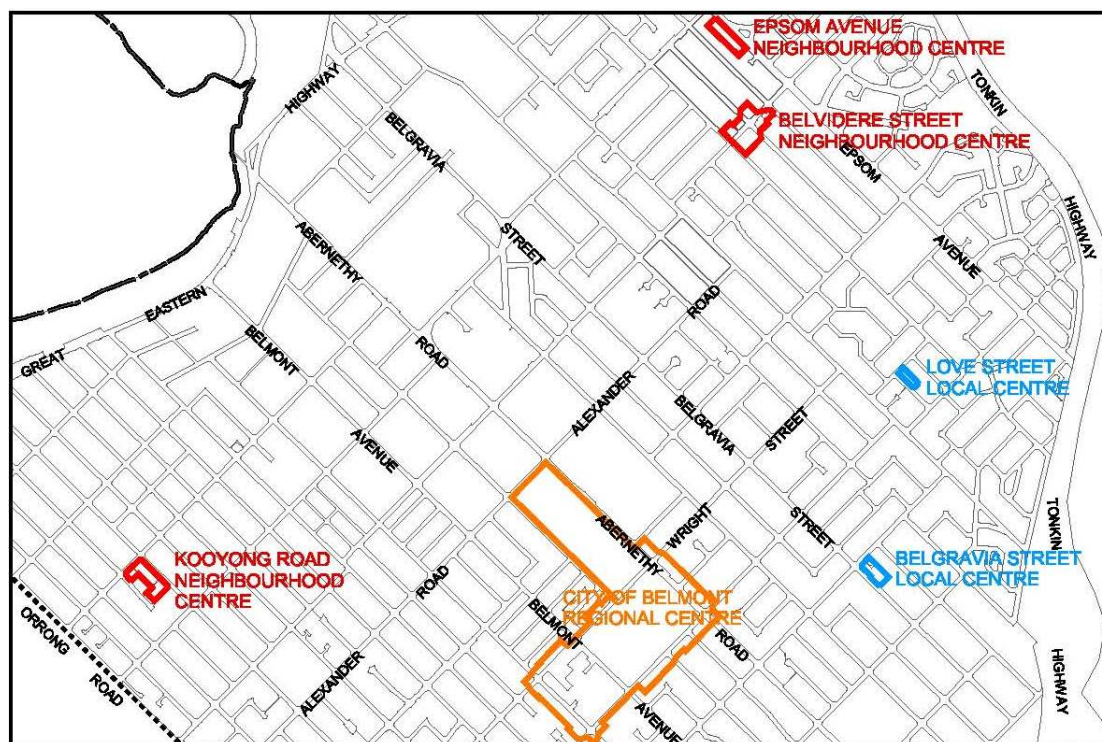
Perth Airport

- That any retail development proposed on airport land be considered within the context of the wider commercial centres network both regionally and locally. Appropriate zoning and landuse controls compatible with the City's Local Planning Scheme should be pursued as a priority.

This Strategy looks at 'business' in a broader context and not simply from the perspective of retail centres.

3.5 Neighbourhood Shopping Centres Revitalisation Project

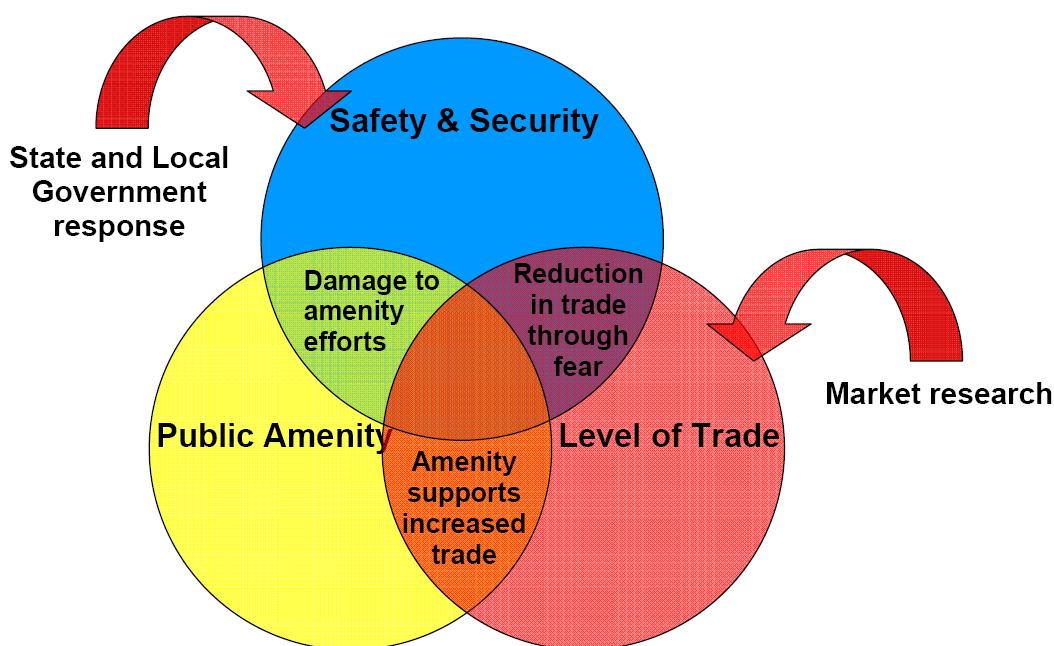
The City of Belmont with financial support from the Department for Planning and Infrastructure's "Dialogue with the Cities Program" has been actively engaged with business owners, operators and local residents in the revitalisation of the City's five local community shopping centres shown below.



The first stage of the project was concluded in late 2005. This focused on the delivery of a series of workshops conducted by an appointed external facilitator. The workshops provided a valuable insight into the opinions of shop owners, residents and customers. A report was subsequently produced categorising the issues at each of the five centres into:

- Aesthetic Issues.
- Infrastructure Issues – Council.
- Infrastructure Issues – Shop Owner.
- Social Issues.

The workshops assisted in understanding the elements that impact on the local shopping centres and how when these are combined with other factors can produce an outcome requiring action. This is illustrated below.



The project had a number of key objectives, which have been fulfilled as detailed below.

- ***To identify business and residential community aspirations for local shopping centres;***

The shopping centre revitalisation project engaged the local business and residential community with several large workshops conducted by an external facilitator.

Detailed feedback from these sessions were invaluable when the project teams comprising of shop owners, operators, resident and City of Belmont staff worked through the information gathered.

The project was routinely reported in both the local community news and the City of Belmont publication circulated local business titled “Belmont Business Talk”.

- ***To encourage sustainable and vital local shopping centres;***

The objectives for the project team are to improve the security, viability and amenity of the local centres. A key focus area will be cleanliness and amenity, which was one of the highest identified responses by residents on actions to be taken that could increase patronage. Once the presentation of the area improves it is hoped that there will be a corresponding improvement in patronage, with the intention of promoting full occupancy of the centres.

- ***To enhance community ‘ownership’ of local shopping centres;***

A telephone survey of residents living in a 400m radius of each of the local shopping centres identified that 72% of respondents believe the local shopping centre plays a very important role in the community. Officers are also introducing strategies such as a safety accord around shopping centres which will encourage community awareness by residents within the locality of the shopping centres.

- ***To identify strategies to manage growth for local shopping centres;***
Several strategies to manage growth are already underway including the traffic management changes occurring at Epsom Avenue. As a result of full occupancy of all the shops the design work has included increasing the number of car bays adjacent to the centre.
- ***Ensure continuance of local employment nodes;***
The centres are recognised for their importance to the community. The aim of the project team is to encourage full occupancy within the centre, therefore increasing local employment opportunities.

Future Actions

The City of Belmont in conjunction with the project team members will prepare plans for each of the five shopping centres - Belvidere Street, Epsom Avenue, Love Street, Belgravia Street, Kooyong Road - outlining a way forward in the ongoing improvement to amenity and security.

The concept plans, once adopted will then be incorporated into future budget submissions and will be scheduled into the capital works program.

In order to ensure a coordinated approach into the future, the City of Belmont will provide assistance to shop owners in holding routine meetings to discuss issues such as safety, amenity and marketing issues.

3.6 Home Occupations and Home Based Business

Home Occupations are described in several ways and some local governments have made distinctions between types of home occupations. Some of the generic terms include:

- Micro and Home based businesses
- Home business
- Small office home office (SOHO)

A key point is that whilst the approach towards home occupations is a local issue, the cumulative effect of micro/home based business is significant to the State and National economies.

A micro business is one that employs less than 5 people. In Australia, 88% of small businesses are micro businesses, with 62% of them running from or at home.

Types of Home – Based Business

The following types of business are those which have been run from home bases in Australia:

- Alternative medical practitioners
- Animal services
- Artists
- Caring
- Children's services
- Cleaning
- Construction
- Creative gifts and products
- Cultural and recreational services
- Exporters / Importers
- Food services
- Graphic Designers
- Health and fitness professionals
- Heavy machinery operators
- Manufacturers
- Marketing professionals
- Office
- Outdoors
- Personal adviser / marriage celebrant
- Professional (eg. Accountant)
- Property and business services
- Retail trade
- Secretarial services
- Software and hardware designers
- Screen printers
- Signwriters
- Tradespeople

Council seeks to actively promote Home Based Business and to reassure people that such businesses are 'OK'. This is because there are large numbers of 'home occupations' that are carried on despite people being concerned about informing the Council for fear of controls, or that they may be directed to cease.

Amendment No. 17

Amendment No. 17 to Town Planning Scheme No. 14 was initiated in May 2001 for the purpose of changing the Scheme definition of 'Home Occupation'. Changes to the Home Occupation definition and other requirements were proposed to provide encouragement for home based business, but also to have the necessary control measures in place to be used in the case of inappropriate businesses or those that have outgrown their residential premises.

The Department for Planning and Infrastructure (DPI) did not however grant consent to advertise the Amendment as it was inconsistent with the provisions of the Model Scheme Text (MST).

As a result of ongoing negotiations with DPI Officers, the previous resolution was rescinded and a modified Amendment No. 17 was adopted consistent with the MST. Consequently, the:

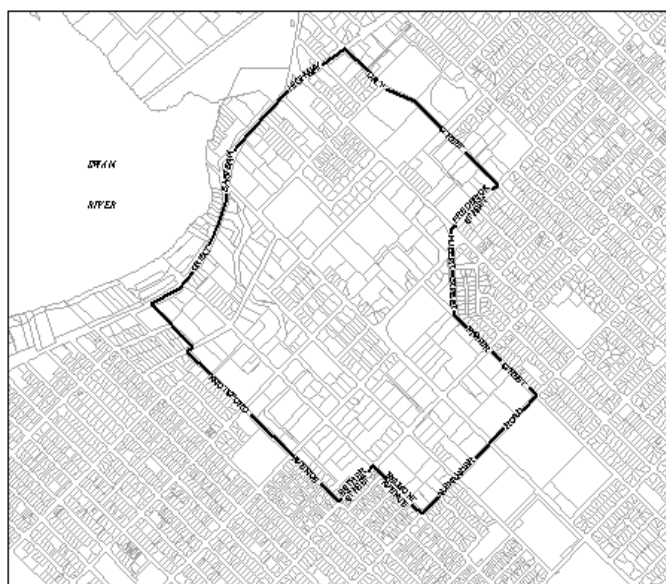
- 'Home Occupation' definition remained unchanged. Therefore the need to debate the Model Scheme Text interpretation could be put aside; and
- A new Use Class of 'Home Business' was introduced.

A Home Business is essentially a Home Occupation on a slightly larger scale as demonstrated in the following table.

Home Occupation	Home Business
Does not entail employment of any person not a member of the occupier's household.	Does not employ more than two people not a member of the occupier's household.
Does not occupy an area greater than 20m ² .	Does not occupy an area greater than 50m ² .
Does not involve the presence of a vehicle of more than 2 tonnes tare weight.	Does not involve the presence of a vehicle of more than 3.5 tonnes tare weight.

3.7 Mixed Use Study Parts 1 and 2

The Central Belmont Mixed Use Area is centrally located, in close proximity to the Belmont Town Centre and has access links to and from Great Eastern Highway, Graham Farmer Freeway, Orrong Road and Leach Highway. The Central Belmont Mixed Use Area is bounded by Great Eastern Highway, Knutsford Avenue, Esther Street, Belmont Avenue, Alexander Road, Fisher Street, Hubert Street, Frederick Street and Daly Street.



Due to 'uncertainty' by landowners and tenants in regard to acceptable land uses under the local planning scheme, the City initiated a Study into the area. The key objectives of the Study were to:

- Facilitate and plan for a coordinated approach in the development of a mix of land uses in the Study Area through the development of a 'Vision Plan' and supporting policy documents;

- Promote increased levels of certainty and market confidence in the Study Area through the implementation of a 'Vision Plan';
- Develop an Implementation Strategy to secure continued growth and investment within the municipality in line with the City of Belmont Opportunity objectives.

Part 1 of the Study examined:

- History of the Area;
- A discussion on what 'Mixed Use' means;
- Statement of Study Objectives and Outcomes;
- Methodology;
- Precinct Analysis;
- The expectations of landowners, businesses and agencies;
- Discussion of Major Landuse Characteristics;
- Redevelopment opportunities;
- Examination of factors impacting on compatibility.

The result was the production of a Vision Plan. The Vision Plan was not intended as a detailed examination of landuse classifications under the existing Town Planning Scheme - it was intended as a very broad overview of the main landuse types existing or anticipated within the Study Area.

Part 2 of the Study went on to make recommendations on changes to the local planning scheme and examined:

- Appropriate 'permitted' landuses;
- Review of the zoning table and landuse definitions (including retail);
- Examination of appropriate landuses where a residential interface has been identified in the Vision Plan;
- Identification and development of supporting policies;
- Specific development requirements for different land uses (eg Residential);
- Recommended parking standards;
- Recommendations on changes to the Town Planning Scheme.

Most importantly, the Study included a comparison of 'Mixed Use' versus 'Mixed Business'. It concluded that the Study area has distinct characteristics that separate it from the remaining 'Mixed Use' zone. It recommended a name change and rezoning to 'Mixed Business' to ensure that the business base continues to be consolidated and not be eroded through continuing pressure for residential development.

The City introduced appropriate development controls standards in accordance with the Study via Amendment No. 52 to Town Planning Scheme No. 14.

3.8 Kewdale Hazelmere Integrated Masterplan

Within the City of Belmont, the Kewdale-Hazelmere Integrated Masterplan provides the direction for land use and transport infrastructure planning in the area. The Kewdale-Hazelmere region has been identified as a strategic precinct for the freight industry in Perth and Western Australia. It is a region that experiences complexities due to intermodal freight infrastructure networks, overlap of the three levels of government jurisdictions and the rapid expansion and change occurring within the freight industry.

This Masterplan has been prepared to ensure that the Kewdale-Hazelmere Region achieves its optimal operational efficiency. It provides a strategic framework within which the planning and growth of the Region can be managed to ensure that the Region's freight focus is protected and enhanced. In doing so, the Masterplan recognises the importance of freight operations and infrastructure, and the underlying need to protect freight infrastructure and activities, and other more sensitive land uses, from each other through graduated land uses.

For each issue identified through the Masterplan preparation process, the Masterplan makes a number of recommendations. One of the recommendations is that the WAPC consider measures to protect lots of greater than 3 ha in the Kewdale/Welshpool precinct until the proposed Metropolitan Freight Network policy and the review of DC Policy 4.1 for Industrial Subdivision are finalised. It should be noted however that while lots less than 4000m² are discouraged, the Scheme allows for subdivision to a minimum of 2000m² in the Industrial zone where certain criteria are met.

3.9 Perth International Airport – Master Plan 2004

In accordance with Part 5 Division 3 of the Airports Act 1996, Westralia Airports Corporation completed a review of the approved 1999 Perth Airport Master Plan and produced a new Master Plan 2004. That plan was approved by the federal Minister for Transport and Regional Services on 10 August 2004.

Chapter 13 of that Master Plan contain requirements relevant to this Strategy. That chapter specifies requirements for the Non-Aeronautical Property System.

As the land is subject to Commonwealth control, State and Local requirements are not applicable.

The Non-aeronautical section of the Master Plan reviews the approved 1999 Master Plan and outlines a strategy for the airport's 997 hectares of non-aeronautical property, which is defined as land surplus to passenger and aviation related requirements.

The purpose of the Non-aeronautical strategy is to provide strategic development direction which is guided by sound on-airport and off-airport planning principles.

Both planning and development objectives drive the non-aeronautical property strategy. The planning objectives are:

- *“integrates the airport's overall development strategy and aeronautical requirements;*

- *accommodates the planning constraints unique to airport property such as the Australian Noise Exposure Forecast (ANEF), Obstacle Limitation Surfaces (OLS) and the Procedures for Air Navigation Services – Aircraft Operations (PANS-OPS) surfaces, that place land use conditions and building height limitations on applicable commercial properties;*
- *accommodates natural heritage areas on the airport through sensitive planning, integration and preservation of natural bush land areas;*
- *respects and supports current regional and local planning principles and concerns as outlined in the Metropolitan Regional Scheme (MRS) and Town Planning Schemes;*
- *respects and supports the planning efforts of airport neighbours such as the City of Swan, the City of Belmont, and the Shire of Kalamunda; and*
- *fosters and supports sustainable development within the airport property using the latest planning principles and supports the economic development of the region.”*

The City’s approach has been that all precincts detailed under the Master Plan should be progressed using a structure plan and planning guidelines approach.

4. LOCAL BUSINESS TRENDS

The City of Belmont is a vibrant and diverse business area with a strong workforce profile. Based on 2006 ABS Census data there are approximately 27 940 persons working in Belmont. Of these persons, 11.8% both live and work in Belmont. Table 1 shows the top 10 Local Government areas where Belmont workers reside.

Rank	Local Government Area	Number	Percent (%)
1	Belmont (C)	3,289	11.8
2	Gosnells (C)	2,658	9.5
3	Swan (C)	2,341	8.4
4	Kalamunda (S)	2,338	8.4
5	Stirling (C)	2,280	8.2
6	Joondalup (C)	1,833	6.6
7	Canning (C)	1,815	6.5
8	Bayswater (C)	1,426	5.1
9	Wanneroo (C)	1,285	4.6
10	Melville (C)	1,168	4.2
	Other areas	7,510	26.9

Table 1 Top 10 Local Government Areas of residence for workers in the City of Belmont, 2006, ABS Census data

As shown, of those persons commuting to Belmont on a daily basis, 21.5% come from neighbouring Local Government Areas (Swan, Kalamunda and Bayswater) and 37.5% come from the Eastern region.

The profile of Belmont's resident workforce has changed little over the 2001-2006 Census periods. As shown in Figure 1 (overleaf), in 2001 the four largest employment industry sectors in Belmont were Transport and Storage (17%), Manufacturing (14%), Wholesale (14%) and Retail (14%)

As shown in Figure 2 (overleaf) in 2006 the four largest employment industry sectors Belmont were the same. There were some minor changes in that Transport and Storage increased to 21%, while Manufacturing stayed at 14% with Wholesale and Retail falling to 11% and 10% respectively.

It should be noted that the traditional "office" sectors of Finance & Insurance and Property & Business has grown from 9% in 2001 to 10% in 2006. (In 2006 ABS divided these two sectors into the four smaller industry sectors of Finance & Insurance, Real Estate, Professional and Administration. Since that time Belmont City Council has approved large amounts of net lettable office space. It can only be expected that these sectors will continue to grow and will cumulatively become greater than Wholesale or Retail by the 2011 Census.

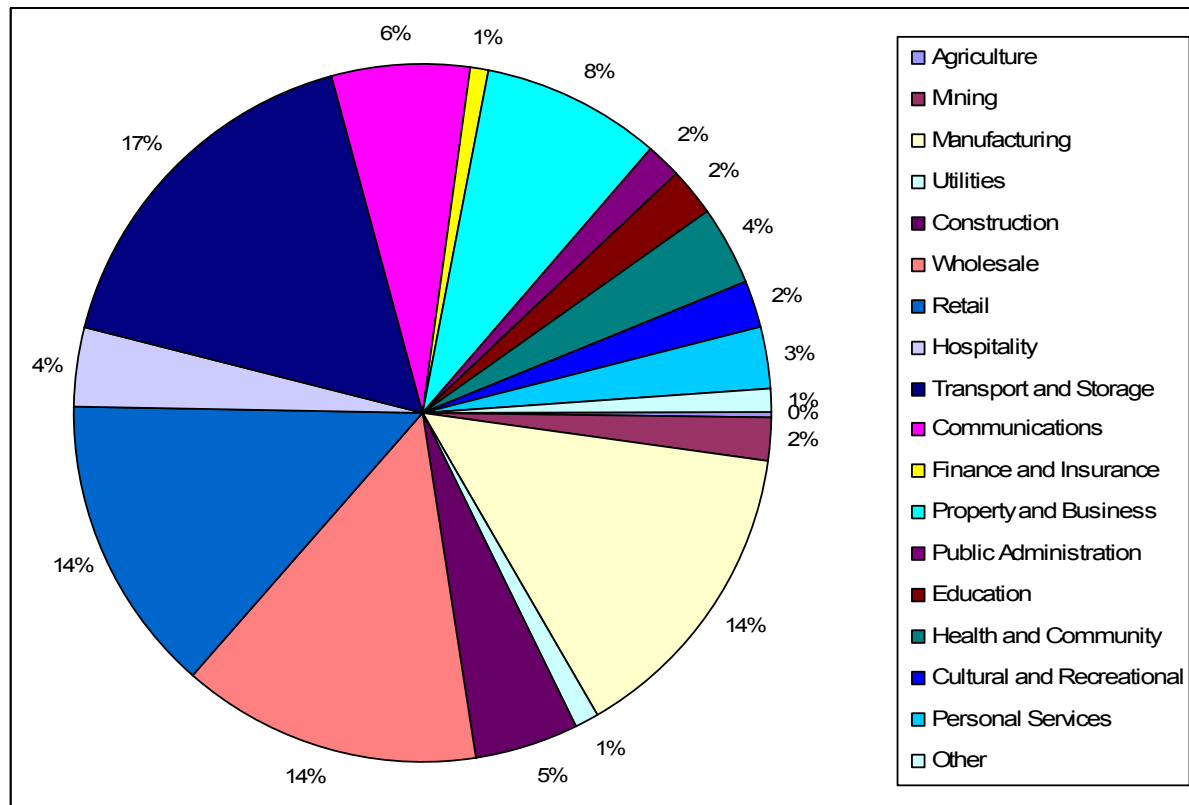


Figure 1 Employment of Belmont workers by industry sector, 2001, ABS Census data

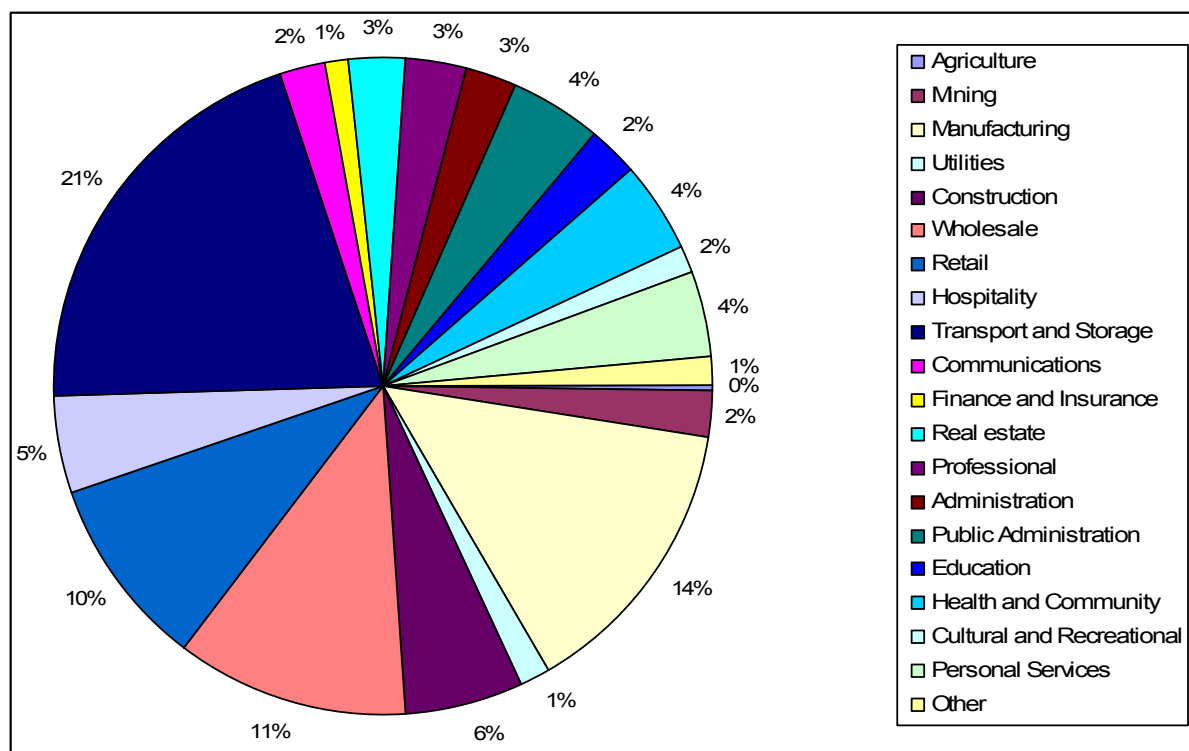


Figure 2 Employment of Belmont workers by industry sector, 2006, ABS Census data

The distribution of industry sectors across the different areas of Belmont is a further demonstration of the diversity of the area.

Based on the 2006 Census, there are 2,961 individual businesses in Belmont who have an Australian Business Number and are registered for GST. It is acknowledged that there will be some very small businesses and/or not for profit organisations that this does not include, but it can be assumed that the businesses captured by the Census represent the overall majority of Belmont business types.

The 6103 postcode area covers the suburb of Rivervale. As shown in Figure 3, the greatest numbers of businesses in this area are in the industry sectors of Real Estate (24%), Construction (21%), Retail (14%) and Transport & Storage (9%).

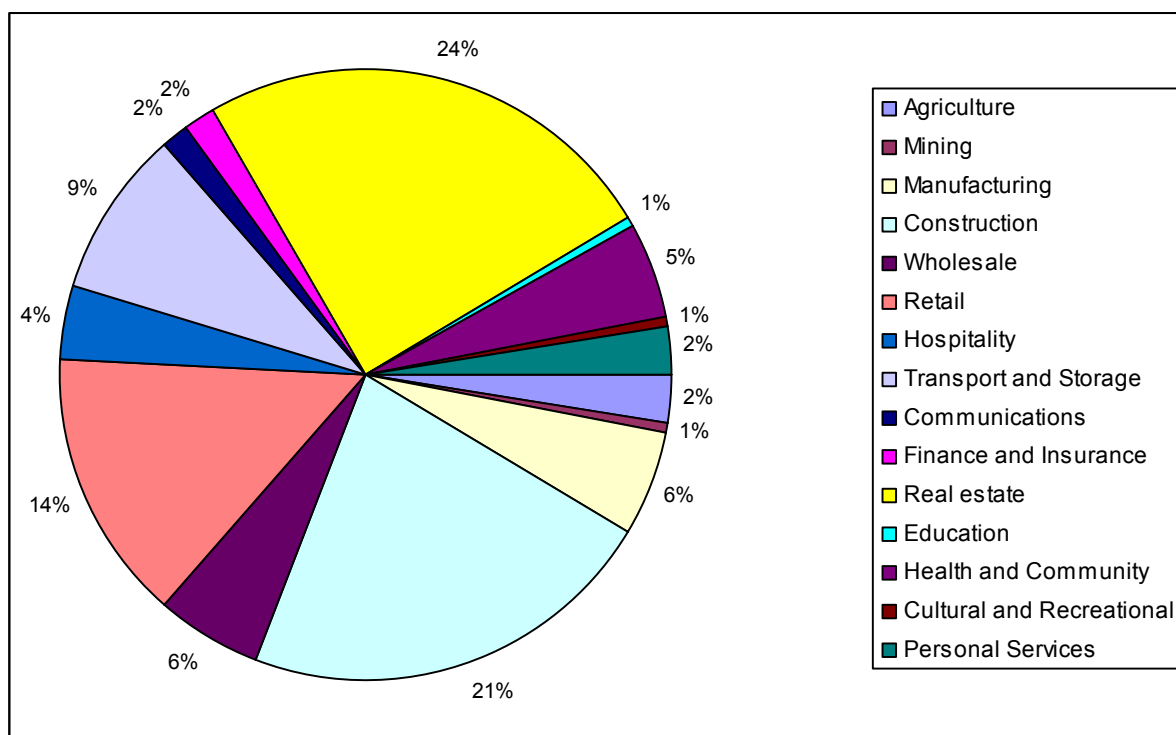


Figure 3 Distribution of business types by industry sector, 6103 Postcode area, 2006, ABS Census data

The 6104 postcode area covers the suburbs of Ascot, Belmont & Redcliffe. As shown in Figure 4 (overleaf) the greatest numbers of businesses in this area are in the industry sectors of Real Estate (27%), Retail (14%), Construction (12%) and Wholesale (9%).

The 6105 postcode area covers the suburbs of Cloverdale, Kewdale & Perth Airport. As shown in Figure 5 (overleaf) the greatest numbers of businesses in this area are in the industry sectors of Real Estate (22%), Construction (12%), Transport & Storage (12%) and Retail (11%).

Whilst all three postcode areas have a significant number of Real Estate businesses there is also good representation from the Manufacturing, Finance & Insurance and Personal Services.

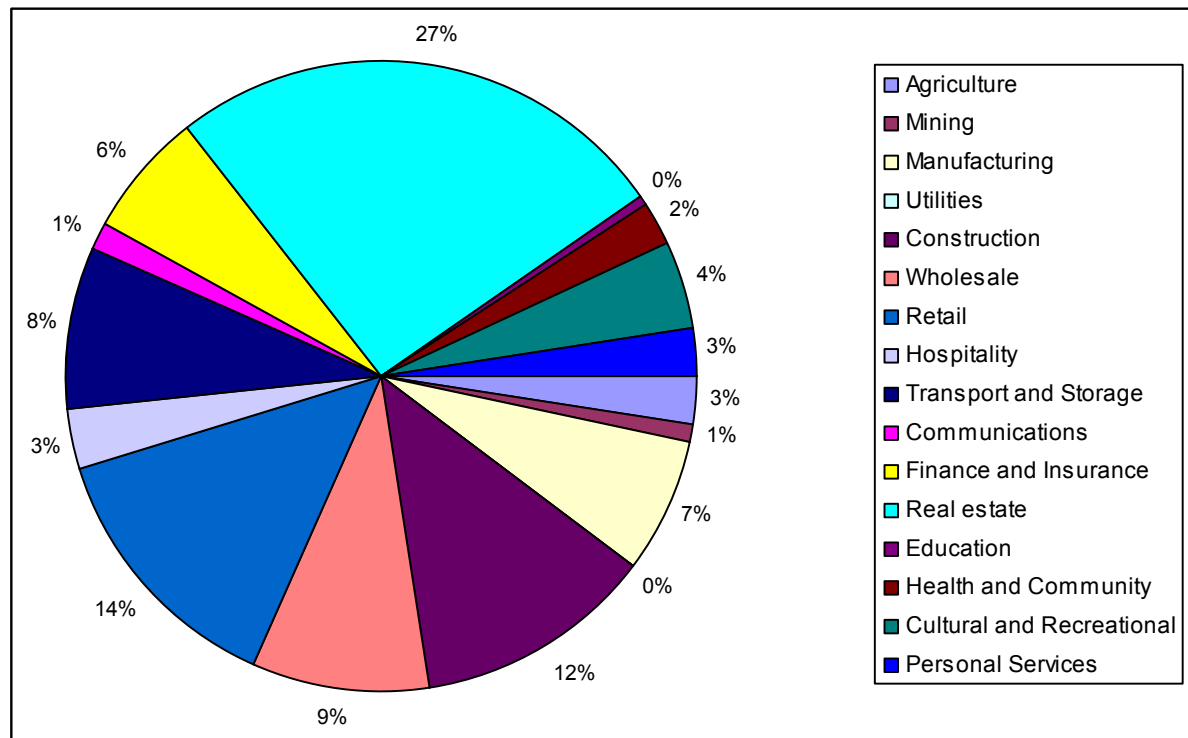


Figure 4 Distribution of business types by industry sector, 6104 Postcode area, 2006, ABS Census data

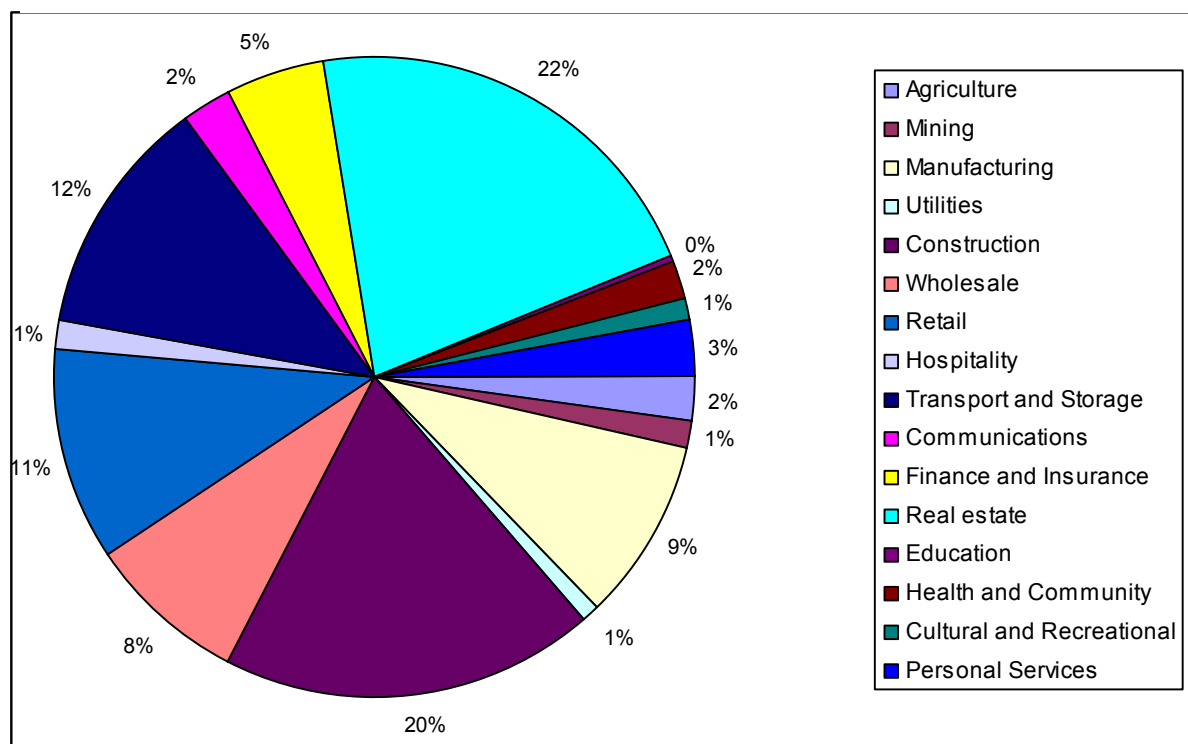


Figure 5 Distribution of business types by industry sector, 6105 Postcode area, 2006, ABS Census data

Belmont's business profile is similar to many Local Governments in that it is characterised by a large number of micro and small businesses. Of the 2,961 businesses in Belmont, 1,692 (57.1%) have no employees, and can be considered to be self employed. Of these, the greatest numbers are in Real Estate (16%) or Construction (11%). A further 597 (20.2%) of businesses have 1-4 employees. Of these, 4.7% are Real Estate and 3.3% are Retail. Table 2 provides a breakdown of all businesses by number of employees in each industry sector.

Number of employees Industry Sector	Non employing	1-4	5-19	20-49	50-99	100-199	200+	Total
Agriculture	48	15	3	3	3	0	0	72
Mining	18	6	3	0	0	0	3	30
Manufacturing	78	39	57	30	12	3	3	222
Utilities	3	3	0	0	3	0	0	9
Construction	327	81	39	12	3	3	3	468
Wholesale	84	72	54	18	9	6	0	243
Retail	156	99	90	24	3	3	3	378
Hospitality	27	21	15	9	3	3	3	81
Transport and Storage	183	45	33	15	6	6	0	288
Communications	30	9	6	6	0	0	0	51
Finance and Insurance	114	27	6	3	6	0	0	156
Real estate	474	138	57	27	12	6	3	717
Education	9	3	0	0	0	0	0	12
Health and Community	33	15	18	6	0	0	0	72
Cultural and Recreational	57	9	12	3	3	0	0	84
Personal Services	51	15	9	3	0	0	0	78
Total	1692	597	402	159	63	30	18	2961

Table 2 Number of Belmont businesses x industry sector x number of employees, 2006, ABS Census data

It is important to note that the large number of micro and small businesses in Belmont does not equate to low salaries. An analysis of ABS data from 2001 and 2006 indicates that salaries as a whole have been steadily increasing in Belmont. In 2001 the number of persons earning more than \$600 per week equalled 53.9% of the total resident workforce. By 2006 this had increased to 69.4%. This represents an increase of 29%, which is greater than would be expected based on CPI related pay gains. Further, the percentage of persons earning more than \$1,000 increased from 18.7% in 2001 to 35.4% in 2006. The represents an increase of 89% over five years. For all persons earning more than \$1,000 a week the two dominant employment sectors are persons classified as Managers (8.8% of the total workforce) and Technicians and Trades Workers (7.0% of the total workforce). It is presumed that the large number of self employed persons in the Real Estate or Construction industries comprise the majority of persons earning more than \$1,000 per week.

In summary, the profile of business in Belmont is one of growth and increasing affluence. Whereas the type of industry employing the majority of persons has stayed relatively static over the past five years the levels of pay have increased significantly. Further, the large numbers of self employed persons are evidence of a significant home based business profile, which is also among the best paid persons in the City.

5. FUTURE OUTLOOK

5.1 Emerging Importance as an Office Area

A survey (detailed below) carried out at the Property Council of Australia (WA) 2007 Commercial Property Conference found that the Belmont/Perth Airport area will be a hotspot for future property development, benefiting from the low vacancy rate in the CBD and West Perth.

- *Which factors will impact most on property returns in 2007?*

Lower office vacancy	49%
Higher interest rates	40%
Property taxes	37%
Skills shortages	37%
Development bottlenecks	33%
Residential market correction	30%
Yield compression	28%
Lower resources prices	12%
Less disposable income	9%
Higher petrol prices	9%
Industrial disputes	5%

- *Which factors will impact most on property returns in the next five years?*

Cyclical resources sector	67.44%
Skill shortages	46.51%
International economy	41.86%
Sustainability issues	32.56%
Tax rates	27.91%
Yield compression	25.58%
Infrastructure capacity	20.93%
Retiring baby boomers	18.60%
Government regulations	16.28%
Workspace ratios	16.28%
Globalisation	13.95%
Terrorism/security	9.30%
Interest rates	8.84%
Technology	4.65%

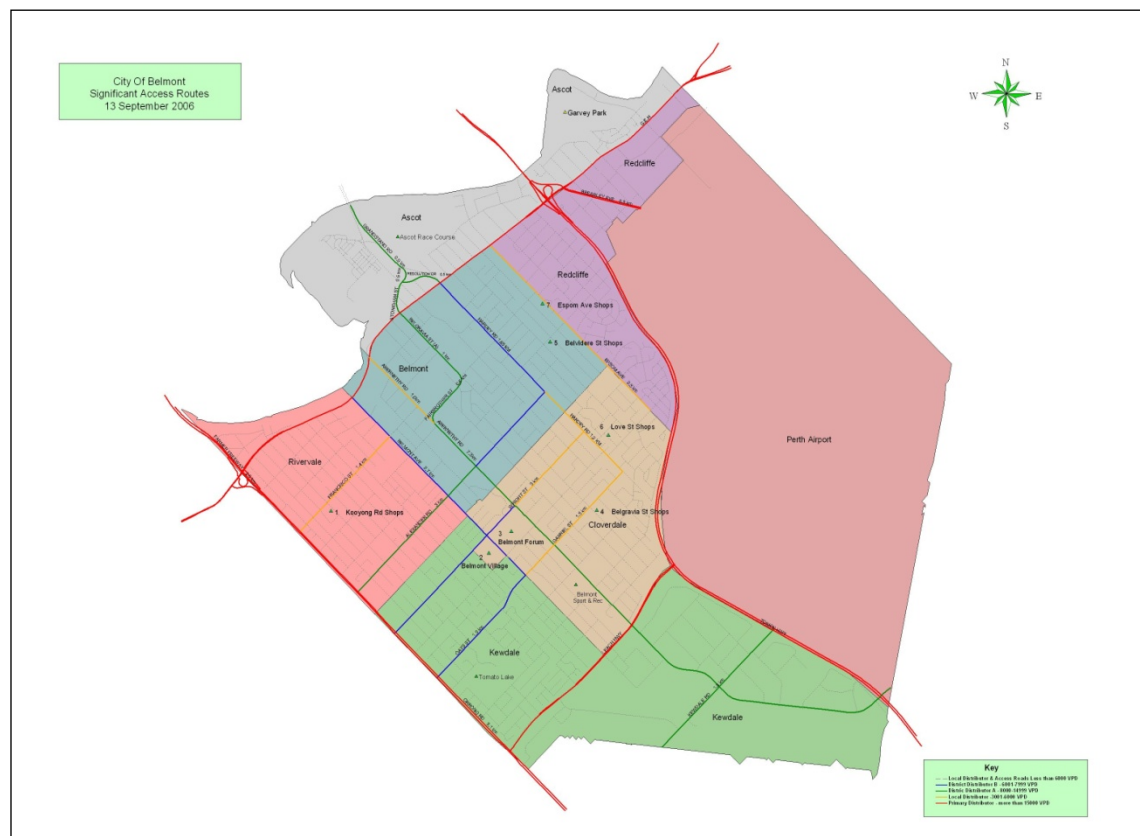
- *Which core investment sector will provide the best return for 2007?*

Office – CBD	47%
Industrial/distribution	19%
Mixed-use development	16%
Office – suburban	9%
Retail/ Bulky Goods	8%

• Which emerging markets have the best prospects in 2007?	
Aged care	63%
Big box retailing/DFO	24%
Infrastructure	9%
Tourism	5%
Child care	0%
• What rental range is expected for premium CBD buildings in Perth this time next year?	
Over \$600	49%
Under \$600	40%
Around \$500 (current)	11%
• Which areas are most likely to benefit from the low vacancy rate in the CBD and West Perth?	
Subiaco	42%
Belmont/Airport	35%
Herdsman	24%
Source:	Survey Of Conference Delegates 2007 Powerpoint Presentation by Lino Iacomella (Senior Policy Advisor - Property Council WA Division)

5.2 Importance as a Logistics Area

Kewdale-Hazelmere



The efficient movement of freight in Western Australia is essential to the state economy. The freight industry is growing rapidly and the volume of freight and number of freight movements are expected to increase significantly.

The Freight Network Review in 2002 brought together various public and private representatives to identify better ways of moving freight throughout the Perth region. Ultimately the review resulted in the production of the Freight Network Strategy for the metropolitan region. As part of this review process, Kewdale-Hazelmere was identified as having strategic importance to Perth and WA.

Origin-destination modelling has shown that the Kewdale-Welshpool industrial area is the major origin-destination in the metropolitan region for heavy freight vehicles. It includes WA's primary intermodal facility at Kewdale, Perth Airport and significant areas of industrial land close to these facilities.

Due to the importance of the area, the Kewdale-Hazelmere Masterplan was produced to provide clear direction to local and state government for integrated transport and land use planning in Kewdale-Hazelmere. The Masterplan has reaffirmed Kewdale-Hazelmere as a major freight transport hub and emphasised the importance of ensuring the road, rail and servicing infrastructure supporting the study area is efficient and surrounding land uses are compatible with freight functions.

Perth Airport

The Perth international and domestic airport occupies a significant portion of Commonwealth land located within the City. The General Manager of Westralia Airports Corporation (WAC) Property Development Group stated that:

"A vision 2018 incorporates plans for the integration of the Perth Airport, and its unique property estate as an internationally recognised business enterprise zone and commercial business district".

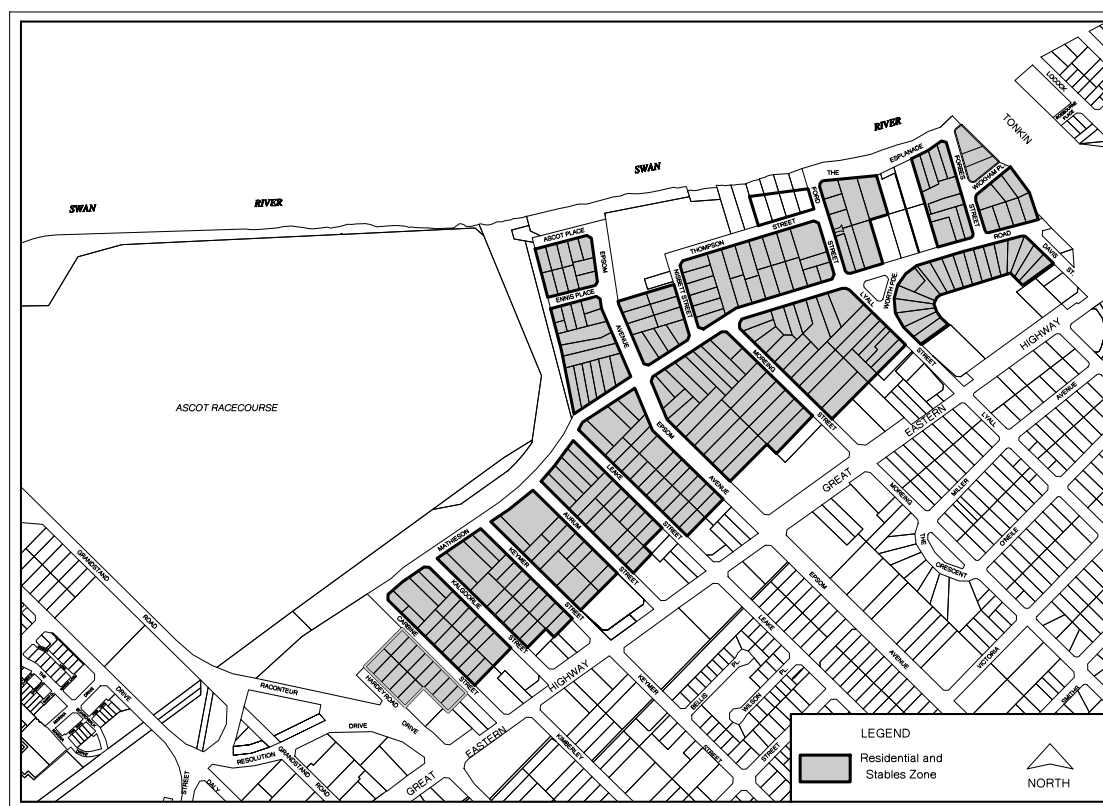
The vision reflects the potential investment approaching \$1 billion. Over the next ten years, WAC is targeting \$250 million expenditure in freight and logistics projects, a further \$100m in the expansion of the terminal precincts and a range of other property development initiatives.

To provide ongoing funding of WAC's property development activities, the Perth International Airport Property Trust has been established. WAC has been working closely with key stakeholders to secure the necessary funding and approvals for the establishment of the Trust and expects to generate proceeds of approximately \$18 million from the first Trust transaction.

5.3 The Importance of the Horse Industry

The Ascot area is historically the home of horse racing in Perth. The Western Australian Turf Club (now operating as Perth Racing) has a proud history of hosting thoroughbred racing in the State for over 150 years and runs the two riverside racecourses of Ascot and Belmont Park, both situated minutes from the Perth Central Business District. Ascot Racecourse is on the State Register of Heritage Places.

The headquarters of the Western Australian Turf Club (WATC) is located on 70 Grandstand Road, Ascot. This is the site of the Ascot Racecourse which adjoins the unique 'Residential and Stables' zone of the City of Belmont Town Planning Scheme No. 14.



Extract from City of Belmont Town Planning Scheme No. 14 Scheme Map

Town Planning Scheme No. 4 was implemented in the late 1940s by the Belmont Road Board. This restricted all training stables to the northern side of the (Great Eastern) Highway near Ascot and to Newburn (this suburb no longer exists as it is part of Perth Airport).

Since the gazettal of the Shire of Belmont Town Planning Scheme No. 6 in November 1972, there has been a 'Residential and Stables' zone in the local government. The same zone is within the current City of Belmont Town Planning Scheme No. 14 gazetted in 10 December 1999.

There have been carefully prepared provisions that relate to this zone following long standing engagement with the horse racing industry. This allows for commercial uses in the zone, such as horse transport services and equine veterinary clinics.

The 'Residential and Stables' precinct includes the area to the east and south east of the racecourse bounded by the River, Great Eastern Highway and the Tonkin Highway including several hundred properties, many of which include horse stables. The precinct is listed on the City of Belmont Municipal Inventory and is being considered for listing by the National Trust.

The now flourishing horse racing industry is testament to the understanding by successive Belmont Councils of the special needs and challenges of the horse racing industry.

The Council and the WATC are currently working together on a residential subdivision of the land between Grandstand Road and Resolution Drive. This will involve road closures and widening of Grandstand Road. A number of other associated joint initiatives are proposed which underscores the excellent working relationship Council enjoys with the WATC. The WATC also has representation on the Belmont Business Advisory Group.

There are currently 149 stable premises in the City of Belmont and 1,386 stalls. This means that up to 700 horses are in the 'Residential and Stables' area at any one time.

The Stables Local Law was devised with environmental and health requirements in mind and with direct involvement of the horse racing industry. This has meant a high level of commitment and compliance to the 'rules'.

The City's crest also features the racing industry, again demonstrating a long-standing history within the City. The horse in the base of the shield symbolises the horseracing industry which in this state, is as old as Belmont itself.



The horse racing industry generates significant income for government and is a source of jobs. The City of Belmont is acutely aware of the vulnerability of the industry and has given support where required. This includes the following:

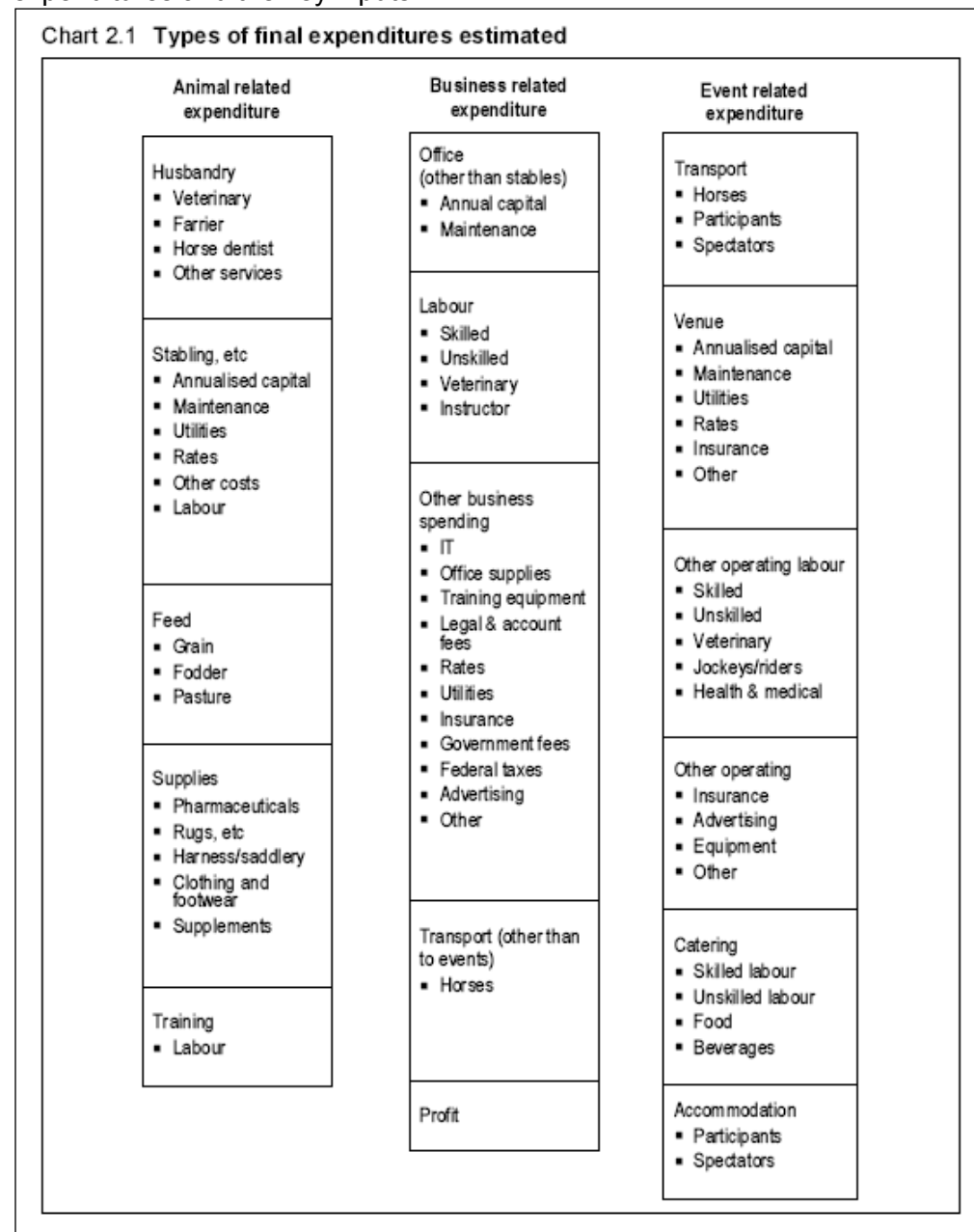
- Creating a locality of Ascot to assist in the marketing of Ascot Racecourse.
- The creation of the 'Residential and Stables' zone and specific provisions to encourage the building of stables.
- Financial support of races.
- Lobbied State Government on issues on behalf of the WATC.
- Worked with the WATC to reduce nutrients reaching the Swan River.
- Approved support services to the racing industry.
- Created a 40km per hour zone and provided bridle trails in the 'Residential and Stables' zone.
- Promoted commercial land uses along Great Eastern Highway that would not conflict with the stabling of horses.

In 2001, the Centre for International Economics produced a report for the Rural Industries Research and Development Corporation entitled 'The Horse Industry: Contributing to the Australian Economy'. That report found that in economic contribution alone:

- *"the contribution to GDP of the horse industry is estimated at over \$6.3 billion, and if the value of volunteer labour is also included this pushes the contribution of the industry to almost \$8 billion;*
- *animal related expenditures contribute a little under half of the overall contribution to GDP, at \$3.1 billion — this expenditure is divided fairly evenly between animal husbandry, feed, stabling and accommodation and training;*
- *business related expenditures contribute \$2.4 billion — well over half is labour expenditure;*
- *event related expenditure is almost \$0.8 billion — a substantial proportion (around a third) is spending on food and beverages by spectators. Transport for horses and spectators are also big items;*

- *racine (breeding, racing businesses and wagering) is estimated to contribute around \$3.9 billion to GDP, although this includes the cost of keeping young horses;*
- *equestrian events are not that far behind racing events in contributing to GDP; with expenditures of almost \$0.4 billion on the events;*
- *wagering on horse racing alone contributes almost \$1 billion to government revenue; and*
- *based on an average tax rate of 25 per cent income taxes on labour would contribute \$100 million in federal government revenue."*

Chart 2.1 contained within that report summaries the types of horse industry expenditures and the key inputs.



Source: Extract from Centre for International Economics 'The Horse Industry: Contributing to the Australian Economy'

5.4 The District Centre

In September 1990, there was a traffic and pedestrian study done by Uloth & Associates that concluded that additional car-parking bays were possible in the District Centre with a redesign of the parking area. Such a redesign would also provide for better landscaping.

Following that study, approximately 10 years ago, the Council commissioned Taylor Burrell and Overman Zuideveld to produce a Vision Plan for the Town Centre. The City has been using this document as a guide for re-development.

The main characteristics pursued in the study included:

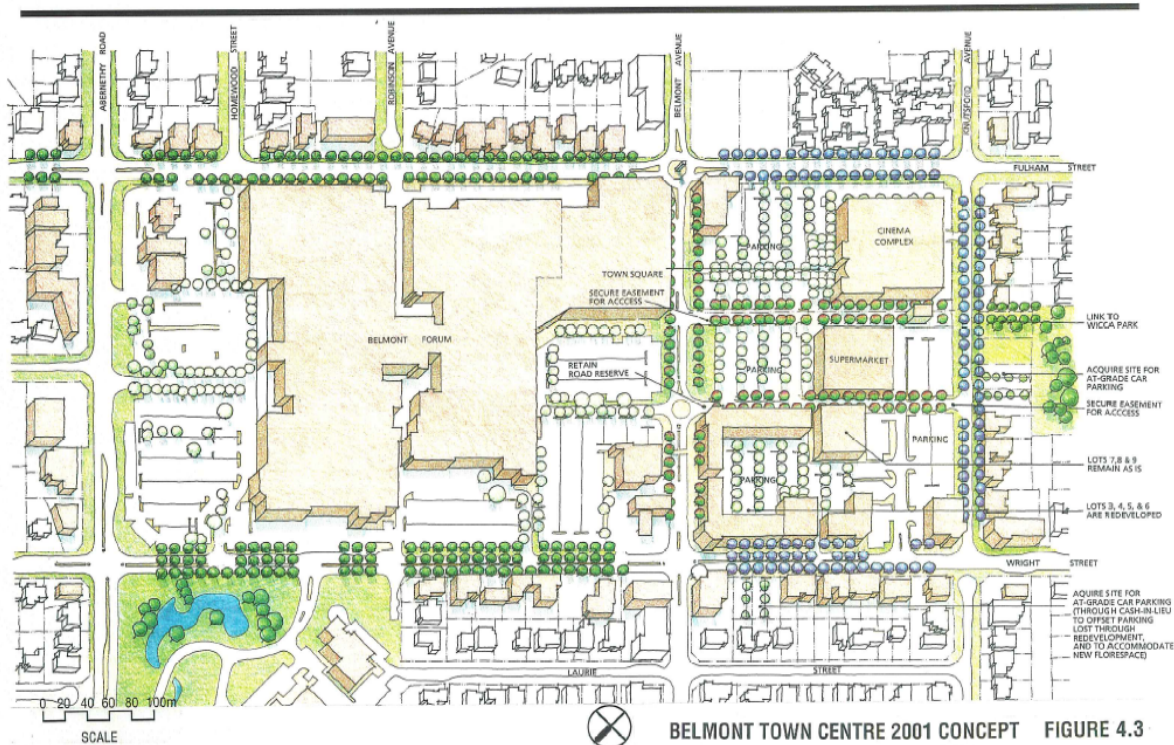
- Permeable street based commercial/mixed use development;
- Legible development in terms of moveable paths and building forms; and
- Robust form in terms of street patterns and building types.

The study also envisaged encouragement of an urban form distinguished by:

- Minimal setbacks to streets;
- The encouragement of a two storey development with additional bulk and massing at street corners to contribute to legibility;
- The encouragement of articulated roof lines;
- Maximising the grain and texture of building facades to the street front; and
- Encouraging a consistency of materials and colour.

Council has been prepared to work with any landowner who genuinely seeks to redevelop in accordance with the Vision Plan. However, in an area of future redevelopment it is crucial that decisions are not made which may prejudice future plans and outcomes. There should be a clear position from Council that the planning interests of the community have precedence over those of the individual.

Belmont Town Centre Urban Design Study Report

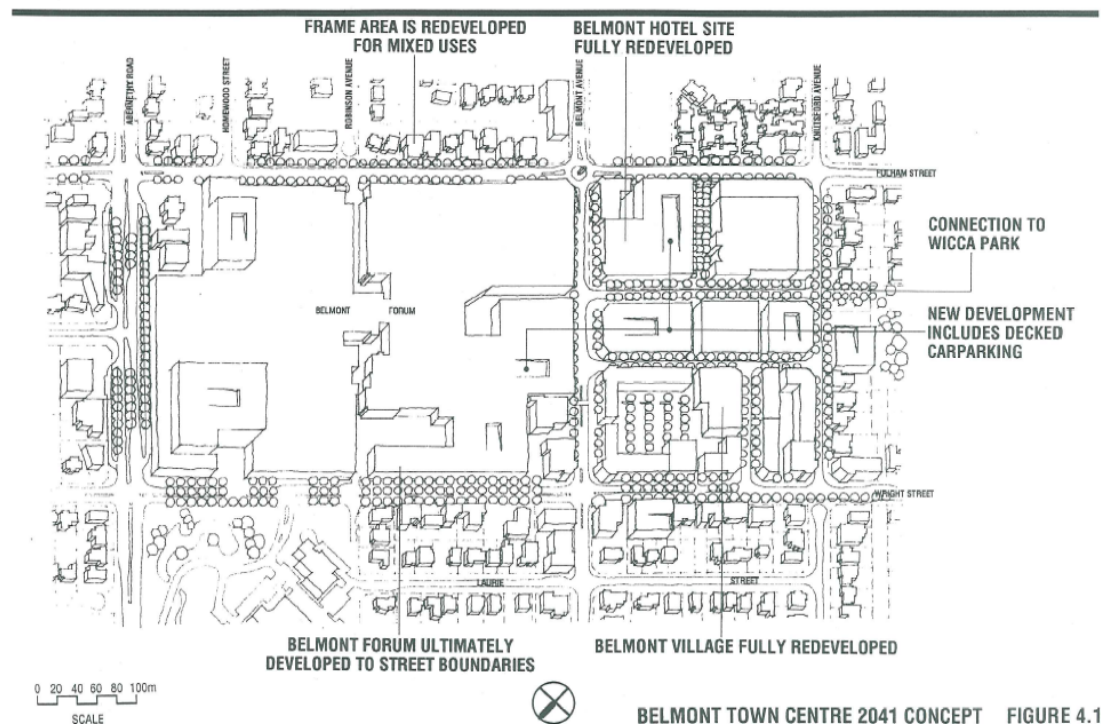


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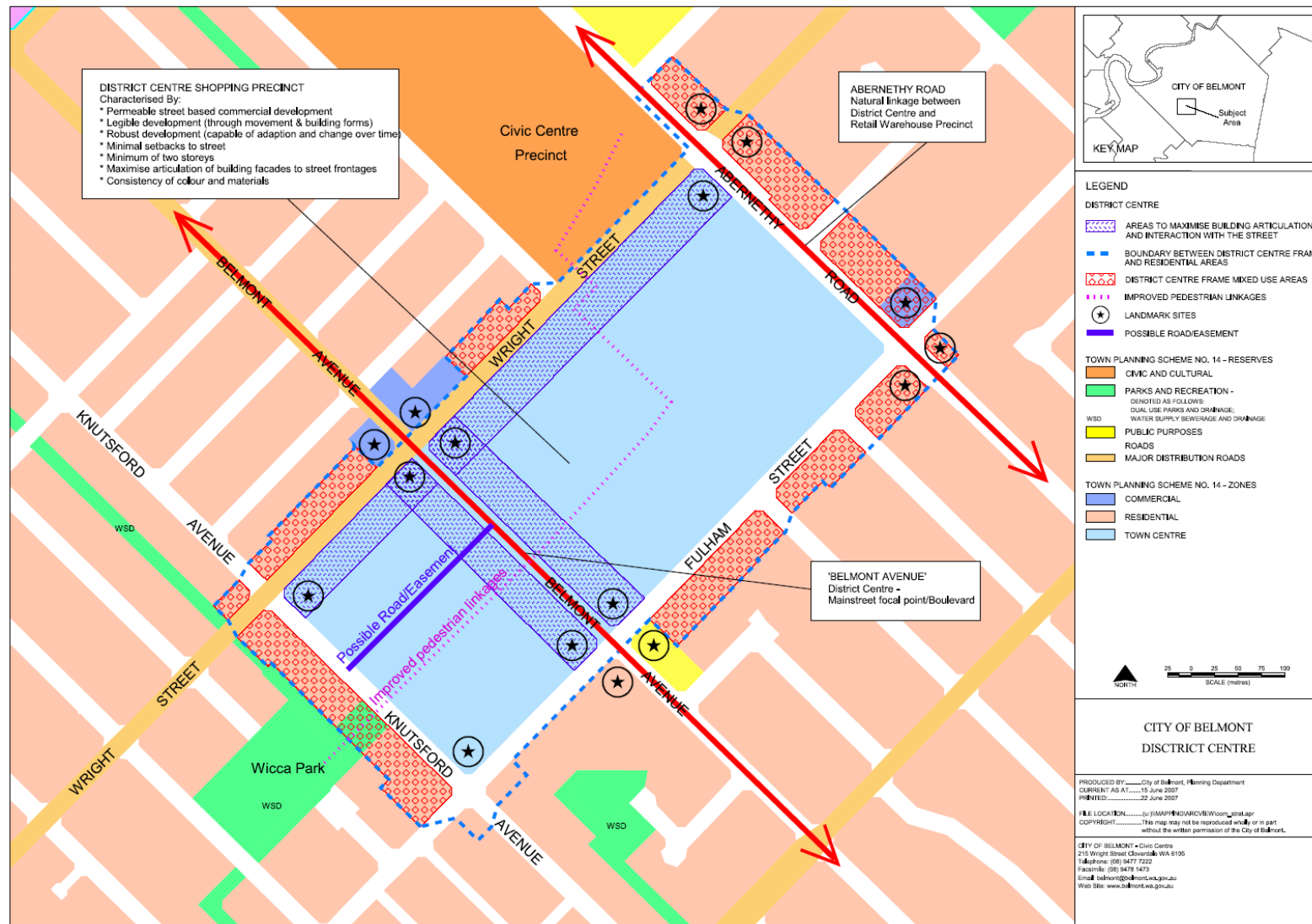
Belmont Town Centre Urban Design Study Report



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Taylor Burrell • Overman Zuideveld

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5.5 Home Business

Operating across a range of industries from manufacturing to business services, retail, transport and many others, small businesses are everywhere. Even in industry sectors where large businesses dominate; their success is still dependent on the support and expertise of smaller businesses. As at June 2004 Home Based Businesses, which are those businesses operating either at home or from home, represent around 72% of small businesses in WA.

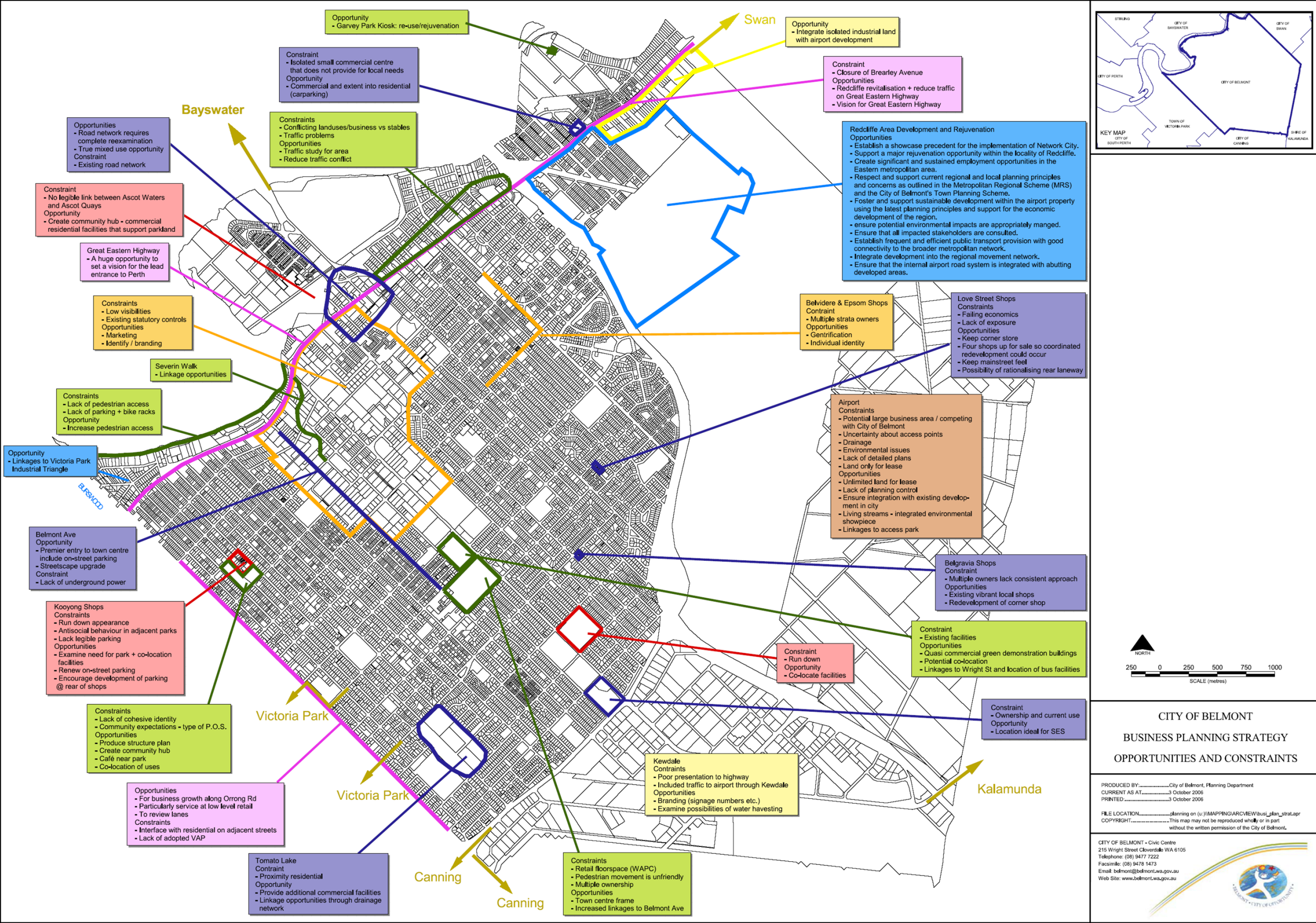
A key indication of the vibrancy of the small business sector is the number of small businesses starting up each year. In 2003/04, there were 34,293 new Australian Business Number registrations from small businesses in WA. This accounted for 99% of all new active Australian Business Number registrations in WA. Over the same period, 25,051 new business names were registered in WA together with 9,229 new company registrations. Overall, these statistics are indicative of the large number of new small business entries in WA and reflect the buoyancy of the economy.

The resilience of small businesses in WA has also been strong with 92% of all business entries in 2001/02 and 2002/03 surviving their first year and 87% of business entries in 2001/02 surviving their first two years. (Source: Small Business Development Corporation website).

Within the City of Belmont, of the percentage of business types in the residential sector, based on the ATO data the four largest home based business groups by industry sector are construction (27%), other services (13%), professional, technical and scientific services (13%) and transport (9%). The predominance of many of these sectors reflects the booming Western Australian economy and, in particular, the resource sector. At the present time, this is in turn having positive flow-on effects throughout the City. However, there is also the real potential for a future downturn in the resource sector to negatively impact and as such a diversity of home based businesses should be encouraged throughout the City.

6. OPPORTUNITIES AND CONSTRAINTS

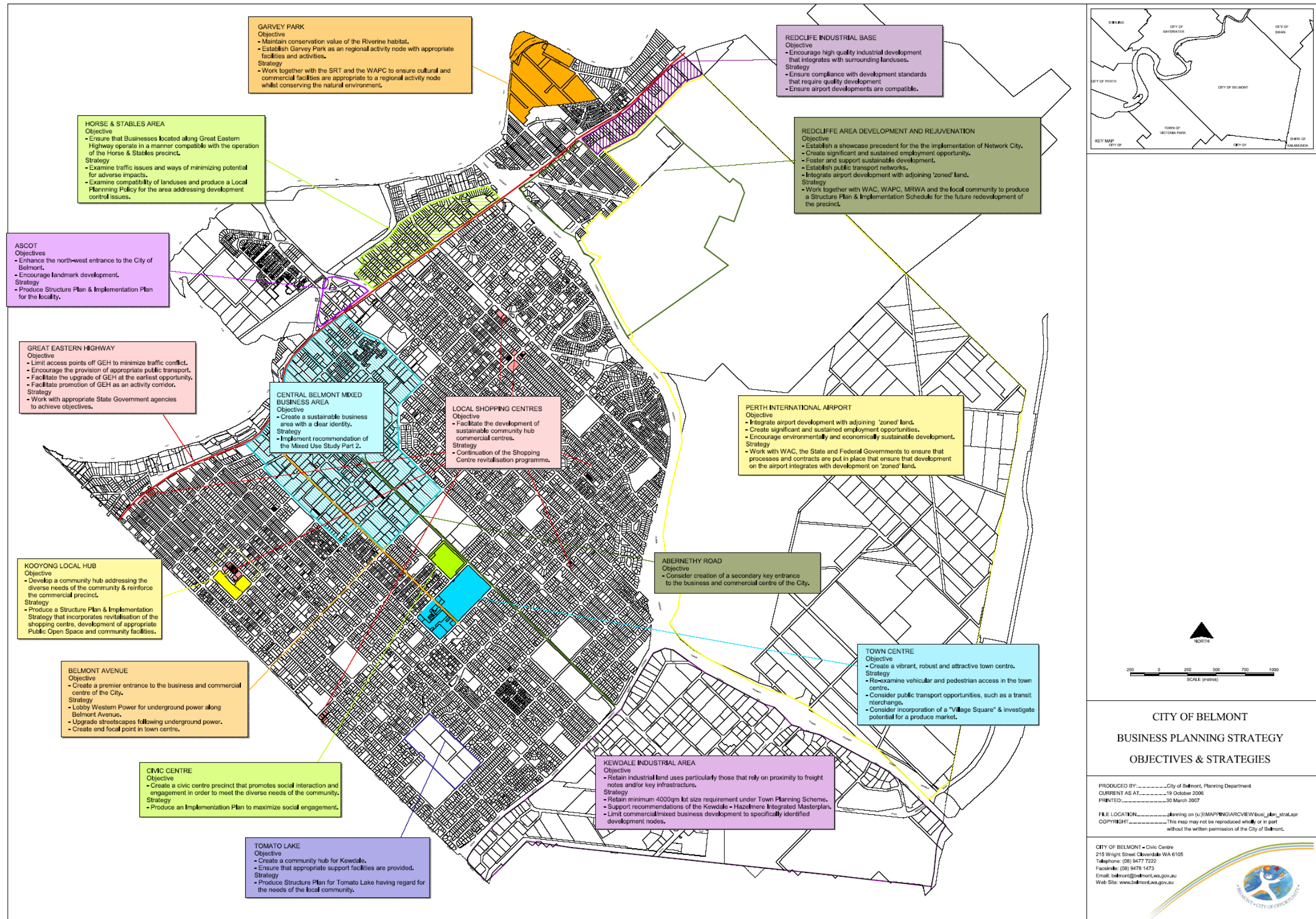
The Opportunities and Constraints Map on the following page provides a spatial illustration and explanation of the major business planning issues in the City of Belmont.



7. OBJECTIVES AND STRATEGIES

Arising out of the identification of opportunities and constraints, an Objectives and Strategies Map has been prepared. It provides a spatial illustration and explanation of the major business planning objectives and strategies for the City of Belmont.

Through implementation of the strategies the overall objectives of the City's Strategic Plan will be achieved. This will maximise business development opportunities within the City; maximise the community's employment and skills capacity; maximise the regional benefits to the City; and achieve and maintain an image of Belmont as a great place for business.



8. IMPLEMENTATION

It is envisaged that the recommendations presented in this business planning strategy will be implemented through the review of the Scheme text and maps.

Individual project implementation arising from the Strategy will be linked to performance measures under Council's Strategic Plan.

The City's Planning Services will continue to work closely with Business Development Services in ensuring implementation occurs through the appropriate branches of Council and external agencies.

Monitoring and review of the success of such initiatives as the Neighbourhood Centres Revitalisation Project is ongoing and are also linked to performance measures under Council's Strategic Plan.

9. REFERENCES

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