

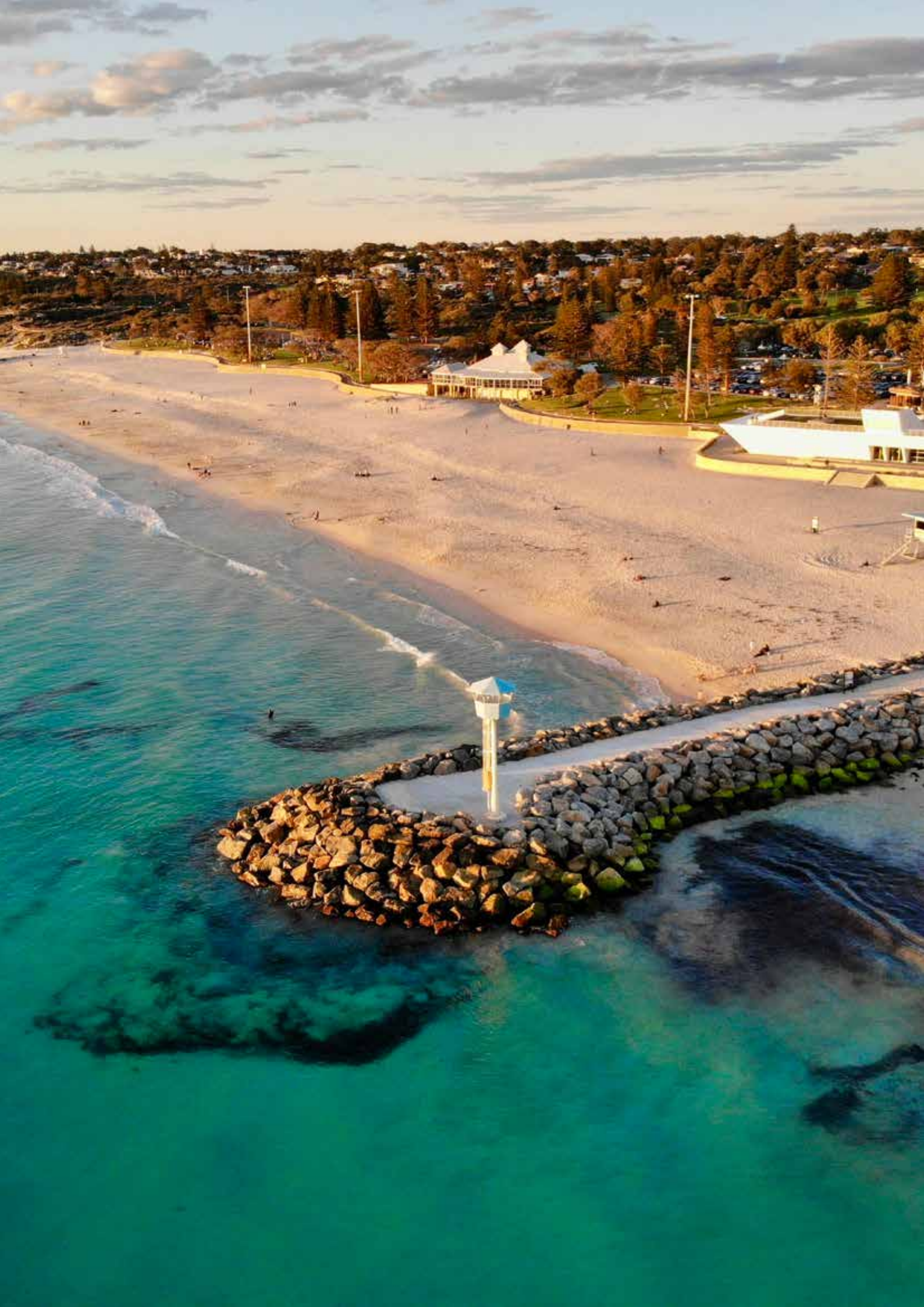


A NEW / **OCEAN VILLAGE**

Information
and Frequently
Asked Questions

PINDAN

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A NEW / OCEAN VILLAGE

BACKGROUND

The Ocean Village Shopping Centre located on Kilpa Court City Beach, has been trading since the 1980s and is at the end of its lifecycle as a viable commercial centre.

The centre currently includes a limited range of shops, eateries and consulting rooms.

Following consultation with key stakeholders and the local community there was a general consensus that the precinct required a complete overhaul and would benefit from a broader range of land uses.

The feedback we have received has played an important role in informing the masterplan, preferred land uses, the style and general theme of the redevelopment.

REDEVELOPMENT VISION STATEMENT

Our project vision is to reinvent the Ocean Village Shopping Centre into a world class neighbourhood centre with real connections to the City Beach lifestyle, environmental and built characteristics.

Through our research and conversations, we have identified a number of common attributes which the local City Beach community associate with their City Beach including:

- Open space and natural landscapes;
- Active lifestyles
- Prosperity
- Ocean views
- Wellbeing and quality
- Privacy
- Vast landscapes and fresh air

Through our vision and our design philosophy we have sought to harbour these attributes into the social and built design seeking to achieve a unique place for the local population to live and recreate. We have taken a holistic approach to the design of the precinct where the local community is encouraged to use all of the facilities generating a more sustainable cycle.

PROPOSED REDEVELOPMENT

The Ocean Village redevelopment presents an exciting opportunity to replace the existing centre with a more sophisticated mixed-use precinct which delivers the following principles:

- a broader range of shops, services and dining opportunities;
- supporting the local business community with modern amenities to grow their businesses;
- a design that is well connected and interfaces with the surrounding bushland;
- establishing a public realm;
- prioritisation of pedestrian access and cycling facilities;
- preservation of the garden suburbs of Floreat and City Beach by focusing residential density and development within a recognised activity centre;
- better use of the land by utilising an area currently fenced off (incomplete building works);
- high quality architecture with strong design themes representative of City Beach and the WA coastline; and
- high quality apartment living opportunities that allow locals to downsize in their local area.

KEY FEATURES OF THE MASTERPLAN

The key features identified through the consultation and research phase as priorities to be delivered include:

- a larger format supermarket with deli and seafood offerings;
- an emphasis on licensed food and beverage eateries;
- better integration with the public open spaces and access to village gardens, with improved lighting, seating and playground;
- a mix of larger luxury 2, 3 & 4 bedroom apartments with an emphasis on lifestyle amenities (gardens, rooftop pools, gym, outdoor decks, rooftop terraces & wine tasting rooms); and
- unique architecture that reflects both the historic and contemporary character of City Beach.



Artist impression only.



Artist impression only.

CONTINUING CONVERSATIONS

Pindan continues to engage with the community and stakeholders and we invite you to attend our upcoming information sessions.



COMMUNITY FORUMS

In response to issues associated with Covid-19 and in order to continue our conversations about the Ocean Village masterplan, we will be holding virtual community information forums in June to discuss the concept designs that have been developed.



HOW TO GET INVOLVED

We invite you to register your interest in attending a forum by visiting the Contact Us page of the project website: pindan.com.au/ocean-village.

We will then be in contact with further information about the sessions when dates are confirmed.

If you have concerns about your ability to access an online platform, please call Joe or Andrew from Creating Communities on (08) 9284 0910.



FREQUENTLY ASKED QUESTIONS & ANSWERS

Who is Pindan and what is Pindan's Role?

Pindan is an award winning integrated property and construction group, established in 1977. Over the last 40 years Pindan has grown into one of WA's premier construction and development companies with the Pindan Group operating throughout Australia.

Pindan is the appointed Development Manager and Builder of the redevelopment as well as being one of the owners of the shopping centre.

THE SITE AND OWNERSHIP

Why is the Ocean Village Shopping Centre being redeveloped?

The Ocean Village Shopping Centre is being redeveloped due to the shopping centre having reached the end of its lifecycle.

Trade at the shopping centre has been trending down for a number of years and the outdated centre no longer meets the needs or expectations of the local community.



The current state of Ocean Village. 



What is the extent of the Redevelopment Precinct?

The Ocean Village redevelopment precinct includes the Ocean Village shopping centre located within lot 243 and lot 245 Kilpa Court, City Beach and the land zoned local centre to the north of the shopping centre (effectively the car park land). The Anglican church and the grouped dwelling site east of the shopping centre are also included in the broader masterplan, however, no development to these sites is proposed as part of this masterplanning exercise.

Subject to the relevant statutory approvals, the redevelopment also contemplates upgrades to Kilpa Court, Hale Road and the reserve where it interfaces with the precinct.

The Ocean Village Redevelopment Precinct.



What is proposed in the revitalisation of a New Ocean Village?

Our development aspirations are to create a unique coastal precinct, representative of the City Beach character and lifestyle and we aim to achieve this by taking a whole of Precinct approach, which will see improvements to the adjacent parkland and upgrades in infrastructure to implement this vision.

The future redevelopment of the precinct seeks to transform it into a vibrant mixed-use hub with a new ground plane retail precinct and with apartments above the podiums.

Proposed revitalisation of the New Ocean Village



PLANNING AND ENGAGEMENT PROCESSES

What is the planning process for revitalising the Ocean Village precinct?

Ocean Village is classified an 'Activity Centre' under State Planning Policy 4.2 'Activity Centres for Perth & Peel'. Activity Centres are broadly identified as community focal points that offer a range of land uses and promote more sustainable land use and built form.

For Local and Neighbourhood Activity Centres, State Planning Policy recommends the use of a Local Development Plan (LDP) to guide development. The Town of Cambridge and Western Australia Planning Commission (WAPC) have approved the process for the preparation of a LDP over the Ocean Village precinct to facilitate the redevelopment of the site.

Pindan aims to finalise the LDP in mid-2020. The LDP will incorporate a number of general development controls, which will be used to guide and assess future Development Applications over the site.





How is Pindan engaging with the local community?

Pindan previously undertook an extensive community survey and established an “Ideas Hub” to engage with the local community on what they would like to see incorporated into the redevelopment. Pindan has also conducted broader engagement since acquiring the shopping centre as part of a comprehensive Community and Stakeholder engagement strategy. This has included local residents, retailers, the Town of Cambridge staff and elected members, local members of parliament and various state government agencies.

All of this has been vital in informing the master planning for the precinct. As the next step and concurrent to lodgement of the Local Development Plan, we are holding virtual community information forums in June and we invite you to participate.

We are excited about sharing our draft masterplan with you and look forward to discussing key opportunities and potential outcomes for the precinct.



WHAT IS PROPOSED?

Why are apartments proposed?

The Town of Cambridge, like all local government authorities, is planning for population growth and an additional 6,830 dwellings to reduce the costs and environmental impacts of urban sprawl. Incorporating residential uses into a well-planned mixed-use redevelopment will help meet this target and reduce the pressure for redevelopment in the more traditional garden suburbs of City Beach and Floreat.

The Town of Cambridge has designated the shopping centre a 'neighbourhood centre' which permits a range of compatible uses including retail, dining, residential, professional services and licenced liquor. A mixed-use development with retail/commercial and apartments will ensure that there is an increased local population to support the viability of these businesses.

Pindan's vision is to design and construct a high quality village centre that not only creates an exemplary range of shops, dining and services but also creates a focus for the local community, a vibrant gathering place that becomes a genuine community asset and local destination.

A diverse mix of land uses is required to activate and sustain vibrancy, commercial operations and the provision of more diverse housing options is consistent with local planning strategies.



How many apartments are proposed?


State Planning Policy and the Town of Cambridge's Local Planning Strategy provides the framework for redevelopment of the site as a mixed use, multi-storey centre that is reflective of its importance to the surrounding neighbourhood and its closeness to significant public open space and natural amenity.

The Town of Cambridge's Local Planning Strategy proposes 200 to 250 dwellings for the site.

The number of apartments we propose is at the lower end of this scale, with a likely 200 apartments to be developed over four buildings to meet local demand and provide the highest range of amenity, with larger than average floorplans and designs befitting this unique coastal location.

How will the buildings interface with neighbours?

The precinct shares most of its boundaries with expansive parkland and road reserves and therefore has minimal interface with existing housing stock. The eastern boundary of the precinct is the only boundary with an interface to existing built form and through the local development planning controls will incorporate a number of design measures to manage this interface.



What will happen with the adjoining bushland and parklands?

The surrounding bushland is a designated Reserve and will remain as a reserve. There is an opportunity to invest in the improvement of some of the spaces within the reserve and for the new centre to have better connections with these public spaces.

The bushland and reserve provide a unique natural buffer between the centre and neighbouring residential properties.

Will Ocean Village become a major shopping centre?

Ocean Village is classified as a Neighbourhood Centre and whilst there will be some increase in floor area, the shopping centre will remain a localised Neighbourhood Centre, which has floor area caps. The centre will be transformed into one of the most modern, inviting and high quality local shopping hubs in Perth.

Will the existing buildings be demolished & how will development occur?

The current centre layout does not provide for the most efficient use of the land. The existing centre continues to operate and Pindan proposes to redevelop the centre in stages to allow existing tenants to continue to trade “in situ” whilst the first stage is built. Subsequently, the existing buildings will be demolished.

How will parking and vehicle access be managed?

A range of traffic management features will be implemented to ensure safe and easy access and egress from the site.

It is proposed that residents and shoppers will access the site from Hale Road. A significant amount of car parking will be provided underground to shelter people from the elements and to ensure optimal use of space for amenities is provided on and above the ground.

All deliveries and service vehicle access will be via Hale Road too.

SUPPORTING SUSTAINABILITY

How will the new project support sustainability?

The project aims to achieve the right blend of economic, social and environmental outcomes to create a sustainable village centre. This will be achieved through:

- Environmentally designed buildings, public spaces, apartments and amenities that are energy efficient, naturally lit and take advantage of the unique location to capitalise on passive solar design;
- Smart design of retail, dining and service spaces that allow business to grow and provide employment opportunities as well as having adaptability;
- Promoting good pedestrian access to, and within the new shopping centre, with easily accessible secure cycle lock up facilities;
- Well planned and integrated mix of uses that allows new residents an ideal opportunity to live in a village centre without compromising the needs of businesses to flourish;
- Retention and potential improvement of the native bush and parkland on and neighbouring the site; and
- Development of the 'local centre' reduces the need for development in existing residential areas. At a holistic level, these types of development across Perth prevent the need for unsustainable urban sprawl.



How will this help to preserve City Beach & Floreat as Garden Suburbs?

Like the residents of City Beach and Floreat, we value and advocate the preservation of the City Beach and Floreat garden suburbs.

The redevelopment of Ocean Village will in fact remove the pressure to increase density elsewhere throughout the low density City Beach and Floreat residential area and help maintain the back yards and tree canopy of residences within these areas, by building “up, rather than out” in a strategic location close to amenities.

How might the redevelopment benefit economic sustainability and local businesses?

The centre is currently dilapidated and in need of redevelopment in order to offer modern amenities for retailers and professional services to operate from. The redevelopment will help to create increased employment during construction and when the centre is operational. The inclusion of residential apartments within the precinct will add housing choice; enhance vibrancy and foster local business opportunities.

THANK YOU

Pindan is excited about the potential outcomes for the precinct and contributing to the social and economical benefits likely to ensue.

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