

# Western Foreshore Leisure Precinct and Commercial Site Major Land Transaction Business Plan

## Community Engagement Report

August 2024

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## 1 Report Summary

This Community Engagement Report outlines the statutory Statewide public advertising and community engagement process undertaken by the City of Mandurah (the City) to seek community feedback on the Western Foreshore Leisure Precinct Concept Master Plan, and the Western Foreshore Commercial Site Major Land Transaction Business Plan (the Business Plan).

At its meeting on 28 May 2024 Council resolved to:

1. Adopt the Western Foreshore Leisure Precinct Concept Plan (V11 Dated May 2024) for the purposes of advertising and community engagement; and,
2. Approve the Western Foreshore Commercial Site Major Land Transaction Business Plan for Statewide public notice as per section 3.59 of the *Local Government Act 1995*, to invite and consider submissions on the Business Plan before Council considers whether to enter into a major land transaction under sections 3.58 and 3.59 of the *Local Government Act 1995*.

The Western Foreshore Leisure Precinct Master Plan is a high-level conceptual plan that outlines the remaining elements of the Waterfront Precinct Plan following the recent and significant completion of the play space, skate park and 'meeting place' public artwork.

The key elements of the Leisure Precinct Concept Master Plan include the following:

- War Memorial (\*)
- Parking Nodes (\*)
- Public Jetty (\*)
- Shared Path Network
- Public Recreation (foreshore) Areas (\*)
- Village Green Recreation and Event Space (\*)
- Koolaanga Waabiny Playground
- Commercial Site (\*)
- Skate Park
- On water commercial opportunities (\*)
- Swimming Area Pontoon (\*)
- Under bridge event space (\*)
- All abilities paddle launch facility (\*)

*Notes: (\*) indicates components where improvements are required*

The Major Land Transaction Business Plan provides an overall assessment of the proposal for the Western Foreshore Commercial site, including details of the proposed commercial operator, permitted uses, key terms and conditions of disposal, and an impact analysis that includes:

- Expected Effect on the Provision of Facilities and Services by the City of Mandurah
- Expected Effect on Other Persons Providing Facilities and Services in the City of Mandurah
- Expected Financial Effect on the City of Mandurah
- Expected Effect on Matters Referred to in the City of Mandurah Strategic Community Plan
- Ability of the City of Mandurah to Manage the Disposal and Ongoing Arrangement
- Any other matter prescribed for the purposes of the subsection

In accordance with section 3.59 of the *Local Government Act 1995* (the Act), Statewide public notice of the Business Plan must be undertaken for a period of six weeks and state that the local government proposes to commence the major land transaction described in the notice.

However, due to the community interest in this transaction and the additional planning and interest for the broader Precinct, an extended period of time was provided for the community to make a submission.

During the Statewide public notice and community engagement period, the City received 1,102 submissions via a range of engagement methods outlined in Section 3.1. Due to the level of cross-over in the feedback received between the Leisure Precinct and the Business Plan, the feedback was analysed collectively to provide clear oversight of the community's thoughts, with the Business Plan responses in direct relation to the Major Land Transaction legislative process noted independently to inform Council's decision-making process.

Submissions were analysed using 33 themes that emerged from the feedback, outlined in Section 5.2 Allocation of Themes, to enable a consistent analysis across all feedback formats. The number of mentions a theme received was captured to create an overview of the Community's feedback, noted in Section 5.3 Key Themes Analysis and Summary.

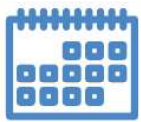
Council will consider the submissions received during the advertising period when making a decision on whether or not to proceed with the Major Land Transaction proposed in the Business Plan, and adoption of the final Western Foreshore Leisure Precinct Concept Master Plan.



# Western Foreshore Leisure Precinct and Commercial Site Business Plan

**mandurah  
MATTERS**

## Community Consultation overview



**8 week**

consultation, 31 May  
to 26 July 2024



**Reach of  
over 7.6 million**



**1,102**

Public Submissions



**88%**

of Mandurah Matters responses  
from Mandurah residents



8 consultation pop-ups



9 newspaper articles  
and adverts



91 signs in Mandurah



4 TV broadcast stories



3 million digital ad  
impressions



5 variations of social  
media ads



**12,300**

Mandurah Matters webpage visits



**727**

Mandurah Matters survey responses



**280**

consultation pop-up survey responses



**2,803 people**

engaged in the  
Mandurah Matters  
webpage (downloaded  
documents, visited  
the FAQs etc)



**95**

letter and email responses

### What's important:

- It's a valuable community space
- An accessible place for all
- A place to forge connections

### Most anticipated benefits:

- Something new and fresh would invigorate the space
- A family-friendly space
- Attractive for locals and visitors alike
- Employment opportunities

### Top concerns:

- Parking and traffic management
- Environmental impact of the development
- Potential impact that the brewery could have on the area



## Project Background

### 2.1 Council Resolutions

Planning for the Western Foreshore commenced as early as 2015, with Council in 2018 resolving to adopt the Waterfront (Eastern and Western Foreshore) Concept Plan for the Mandurah City Centre Waterfront Precincts for the purposes of advertising. In 2019, Council adopted the Western Foreshore Recreation Precinct, Eastern Foreshore South Precinct and Eastern Foreshore North Precinct for detailed design and construction.

In 2021, Council noted the project plan for the Western Foreshore Commercial Site and approved the Western Foreshore Commercial Site Expression of Interest process to invite commercial proposals for the Site. In 2022 Council considered 7 proposals to progress through the Stage 2 of the EOI process. In 2022 Council endorsed Geographe Bay Leisure Group (now Left Coast Leisure Group Pty Ltd) and approved the CEO to move the proposal to the next stage.

In 2024, Council approved the Western Foreshore Major Land Transaction Business Plan advertising the proposal for community submissions.

A full list of Council Resolutions is available in Appendix 6.1.

### 2.2 Waterfront Redevelopment Project Engagement

In April – May 2018, the City invited the community to be involved in shaping the vision for the City Centre Waterfront area including the Eastern Foreshore Reserve (from the Boardwalk Precinct to the Bridge) and the Western Foreshore Reserves, including foreshore areas to the north and south of the Bridge, under the Bridge and Hall Park.

The community were asked to share what they love about the foreshore spaces and identify opportunities for improvement as well as prioritise the area that most requires change. To assist with this process, the foreshore areas were divided into zones - each with unique character, activities and opportunities.

Nearly 1000 responses were provided during this engagement through various media channels with the subject area (Western Foreshore 1) being identified as a 'High Priority' for upgrade with all feedback captured in the [Waterfront Visions Report](#).

As a result of the feedback captured in the Waterfront Vision Report, a Site Context Plan was adopted for the Western Foreshore by Council in February 2019. This plan retained space for commercial activity within the Precinct and identified path networks, water-based trading opportunities, and water edge and over water infrastructure opportunities, including the following:

*Future opportunities and locations for mixed use Cultural/Commercial Developments to be explored including:*

- *Land based and over-water development and activities*
- *Cultural / Arts / Heritage attractions*
- *Leisure Amusements and Activities*
- *Food / Drink / Retail outlets*

*Future Foreshore developments to incorporate:*

- *High quality architectural design that takes advantage of waterfront location*
- *Public toilet facilities*
- *Public pedestrian access and spaces*
- *View corridors to water between built form*

Following the adoption of the Site Context Plan for the Western Foreshore, the City undertook detailed planning and construction for the Recreation Precinct (the Skate Park and Play Space) as stage one of the Western Foreshore upgrades, with consideration of the community's feedback in 2018 and the expressed desire to retain and upgrade the commercial activity marked as a future stage.

## 2.3 City Centre Master Plan

The [City Centre Master Plan \(2024\)](#) reaffirms the importance of the City Centre in the wider context of Mandurah, to guide and attract private sector investment in Mandurah, to assist in the advocacy for Federal and State Government funding and to guide the investment of public funds.

The City Centre Master Plan sets the high-level direction and design outcomes for the City Centre featuring a combination of private development and targeted public investment projects; and provides a centralised plan for all projects within the City Centre.

The Western Foreshore forms a key part of the Master Plan area, being a significant recreation and events space, with a commercial development supporting key public assets.

The recent and substantial upgrades to the play space, skate park and 'meeting place' public artwork have significantly enhanced the area with the balance of the site requiring further improvements to fulfill the outcomes of the 2018 community feedback. Elements such as parking, path connections, event layout, improved lighting, upgrades to the war memorial and the upgrading of commercial offerings are yet to be addressed. The pedestrian and bike paths between the Western Foreshore and the Eastern Foreshore, facilitated via the Mandurah Bridge, are key to achieving connection between both sides of the water.

## 2.4 Western Foreshore Leisure Precinct Master Plan

As a continuation from the Mandurah Waterfront Project Plan and to ensure consistent strategic alignment, a 'Key Moves' plan specifically for the Western Foreshore Leisure Precinct was included in the final City Centre Master Plan for Council adoption, together with an Implementation Plan and key actions.

The key elements of the Leisure Precinct Concept Master Plan are outlined in Figure 1 and include the following:

- War Memorial (\*)
- Parking Nodes (\*)
- Public Jetty (\*)
- Shared Path Network
- Public Recreation (foreshore) Areas (\*)
- Village Green Recreation and Event Space (\*)
- Koolaanga Waabiny Playground
- Commercial Site (\*)
- Skate Park
- On water commercial opportunities (\*)
- Swimming Area Pontoon (\*)
- Under bridge event space (\*)
- All abilities paddle launch facility (\*) and
- Meeting Place Public Artwork

*Notes: (\*) indicates components where improvements are required*

## 2.4.1 Village Green Recreation and Events Space

The central part of the Leisure Precinct will continue to function as an event, open space and recreation area, however with enhancements over time that reflect the importance of the site. Whilst subject to detailed design, the intent of the space is to achieve the following:

- Enhancements such as a continuation of informal recreation opportunities such as a “disc golf”, potentially sport specific infrastructure such as AFL goal posts and soccer goals;
- Identifying opportunities for structured recreation closer to the skate park and playground that may accommodate beach volleyball, hard stand for court specific sports;
- Improvements to the standard of the grassed area;
- Additional defining the space through tree and vegetation planting and location of paths around the edges;
- Ensuring that large scale events (such as circuses, cycle events and City events) can continue to be accommodated through site ready infrastructure such as power and in a manner that event specific infrastructure (such as fencing) have a defined location; and
- Recognising that the space also has an important role to play as an overflow, informal parking node for significant events (such as ANZAC day).

## 2.4.2 Market Square

A centralised ‘market square’ event space has been identified on the plan, in part to provide a set down/pick up parking location, but also in key activity times as a hard stand event, market space that compliments the adjoining commercial and recreational activities.

The location has been selected as part of the design response in allocating the commercial site and ensuring accessible vehicular access close to the playground and aid in the whole precincts servicing requirements (such as waste collection and so on).

## 2.4.3 Enhanced Foreshore Areas & Over Water Opportunities

Consistent with the design intent of the Mandurah Waterfront Recreation node, recent updates in the southern part of the Precinct are proposed to continue further north adjacent to the commercial site.

As significant swimming location and waterside picnic location, improvements are proposed to the grassed spaces, provide for additional shoreline tree protection and coastal infrastructure enhancements, and shared path network improvement with the path moved further back from the water’s edge, in acknowledgment to the reshaping of the existing commercial leased area and to mitigate existing coastal impacts on the existing path network.

Between the swimming pontoon and Mandurah Bridge, a location for potential on-water commercial opportunities has been identified consistent with existing guidelines for commercial permits and with Outcome A4.8 of the City Centre Master Plan that states:

*Update the Commercial Trading guidelines; progress infrastructure upgrades that encourage a diverse range of land and water-based activation in the City Centre such as:*

- Kayaking/canoes
- Paddleboat hire
- Inflatable water park
- Waterside entertainment



Similar to previous commercial activations in the City Centre, City officers will be preparing an Expression of Interest for suitable land and water-based activities to operate in the upcoming summer period. The outcome of this process will need to strike a careful balance between providing opportunities for 'paid' activities whilst not impacting the existing foreshore activities.

#### 2.4.4 Public Jetty

Consistent with Movement Outcome 5 of the City Centre Master Plan: Make the City Centre highly accessible via Boat, and arising from the Waterways Waterfront Master Plan, a public jetty location has been identified to the north of the swimming pontoon. Whilst detailed design is still required, this location has been determined to ensure swimming and recreation in the southern part of the site can continue and is recognition of the existing navigational channel.

#### 2.4.5 Shared Path Network

The Western Foreshore also forms an integral part of the Long-Term Cycle Network with primary routes planned to connect via Mary Street and Old Coast Road to the Western Foreshore connecting to Mandurah Bridge. In addition, the Western Foreshore is a key part of a network of Trails, with it being an integral part of the 'Island' trail, a 30km shared use loop trail traversing the unique and varied landscapes of the City Centre and Dawesville Cut.

The delivery of the Western Foreshore Recreation Area has established a new standard of path design and width. This approach is proposed to continue around the Precinct and as part of defining the various elements of the Plan.

The path widths are proposed to have a minimum width of 3.5m and have the opportunity to provide for significant events and marches as part of commemorations at the War Memorial, a running / walking circuit and assist in edge treatments for maintenance of the formal and informal grassed spaces.

#### 2.4.6 Parking Nodes

Further attractions being developed within the Precinct will result in additional demand for parking whilst balancing the recreation needs of the location. At the present time, car parking bay occupancy measured as part of surveys for the City Centre Parking Plan indicate an average peak occupancy of approximately 20 per cent.

The City Centre Parking Plan does however recognise that the Precinct will play an important role in providing parking for visitors to the location. Therefore, in the fullness of time, additional provision at this location provides for weekend and weekday demand.

The Parking Plan also acknowledges:

*"That future upgrades to lighting and pedestrian path connectivity within the identified locations must be considered carefully to ensure optimum outcomes. This will occur through the implementation of the recommendations of the City Centre Master Plan, through scheduled renewals and upgrades of streetscapes and through the Western Foreshore Commercial site redevelopment.*

*On the Western Foreshore there is adequate space available to increase the provision of parking without impacting its amenity or use as an events facility, if designed in smaller pockets to ensure that parking does not dominate the space. There is also significant opportunity to increase the verge bays, potentially in a staged approach, initially on the grass and formalised over time."*

As a result, and to ensure consistency with the Parking Plan, the Leisure Precinct Concept Plan identifies the following parking nodes together with staged approach for implementation to ensure a balance between providing for demand but promoting a broader precinct approach to supply:

<b>Location</b>	<b>Timing</b>	<b>Proposed Bays</b>
<b>Western Foreshore South</b>	-	<b>88 (existing)</b>
<b>Skate Park</b>	2025/26	<b>40</b>
<b>War Memorial Carpark Upgrade (renewal)</b>	2026/27	<b>91 (existing)</b>
<b>War Memorial Carpark Expansion</b>	2026/27	<b>96</b>
<b>Leighton Place On-Street</b>	2026/27	<b>66</b>

Figure 1



# WESTERN FORESHORE LEISURE PRECINCT MASTER PLAN

## INDICATIVE CONCEPT PLAN





#### 2.4.7 Western Foreshore Commercial Site

The Western Foreshore Commercial Site (Commercial Site) forms an important part of this Precinct providing further opportunities for activation through family friendly hospitality offerings and by adding to the existing range of recreational facilities. There have been commercial leases on the Western Foreshore since 1987, with 6,581m<sup>2</sup> dedicated commercial space, including King Carnival and an aquatic operator.

Whilst dining, retail, entertainment, tourism, or recreation proposals may be acceptable for this Commercial Site, the following design parameters should be incorporated into future planning outcomes.

- The design and scale of any development (height, bulk and appearance) should be in keeping with the nature of the Western Foreshore, noting the skate park, playground, war memorial and have high quality architectural design outcomes;
- The design of any development should ensure maximum retention of existing vegetation;
- View corridors to the water should be maintained between built form elements;
- Development is to provide a leisure and/or active tourism offering additional and/or complementary to existing offerings in the area;
- Development will need to activate/create vibrancy in the area and be well integrated into the surrounding reserve and broader City Centre Precinct;
- Development needs to provide economic and/or community benefit, including the provision of local content for construction, and the ongoing economic impact regarding consumer spending, tourism activity and local employment;
- Reserve 27581 is a 'Class A' Crown reserve with management vested to the City of Mandurah. Under the management order, the City has the power to issue a lease for recreational opportunities and complementary commercial uses. Dependant on the scale of development proposed, Council can seek an excision of land from the Class A reserve to create a site which will enable the State and the City to enter into a commercial leasehold arrangement.
- The Western Foreshore is reserved as Regional Open Space (ROS) under the Peel Region Scheme. The purpose of ROS is to: 'protect the natural environment, provide recreational and cultural opportunities, safeguard important landscapes and sites of cultural significance and provide for public access'. Development Control Policy 5.3 – Use of Land Reserved for Parks and Recreation and Regional Open Space outlines the Western Australian Planning Commission's position on the use of ROS, which includes the ability to approve commercial uses that are ancillary and or compatible to the purpose of the reserve, where public access to and enjoyment of the reserve will be enhanced.



Figure 2



<b>LEGEND</b>			
Shared Path Network	.....	Proposed Commercial Site	Proposed Commercial Recreation
Parking	P	Public Recreation Areas	Events Space
Accessible Toilets	T		

WESTERN FORESHORE LEISURE PRECINCT MASTER PLAN

INDICATIVE PROPOSED COMMERCIAL SITE



## 2.5 Expression of Interest Process

The Western Foreshore Commercial Site forms an important part of the broader Leisure Precinct providing further opportunities for activation through family friendly hospitality offerings and by adding to the existing range of recreation facilities. There have been commercial leases on the Western Foreshore since 1987, with 6,581m<sup>2</sup> dedicated commercial space, including King Carnival and an aquatic operator.

Following the expiration of the commercial leases previously operating in the northern portion of the Western Foreshore Precinct, the City was required to ensure there was an open and transparent process prior to entering into any future long term lease arrangements.

At its meeting held on 22 June 2021, Council approved the project plan for the upgrade and development of the Commercial Site to be undertaken via a multi-staged competitive expression of interest (EOI) process. The purpose of the EOI was to explore potential opportunities for commercial activations over the existing commercial lease site.

### 2.5.1 EOI Stage One

For EOI Stage One, the City sought submissions that would enhance the experience of locals and tourists to Mandurah and the Peel Region. The submissions were evaluated against qualitative criteria developed to reflect the community's vision for the site.

The City received seven submissions for EOI Stage One, including a submission from Adventure Golf (locally known as King Carnival).

In addition to the qualitative criteria, the assessment process included consideration of the level of investment. To demonstrate the range in the scope and scale of the proposals, the intended level of investment for each submission is noted below:

Business Name	Level of Investment (Range)
1. Adventure Golf Australia Pty Ltd (King Carnival) 2. Floatwest Holdings Pty Ltd 3. Belgravia Leisure	Less than \$3 million
4. Nokturnl 5. Old Coast Road Brewery Pty Ltd	\$3 million - \$10 million
6. Capitol Corp Pty Ltd	\$10 million - \$20 million
7. Geographe Bay Leisure Group – the entity now referred to as Left Coast Leisure Group Pty Ltd	\$20million +

At the Council Meeting of 24 May 2022, Council endorsed the following three submissions to proceed to EOI Stage Two:

- Left Coast Leisure Group Pty Ltd
- Capitol Corp
- Belgravia Leisure

All respondents to both stages of the EOI were offered feedback on their submission.

## 2.5.2 EOI Stage Two

The three endorsed proponents were then invited to submit detailed proposals to address the following selection criteria:

- **Responsiveness to Site:** the Western Foreshore is a landmark site and has significant community value. The design and scale of the development should look to maximise view corridors, connect to the waterfront, adjacent play space, and war memorial, and maximise retention of existing vegetation.
- **Community Benefit:** the site is designated as Regional Open Space meaning any commercialisation of the site must demonstrate its broad community benefits including accessibility and cultural appreciation.
- **Economic Impact:** any development on the Western Foreshore must demonstrate the ability to add to the current local economy including its ability to attract additional visitation and the estimated number of new jobs that will be created both during and post construction.
- **Financial Commitments:** the proposal must outline the level of investment proposed, any support required from the City of Mandurah and the financial sustainability of the business operations.

In addition to the above criteria, a financial due diligence process was undertaken.

At the Council Meeting of 22 November 2022, Council selected Left Coast Leisure Group Pty Ltd as the preferred proponent for the Commercial Site. Left Coast Leisure Group Pty Ltd demonstrated a clear understanding and ability to meet the selection criteria, and a commitment to delivering a sustainable offering.

The Proposal is seeking 8,000m<sup>2</sup> of the Commercial Site offering a mix of both hospitality and community recreation. The Proponent demonstrated a clear understanding and ability to meet the selection criteria. The Proposal represents a proposed private investment of \$23 million, creation of hundreds of jobs and provides a hospitality and entertainment offering that will attract both locals and tourists alike.

The Proposal consists of:

- Licenced Restaurant and Microbrewery (2,500 m<sup>2</sup>) that proposes up to 650-person capacity including outdoor dining areas that wrap around the northern and eastern boundaries;
- 18 hole mini-golf course and Café (5,050 m<sup>2</sup> of which approximately 4,700m<sup>2</sup> is the mini-golf course) designed to include landscaping in and around the existing trees on site and will reflect the historic and cultural significance of the site; and
- Chocolate Production and Retail (450m<sup>2</sup>) is proposed in stage two of the development. The chocolate production and retail is to be located on the southern-most portion of the site, adjacent to the play space.

The Draft Western Foreshore Leisure Precinct Master Plan identifies the proposed footprint of the commercial site. Refer to Figure 2.

## 2.6 Major Land Transaction

In accordance with Section 3.59 of the Act, the City is required to undertake a Major Land Transaction for the disposal (sell, lease or otherwise dispose of, whether absolutely or not) or development of a site if it is worth more than either \$10 million or 10% of the local governments operating expenditure incurred by the local government from its municipal fund in the last completed financial year.

The City is proposing to enter into a sublease with Left Coast Leisure Group Pty Ltd, as required and has prepared a Major Land Transaction Business Plan that outlines the proposed terms of the transaction, along with an overall assessment of the transaction including the:

- expected effect on the provision of facilities and services by the local government and other persons providing facilities and services in the district;
- expected financial effect on the local government;
- expected effect on matters referred to in the local government's current plan prepared under section 5.56 of the Act ; and
- the ability of the local government to manage the undertaking or the performance of the transaction.

A Business Plan summary was prepared for the consultation period and is outlined on the next page.

Confirmed



## Western Foreshore Commercial Site

Business Plan Summary

Lease site on

Western Foreshore

Head Lessor

State Government  
of Western Australia



Sublessor

City of Mandurah

Sublessee

Left Coast Leisure  
Group Pty Ltd

## Proposed uses and operating times:



Licensed Restaurant and  
Microbrewery: 10am-10pm  
2,500m<sup>2</sup>



18-hole mini-golf course and café:  
6am-9pm  
5,050m<sup>2</sup>



Chocolate production and retail:  
7am-9pm  
450m<sup>2</sup>

## Training and Development

Support opportunities for work placement,  
work experience and graduate programs for  
hospitality students Mandurah TAFE campus.

Council Meeting  
27 August 2024

## A better deal for Mandurah

Our negotiated  
lease creates  
\$700k more  
revenue over  
25 years than  
a market rate  
lease would.



\$6.2 million

Proposed negotiated lease



\$5.5 million

If market rate applied

A review of the rent will be done every 5 years  
and the Consumer Price Index (CPI) will be  
applied annually.



\*It is proposed that the  
revenue from the sublessee  
is reinvested back into the  
management, maintenance  
and ongoing renewal costs  
for the Western Foreshore  
Leisure Precinct.



Duration of lease  
Initial 25-year lease, followed  
by two further optional terms.



**\$23 million**  
private investment



**750,000 visitors**  
per year (estimated)



**\$30 million**  
visitor spend per year



**174 jobs**  
(direct and indirect)  
during construction



**292 direct jobs and  
145 indirect jobs**  
during operation

## Have your say

Advertising and feedback period  
closes 26 July 2024.

If you'd like to give your feedback  
or thoughts, you can do so in the  
following ways:



Scan the QR code

Contact the City by post:  
PO Box 210 Mandurah WA 6210

Email: [council@mandurah.wa.gov.au](mailto:council@mandurah.wa.gov.au)  
Come into the Administration Centre  
at 3 Peel St, Mandurah

To satisfy regulation 30(2a) of the *Local Government (Functions and General) Regulations 1996* (Regulations), the City is proposing disposal of land via sublease via Local and Statewide Notice.

In accordance with section 3.59 of the Act, Statewide public notice of the Business Plan must be undertaken for a period of six weeks and state that the local government proposes to enter into a major land transaction described in the notice.

However, due to the community interest in this transaction and the additional planning for the broader Precinct, a period of more than 6 weeks was provided for the community to make a submission.

Council will consider submissions received during the advertising period when making a decision on whether or not to proceed with the Major Land Transaction in accordance with section 3.59(5) of the Act.

Confirmed



### 3 Engagement Methodology

As per Council's decision on 28 May 2024 to advertise both the draft Leisure Precinct Master Plan and the proposed Western Foreshore Commercial Site Major Land Transaction Business Plan, the City undertook a significant community engagement campaign throughout June and July to seek the communities feedback on each Plan.

As the proposed Leisure Precinct Master Plan incorporates the Commercial Site, the City invited submissions from the community on both plans over the same engagement period.

A range of engagement methodologies were utilised together to encourage maximum participation from the community.

A summary of the engagement methods is outlined below.

#### 3.1 Public Advertising and Engagement Methods

##### Western Foreshore Leisure Precinct

- A copy of the Concept Master Plan was made available at the City's Administration Building and all City libraries, with a QR code to access an online survey.
- A copy of the Concept Master Plan was published on the City's website with an accompanying Mandurah Matters page, inviting comments via an online survey.

##### Major Land Transaction Business Plan

The City advertised the Major Land Transaction Business Plan via Statewide and local public notice in accordance with Section 3.59(4) of the Act and Regulation 30(2a)(c) of the Regulations. A summary of the advertising of the notice is below:

- 31 May 2024 the Notice was placed on the City's Public Notice Boards at City of Mandurah Facilities including the Administration Building, Mandurah, Lakelands and Falcon Libraries and copies of the Business Plan were made available for inspection;
- 1 June 2024 Public notice advertisement was placed in the West Australian newspaper and on 5 June 2024 the Public Notice was included in the Mandurah Times inviting comments on the Business Plan;
- 4 June 2024 the Public Notice and a copy of the Business Plan was published on the City of Mandurah Website inviting the public to comment via an online survey;
- 29 May 2024 a notification of the proposed Business Plan was included on the City's Facebook page, as it was again on 12 June 2024, 11 July 2024, 12 July 2024 and 19 July 2024, and 4 June 2024 on the City's Twitter/X page; and
- 4 June 2024 the Business Plan was made available on the Mandurah Matters page.

##### Engagement undertaken for the Major Land Transaction and Western Foreshore Leisure Precinct:

- Social media, digital ads, broadcasts and additional newspaper adverts
- Direct engagement with key stakeholders
- Posters and tri-corflutes
- Consultation Pop-ups at the Western Foreshore, key facilities and events to ensure that members of the community had the opportunity to have their views captured and included in the process.

The purpose of the various engagement methods was to offer Elected Members the broadest cross-section of community views to make an informed decision.

Consultation pop-up sessions were undertaken at key facilities and events to ensure that

members of the community who may not have been aware of the consultation, or were not motivated to engage with the consultation, had the opportunity to have their views captured and included in the process. The locations were selected to offer a good sample of the community, and feedback was captured via online surveys that were emailed to the City. Individuals were asked to what extent they supported, or did not support, the proposals, and given the opportunity to tell us their thoughts. The following were the engagements that were undertaken:

Day / Date	Location	Time Available
Tuesday 16 July	MARC	9.00am - 11.00am
Wednesday 17 July	MARC	9.30pm - 11:00am
Wednesday 17 July	Halls Head Shopping Centre	3.30pm - 5.30pm
Thursday 18 July	MARC	4:00pm - 6.00pm
Saturday 20 July	Thomson Street Netball Courts	8:00am – 11:00am
Monday 22 July	MARC	5.30pm - 7.30pm
Tuesday 23 July	MARC	4.00pm - 6.00pm
Friday 26 July	Mandurah Seniors Centre	9.00am - 11am

### 3.2 Feedback Methods

At the Council Meeting of 28 May 2024, Council considered, for the purposes of advertising, the Major Land Transaction Business Plan for the proposed disposal via sublease of the Western Foreshore Commercial Site to the Proponent.

The community was invited to make submission in writing in relation to the transaction proposed in the Business Plan to the City's Chief Executive Officer via the following methods:

Mail: PO Box 210, Mandurah WA 6210  
 Email: [council@mandurah.wa.gov.au](mailto:council@mandurah.wa.gov.au)  
 In person: 3 Peel Street, Mandurah WA 6210  
 Community Engagement Platform: Mandurah Matters



## 4. Engagement Outcomes

### 4.1 Total Reach

#### Social media

- Organic posts: 4
- Total reach (paid and organic): 268,615
- Total shares (paid and organic): 89
- Total comments (paid and organic): 573
- Total reactions (paid and organic): 369
- Total clicks (click through rate, see more, read more, view photo) (paid and organic): 10,497
- Click through only (paid and organic): 4,786
- Negative reactions (anger and sad reaction) (paid and organic): 40
- Paid frequency (how often the ads were shown on average to the same person): 5.55

#### Digital advertising

- Click through: 905
- Total reach: 117,850
- Frequency (how often the ads were shown on average to the same person): 3.6

#### Offline advertising

- Newspaper ads: 3
- Tri corflutes: 56 throughout Mandurah in high traffic areas. (from Madora Bay to Dawesville)
- Posters (corflutes and paper): 35 (throughout Mandurah including hireable facilities from the City, parks, reserves, enclosed dog park etc)

#### Newspaper mentions

##### Online

- Number of articles: 11
- Reach: 7.2M

##### Offline

- Number of articles: 6

##### Broadcast

- Number of programs: 4

#### Mandurah Matters

- Total visits: 12,300
- The vast majority (10,506) read or looked at one of more pages. 2,803 people also performed an engagement action (such as downloaded a document, visited the FAQ page, or looked at more than one thing, suggesting some level of engagement), and a total of 725 survey responses were received.

#### Consultation pop-up sessions

- Number of sessions: 8
- Total responses: 272

#### e- Newsletters (CoM owned)

- Total amount (external): 7
- Reach: 71,685

**Total reach: Over 7.6 million contact points**

#### 4.2 Total Submissions

Feedback Mode		No. of Submissions
Received by email, in-person (hand delivered) or posted		95
Received through Mandurah Matters Online Survey 1 Draft Leisure Precinct Master Plan		492
Received through Mandurah Matters Online Survey 2 Commercial Site Major Land Transaction Business Plan		235
Received by email - Consultation pop-ups		280
<b>Total Submissions</b>		<b>1,102</b>

The Public Submissions are made available in Report Attachment 1.3, however 10 submissions are not published due to community members requesting that the submission not be provided to Council.

#### 4.3 Key Stakeholder Engagement

The City undertook key stakeholder engagement with business partners, industry leaders, local businesses and residents, associations and community groups. As a result, the City received a number of key stakeholder feedback submissions as outlined below.

City of Mandurah Advisory Groups	
Access & Inclusion Committee	Meeting held on 4 June 2024
Youth Advisory Committee	Meeting held on 5 June 2024
Strategic Economic Advisory Group	Meeting held on 22 July 2024
Mandurah Environmental Advisory Group	Meeting held on 23 August 2024

#### 4.4 Petitions

Throughout the early planning for the Western Foreshore Commercial Site, a number of community petitions have been tabled at Council in opposition to a proposed development. Most of these petitions were tabled prior to the release of the proposal for the commercial site. Whilst petitions are not considered a formal submission under the Major Land Transaction process, the information has been included for Council's information.

Petitions	Meeting Date	Item No.	No of Signatures		
			Total No.	Signatures confirmed	Signatures unverified
Save Kings Carnival from closure by extending the land lease agreement	23/01/2024	G.4/1/24	2,909	820	2,089
Save Kings Carnival from closure by extending the land lease agreement	23/01/2024	G.5/1/24	596	47	549
Save Kings Carnival	27/02/2024	G.2/2/24	655	27	628
Save Kings Carnival	26/03/2024	G.2/3/24	474	2	472
Save Kings Carnival	23/04/2024	G. 2/4/24	838	97	741
Save Kings Carnival	25/06/2024	G. 1/6/24	584	2	582
No to the Restaurant/Brewery at the Western Foreshore	23/07/2024	G. 1/7/24	90	84	6
Objection to Western Foreshore Development Proposal	27 August 2024	N/A	565	519	46
			6,711	1,598	5,113

## 5. Feedback Summary

### 5.1 Feedback overview

During the community engagement feedback period, the City received 1,102 submissions via the avenues outlined in section 3.2.

Mandurah Matters received over 12,000 visits, with 725 surveys collectively completed for the Leisure Precinct Master Plan and the Major Land Transaction Business Plan. Further to this, the City received 95 emailed, in-person or posted submissions and a further 272 online submissions as a result of Consultation Pop-up sessions.

Whilst the community had the opportunity to complete a survey for both the Leisure Precinct and the Major Land Transaction Business Plan for the commercial site, only 112 completed both surveys with many others choosing to complete only one survey.

It should be noted that during this period for the Business Plan, the City also invited comments from the community on the Western Foreshore Leisure Precinct Master Plan. The Leisure Precinct Master Plan is a high-level conceptual plan that outlines the remaining elements of the Waterfront Precinct Plan and incorporates the Western Foreshore Commercial Site.

The submissions were received through various avenues and presented in a range of formats. The feedback was analysed to identify key themes with specific 'descriptors' that reflect the subject-matter mentioned. 33 key themes were identified within the data. All Public Submissions have been made available on the City's website and provided to Council in the Major Land Transaction report for consideration.



## 5.2 Allocation of Themes

As submissions were received through various avenues and presented in a range of formats, feedback was analysed to identify key themes with specific 'descriptors' that reflect the subject-matter mentioned. 33 key themes were identified within the data.

Appendix 6.3: Survey Questions, outlines the specific questions asked in each survey as a point of reference when reviewing the raw data feedback, and the key themes and descriptors outlined below define the subject-matter within each theme. This enabled a consistent analysis across all feedback.

### Key Themes

Theme #	Themes	Sub Themes
1	<b>Traffic Management Concerns / Considerations</b>	Concerns for single road access on a local road. Upgrades required, junction inadequate
2	<b>Parking concerns / Considerations</b>	Proposed parking is inadequate for the proposal.
3	<b>Social and Safety Issues related to a licenced premises</b>	Drugs, alcohol, antisocial behaviour, noise
4	<b>Resistant to change</b>	Leave as it is, doesn't need change
5	<b>Environmental Impact</b>	Loss of Green Space, Loss of green space to parking, Preservation of natural space, tree retention, retain environment for bird life, celebrate nature.
6	<b>Opposition to Commercialisation of the Western Foreshore</b>	Keep as a community space, no commercial businesses needed. Keep commercialisation on the Eastern Foreshore.
7	<b>Impact on Aboriginal and Cultural Heritage</b>	Concern for Aboriginal meeting spot on the foreshore, has the City engaged with local Elders on the plan?
8	<b>Concerns on process undertaken</b>	Disparaging comments, perception that decision is made, lack of transparency, uneasy/unhappy with the way current tenant has been treated.
9	<b>Concern for spend of rate-payers money and rental terms</b>	Perception that City is investing in the commercial development and not in other priority areas of Mandurah. Concern that CoM is offering a peppercorn rent, not fair on other local businesses who are struggling. City of Mandurah subsidising proposed commercial rental.
10	<b>Concerns on proposed lease terms</b>	Tenure duration, rental value.
11	<b>Keep King Carnival</b>	Keep King Carnival, fix up/revamp King Carnival. Offer longer lease

Theme #	Themes	Sub Themes
12	<b>Objection to a Licensed Restaurant/Microbrewery</b>	No licensed restaurant or microbrewery, not required, do not want it.
13	<b>Does not align with values of the site</b>	Does not align with the values identified in the 2018 engagement and the look and feel for the Western Foreshore that the community want.
14	<b>Impact / Consideration of War memorial</b>	Not an appropriate venue beside the war memorial, disrespectful of the war memorial.
15	<b>Keep Ferris Wheel</b>	If only the ferris wheel could be kept as a heritage element, fix it up and keep, retain as art, replace with a bigger one.
16	<b>Concerns about Impact on other Businesses</b>	Will draw customers to the Western Foreshore. Eastern Foreshore Business's already struggling, this will make it harder for local business's
17	<b>More family friendly attractions needed</b>	Not family friendly enough, doesn't cater for teens/youth as a place to go without alcohol
18	<b>Alternate Ideas</b>	Ideas that are in addition to their expressed support and ideas alternate to proposal. Bowling alley, laser tag, ice rink, time zone, sea world, movie world, outdoor cinema, arcade
19	<b>Pedestrian Linkages and access</b>	Retain water access, improve path networks and pedestrian crossings
20	<b>Accessibility</b>	Consider disability accessibly, access to amenities should be considered, family pram parking bays.
21	<b>Remove King Carnival</b>	Out with the old, time for a change, proposal better than current offering, happy for King Carnival to be gone, lack of support to keep King Carnival
22	<b>Improved Family-Friendly Environment</b>	New Recreational Attractions, good for families
23	<b>Enhanced Liveability</b>	For community. Increased or improved amenities the community want to use. Connections. For local use.
24	<b>Support for Development</b>	Aesthetic Improvements, great design outcomes, something new.
25	<b>Community Involvement</b>	Community feeling involved, informed, engaged, connected
26	<b>Economic Benefits</b>	Jobs creation, bring money to the area, support local content.
27	<b>Western Foreshore Activation</b>	Using an underutilised space, draw people to the area
28	<b>Tourism Boost</b>	Tourism attraction and increased income from visitors through tourism
29	<b>Improved Community Spaces and Events</b>	Ability to run events and improve the space for the community, good to retain green space

Theme #	Themes	Sub Themes
30	<b>Diverse and Attractive Plan</b>	Proposed options are good, great range of activities, happy with the activities presented.
31	<b>Support for Licensed Restaurant/Microbrewery</b>	Welcome a licensed restaurant and microbrewery. It will be good for the Western Foreshore, good for families, great for Mandurah to have one.
32	<b>Aligns with values/vision of the site</b>	As per the values identified in the 2018 engagement and the look and feel for the Western Foreshore that the community want.
33	<b>Community Benefit</b>	Offers benefits to the community

It should be noted that submissions could be allocated more than one theme dependent on the content, many noting three or more.

### 5.3 Key Themes Officer Responses

The me #	Themes	Sub Themes	City of Mandurah Response
1	<b>Traffic Management Concerns /</b> <b>Considerations</b>	Concerns for single road access on a local road. Upgrades required, junction inadequate	<p><u>Single road access on local road</u></p> <p>The traffic engineering consultant modelled the existing configuration and three (3) improvement options for the intersections of Mary Street / Leighton Place and Pinjarra Road / Old Coast Road / Mary Street, taking into account the predicted traffic generation related to the Commercial Site Proposal on the Western Foreshore. The modelling considered the present traffic volumes (2023) and the predicted future traffic volumes in 2031, including the impacts of the Mandurah Estuary Bridge Duplication which is presently being delivered by Main Roads WA. The 3 improvement options are outlined below:</p> <ul style="list-style-type: none"> <li>• Option 0 – Existing configuration (ie. no change).</li> <li>• Option 1 – Dedicated left turn lane from Mary Street onto Pinjarra Road together with a right turn / straight through lane.</li> <li>• Option 2 – Dedicated left turn lane from Old Coast Road onto Mary Street together with a right turn / straight through lane.</li> <li>• Option 3 – Combination of Option 1 and Option 2.</li> </ul> <p>The traffic modelling assessed each of the above options during the Weekday AM peak period (8am – 9am), the Weekday PM peak period (3:15pm – 4:15pm) and the Weekend Mid-day peak period (11:30am – 12:30pm).</p> <p>The traffic modelling suggests that the Mandurah Estuary Bridge Duplication will improve the level of service at the intersection of Mary Street / Leighton Place due to a reduction in northbound traffic volumes on Old Coast Road. In addition, minor road network improvements on Mary Street between Leighton Place and Pinjarra Road would result in satisfactory performance at the intersection of Mary Street / Leighton Place during peak periods, taking into account the Commercial Site Proposal on the Western Foreshore.</p>



			<p>In summary, the outcomes of the traffic modelling showed that Option 1 (dedicated left turn lane from Mary Street onto Pinjarra Road together with a right turn / straight through lane) was the preferred option as it provided a good level of service at the intersections of Mary Street / Leighton Place and Pinjarra Road / Old Coast Road / Mary Street, during all peak periods with only short traffic delays of between 10 and 15 seconds. This option was also not detrimental to the performance of Old Coast Road.</p> <p>If Council agree to proceed with the Major Land Transaction, further detailed analysis will be undertaken as part of the City's own commitment to managing the local road network and there will be further consideration through the Development Application process.</p> <p><u>Upgrades to intersection</u></p> <p>As explained above, the intersection improvements / upgrades are likely to be required on Mary Street and Leighton Place with issues such as right turn movements and potential pedestrian and cyclist conflicts being noted. If Council decide to proceed with the major land transaction, design and costings will be presented to Council. The City is committed to engaging and working with local residents to achieve a suitable outcome.</p>
<b>2</b>	<b>Parking concerns / Considerations</b>	Proposed parking is inadequate for the proposal.	<p><u>Inadequate parking</u></p> <p>Car parking provisions and improvements to transport links to service the Precinct and the future development of the Commercial Site have been considered as part of the extensive work conducted on the City Centre Master Plan and the City Centre Parking Plan. Through the Local Planning Framework, the City has adopted a contemporary approach to parking ratios and is consistent with the State Activity Centre Planning Policy, which include the following principles:</p> <ul style="list-style-type: none"> <li>• Parking being provided as public parking and therefore available for reciprocal use;</li> <li>• Reciprocal parking allows for the most efficient use of available bays whereby uses that have different periods of peak demand can utilise the same parking facilities;</li> <li>• Promoting the use of public transport, particularly for the location where high-density employment and housing is being promoted; and</li> </ul>

		<ul style="list-style-type: none"> <li>• Overflow parking to be provided upon approval by the City of Mandurah.</li> </ul> <p>The proposed Leisure Precinct Plan indicates an additional 202 parking bays to service future activation of the Precinct. This includes: War Memorial Carpark – 96 bays, Skatepark Carpark – 40 bays and Leighton Road street parking – 66 bays, whether they be formal or informal is to be determined through further design development.</p> <p>The City will carry out carparking works on land adjacent to the proposed Commercial Site. The parking will be available for public use and the Commercial Site Proponent will have no exclusivity over this parking. This is consistent with businesses in the City Centre area where there is recognition through the Strategic Centre City Centre Precinct Plan that efficient use of parking has benefits for City environments and, this is often best located in the public domain. The proposed parking amount is more than what would be required for a development of a similar nature within the City Centre, which is demonstrated in the following table:</p> <table border="1"> <thead> <tr> <th>Guidance Source</th><th>Required Parking Ratio</th><th>Estimated Bays</th></tr> </thead> <tbody> <tr> <td>Local Planning Scheme No 12</td><td>1 per 4 patrons</td><td>163 bays</td></tr> <tr> <td>Strategic Centre City Centre Precinct Plan</td><td>3 bays per 100m<sup>2</sup></td><td>53 bays</td></tr> <tr> <td>Current bays on western foreshore</td><td></td><td>183 bays (serving war memorial, skate park, play space and general use.)</td></tr> <tr> <td>Additional proposed Bays</td><td></td><td>202 bays</td></tr> </tbody> </table>	Guidance Source	Required Parking Ratio	Estimated Bays	Local Planning Scheme No 12	1 per 4 patrons	163 bays	Strategic Centre City Centre Precinct Plan	3 bays per 100m <sup>2</sup>	53 bays	Current bays on western foreshore		183 bays (serving war memorial, skate park, play space and general use.)	Additional proposed Bays		202 bays
Guidance Source	Required Parking Ratio	Estimated Bays															
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Current bays on western foreshore		183 bays (serving war memorial, skate park, play space and general use.)															
Additional proposed Bays		202 bays															
3	<b>Social Safety related and Issues to a</b>	Drugs, antisocial noise alcohol, behaviour,															

	<p><b>licenced premises</b></p>		<p>venue to close at 10pm. It is important to note that this restriction far exceeds other venues operating in the City Centre which are typically permitted to trade until 12:00 midnight or later with extended trading permits.</p> <p>A number of conditions are likely to be required to mitigate anti-social or safety issues where the Director of Liquor Licencing, through the liquor licensing process may impose conditions on the venues Liquor Licence requiring the operator to:</p> <ul style="list-style-type: none"> <li>• Prepare a Harm Minimisation Plan which will outline requirements to manage customers through signage, staffing and security measures.</li> <li>• Set occupancy numbers dependent on factors including toilet facilities, floor area, exit widths among other considerations.</li> </ul> <p><u>Community Safety</u></p> <p>The Council endorsed a Community Safety Strategy in July 2024 outlining an ongoing commitment from the City to prevent, prepare, and respond to community safety concerns, including anti-social behaviour. The Western Foreshore Leisure Precinct will be designed to best practice Crime Prevention Through Environmental Design (CPTED) principles in order to create an environment that designs out the opportunity for crime. This will include elements such as improved lighting, CCTV and activations to increase passive surveillance. The City will continue to maintain strong partnerships with Police and other stakeholders, such as the Liquor Accord.</p> <p><u>Noise Impact</u></p> <p>Through the Development Approval and Liquor Licencing processes the City has the opportunity to request conditions be applied to the development to control noise impacts. These may include the setting of noise levels of speakers, orientation of speakers, amplified music being run through a centralised system with noise limiting device. In all cases the development will be required to comply with the <i>Environmental Protection (Noise) Regulations 1997</i>.</p>
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			<p>With regard to patron noise from patrons Harm Minimisation Plans are required through the liquor licencing process that are able to manage post closure behaviour including the provision of security. Controls are also able to be applied to support lower risk drinking environments with food available and seating lay outs that reduce anti-social behaviour. The liquor licence and development assessment process can also be used to require security management plans that include considerations such as lighting and CCTV.</p>
4	<b>Resistant to change</b>	Leave as it is, doesn't need change	<p>Noted. Refer to response for <b>Community Involvement Theme</b>.</p> <p>If the Proposal is not approved by Council, the site will return to recreational space once the current lease has expired.</p>
5	<b>Environmental Impact</b>	<p>Loss of Green Space, Loss of green space to parking, Preservation of natural space, tree retention, retain environment for bird life, celebrate nature.</p>	<p><u>Loss of green space</u> Refer to response for <b>Improved Community Spaces and Events Theme</b>.</p> <p><u>Tree retention</u> Tree retention will remain a priority in addition to increasing the tree canopy throughout the reserve with additional planting to increase the usability of the area. For the purposes of the proposed Commercial Site, the City will be conducting a range of environment-related site assessments as part of its due diligence process and in advance of any development application for the site. These assessments will include flora and fauna assessment (including a tree retention plan), arborist report, site contamination report, geotechnical report and coastal risk assessment.</p> <p>The proposed sublease area for the Commercial Site Proposal is 8,000m<sup>2</sup>, which is 1,419m<sup>2</sup> larger than the existing part of the land used for commercial purposes. It should be noted that the built form component of the Proposal is approximately 3,300m<sup>2</sup> and the remainder will be utilised for the purposes of the mini-golf course. This enables the City and the Proponent to maximise tree retention, protecting the environmental value of the Site.</p>



			<p>The City will be responsible for completing an Arborist Report which will specifically identify those trees that must be retained on the Commercial Site. The Proponent will be required to develop a Tree Management Plan taking into account the City's advice and recommendations. The final design of the built form will be required to work within those parameters.</p>	
6	<p><b>Opposition to Commercialisation of the Western Foreshore</b></p>	<p>Keep as a community space, no commercial businesses needed. Keep commercialisation on the Eastern Foreshore.</p>	<p>Since 1987, the land comprising the Commercial Site, which is a Class A Reserve, has been used for commercial purposes. Since this time approximately 6,581m<sup>2</sup>, comprising the existing King Carnival lease area and the previous commercial aquatic operator, has been dedicated for commercial purposes.</p> <p>The total area of the reserves is 68,634m<sup>2</sup>, which 8,000m<sup>2</sup> is being used for commercial purposes. The total area for the proposed Commercial Site is 8,000m<sup>2</sup>, noting that approximately 4,700m<sup>2</sup> of this area will be utilised for the purposes of the 18-hole mini-golf course to maximise tree retention.</p> <p>It is proposed that all rent received will be set aside for funding infrastructure components of the Western Foreshore Leisure Precinct which would be more than likely funded from ratepayers if the proposal did not proceed. If there was no commercialisation on the Western Foreshore, the City would undertake improvements to bring the existing site to a standard that is consistent with the Western Foreshore Leisure Precinct, and this would be required to be funded through rates.</p>	
7	<p><b>Impact on Aboriginal and Cultural Heritage</b></p>	<p>Concern for Aboriginal meeting spot on the foreshore, has the City engaged with local Elders on the plan?</p>	<p><u>Cultural significance of site</u> The Western Foreshore Leisure Precinct is located within a registered Aboriginal Cultural Heritage site – Winjans Camp (registered Place 3724). The camp itself is located approximately 1km away from the proposed commercial development and is located within Yaburgurt Kaaleepga Reserve. However, it is acknowledged that the proposed development site is close to the shore of the DJILBA (Peel Harvey Estuary) and as such the interface of the development with the DJILBA will be carefully considered.</p>	

			<p><u>Engagement with Elders</u></p> <p>In the event the Commercial Site progresses, the City is committed to undertaking due diligence for the heritage value of the site and working with the local Elders to achieve a design that respects the Aboriginal and cultural heritage of the site, including seeking the necessary State planning approvals.</p> <p>In addition, the Proponent has proposed to integrate cultural appreciation practices into design elements and broader engagement activities including:</p> <ul style="list-style-type: none"> <li>• Understanding the Bindjareb history and stories</li> <li>• Dual naming</li> <li>• Celebrating National Reconciliation Week.</li> <li>• Acknowledgement of Country at all events, on website, menus, and other materials.</li> <li>• Be an equal opportunity employer.</li> <li>• Increase knowledge of Aboriginal culture through ongoing staff training.</li> <li>• Incorporate features of Country into landscape and mini golf design.</li> </ul>
8	Concerns on process undertaken	Disparaging comments, perception that decision is made, lack of transparency, uneasy/unhappy with the way current tenant has been treated.	<p>At its meeting on 22 June 2021, Council noted the project plan for the Western Foreshore Commercial Site to undertake a multi-staged EOI process to explore potential opportunities for commercial activations over the existing commercial lease site. Following Council approval, the City launched an extensive local, national, and international EOI process seeking proposals for the Commercial Site.</p> <p>The City received seven submissions through the first stage of the EOI and following a comprehensive assessment process Council at its meeting of 24 May 2022 endorsed three submissions to proceed to the second stage of the EOI.</p> <p>Following the EOI Stage Two, at the Council Meeting on 22 November 2022, Council selected Left Coast Leisure Group Pty Ltd as the preferred proponent for the Commercial Site.</p>

			<p>At the Council Meeting of 28 May 2024, Council endorsed the Western Foreshore Commercial Site Business Plan, inviting submissions from the community and interested stakeholders.</p> <p>The City of Mandurah has met all statutory requirements under the <i>Local Government Act 1995</i> and <i>Local Government (Functions and General) Regulations 1996</i> in the managing of the disposal of land process for the Western Foreshore Commercial Site.</p> <p>Extensive community consultation has been undertaken through a range of engagement types including 91 signs, 9 newspaper articles and stories, 4 TV broadcast stories, 3 million digital advertisement impressions, 5 variation of social media advertising. The City has received 1,102 submissions with 12,300 Mandurah Matters webpage visits.</p>
9	<p><b>Concern for rate-payers spend of money and rental terms</b></p>	<p>Perception that City is investing in the commercial development and not in other priority areas of Mandurah. Concern that CoM is offering a peppercorn rent, not fair on other local businesses who are struggling. City of Mandurah subsidising proposed commercial rental.</p>	<p><b>Refer to response for Community Involvement Theme.</b></p> <p><u>Concern regarding City investing in a Commercial Development</u></p> <p>The Western Foreshore Commercial Site is proposed to be developed at an estimated cost of \$23 million. The construction of the licenced restaurant, mini-golf course, café and chocolate/retail is the sole responsibility of the Proponent, with no financial contributions being made by the City.</p> <p>Should Council support the Proposal, the Proponent will be responsible for the construction of all elements of the development and ongoing maintenance obligations in accordance with the proposed Sublease conditions. In addition, the Proponent will be required to pay rent (from year 3 onwards). The Proponent will be required to pay all charges, local government rates and outgoings over the full term of the proposed sublease.</p> <p><u>Financial Contribution by the City</u></p> <p>The City's financial contribution to the development is limited. The City will support the Proposal by providing infrastructure within the Western Foreshore Precinct including parking upgrades.</p> <p>These infrastructure works (construction of 202 car parking bays) are estimated to cost approximately \$850,000 (exclusive of GST). Noting</p>

			<p>the parking is available for public use and the Proponent will have no exclusivity over this parking.</p> <p>For the purposes of undertaking the Major Land Transaction the costs incurred by the City to date include:</p> <ul style="list-style-type: none"> <li>• \$42,000 (exclusive of GST) for a specialised commercial consultant to market the Expression of Interest;</li> <li>• \$4,500 (exclusive of GST) to engage a commercial valuer; and</li> <li>• \$26,507 (exclusive of GST) in legal fees to prepare the Heads of Agreement.</li> </ul> <p>It is anticipated that the costs incurred by the City for negotiation and preparation of the Sublease, the land excision, Flora and Fauna Assessment, Arborist Report, Site Contamination Report, Geotechnical Report and Coastal Risk Assessment be approximately \$130,000. This expenditure is in accordance with the City's approved budget for the project</p> <p><u>Peppercorn rent (two years only)</u></p> <p>The City is seeking support from the Department of Planning, Lands and Heritage to enter into a Headlease for the Commercial Site with the State of Western Australia for a peppercorn rent (\$1 or other nominal amount payable per annum) over the entire lease term.</p> <p>This will result in the City paying no rent to the State of Western Australia for this Headlease, however is proposing to enter into a Sublease with the Proponent, which will require the Proponent to pay rent and other charges (including rates, taxes, levies, charges and outgoings) directly to the City. In addition, the Proponent will be responsible for all other associated costs including buildings, maintenance and insurance.</p> <p>Under the Proposed Rental Terms for Years 1 and 2 (only) the City will provide the Proponent a peppercorn rent. This is due to the construction phase of the development occurring during this time. It is considered standard commercial practice to negotiate a reduced rental fee during the construction phase as the proponent is not trading or drawing an</p>
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			<p>income from the development. All other fees such as rates and outgoings will be charged to the sublessee during this period.</p> <p>In addition, the City has recognised the delivery of a significant community benefit this development provides in terms of contribution to tourism and economic growth for Mandurah.</p> <p>It is proposed that the revenue from the sublessee is reinvested back into the management, maintenance and ongoing renewal costs for elements of the Western Foreshore Leisure Precinct.</p> <p><u>Rental Terms</u></p> <p>The City has engaged an independent commercial valuer to undertake a valuation of the Commercial Site. The current market value of the disposition as carried out by a licensed valuer is \$160,000 per annum plus GST. The valuer has taken into account commercial operations of a similar nature and tourism footprint.</p> <p>The City engaged a commercial valuer to undertake analysis and modelling on the Net Present Value (NPV). NPV is defined as the current value of a future net income stream of an investment over a period of time, discounted at an acceptable rate. The NPV calculation is considered the appropriate method for defining the current value of a future net income stream of an investment over a period of time, which incorporates discounts (7.5%) at an acceptable rate.</p> <p>In accordance with the Proposed Rental Terms, which includes the rent free period of two years (due to the construction period) the rent to be received to the City would amount to \$6,197,609.91 over the first 25 year term.</p> <p>Based on the Reasonable Market Rent which is based on the valuation undertaken with a starting rent of \$160,000 per annum plus GST (with no rent free period) the rent amounts to \$5,508,716.35 over the first 25 year term.</p> <p>This indicates that the City is achieving a greater return from the sublessee's Proposed Rental Term, than the rates based on the market valuation. By Year 5 the annual Proposed rent exceeds the amount</p>
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that could be achieved under the Reasonable Market Rent (which is based on the valuation). The cumulative rent of the Proposed Rental Terms is greater than the Reasonable Market Rent in Year 15. Refer to table below.

In addition, the sublease terms will provide the City protection against turbulence in the market, through a term which ensures that the rent cannot be less than the previous year.

	First Term					Second Term	Third Term
	Yr 2	Yr 8 Mkt	Yr 15	Yr 20	Yr 25	Yr 50	Yr 65
Proposed Rental Term per annum	\$0	\$236K	\$280k	\$315k	\$355k	\$640k	\$913k
Proposed cumulative Rental income	\$0	\$1,173m	\$3m	\$4,505m	\$6,197m	\$18,435 m	\$30,109m
Reasonable Market Rent per annum	\$164k	\$191k	\$228k	\$256k	\$288k	\$521k	\$744k
Reasonable cumulative Rental income	\$325k	\$1,417m	\$2,905m	\$4,130m	\$5,508m	\$15,475m	\$24,983m

**10**

**Concerns on proposed lease terms**

Tenure duration, rental value.

Tenure

Given the level of private investment for this proposal (\$23 million), the Proponent is seeking a lease tenure of 65 years. Department Planning, Lands and Heritage have advised that all proposals are assessed on a case-by-case basis on their individual merits.

Valuation

			<p>Refer to response for <b>Concern for spend of rate-payers money and rental terms</b></p> <p><u>Concern regarding financial climate</u></p> <p>Should the Commercial Site proposal progress, the City will be undertaking further financial due diligence on the Proponent and building into the Heads of Agreement appropriate safeguards to protect the City's interest. This will include conditions in the Heads of Agreement requiring the Sublessee at the end of the Term:</p> <ul style="list-style-type: none"> <li>• if required by the City to do so, make good the Premises consistent with the condition as if the applicant obligations had been complied with during the Term; or</li> <li>• if required by the City remove any buildings and any services installed by the applicant and return the Premises as a vacant site; or</li> <li>• if not required to make good the Premises, vacate the Premises and leave the Premises in a clean and safe condition (subject to fair wear and tear).</li> </ul> <p>It is also proposed that the sublease includes a bank guarantee and a holding company guarantee to ensure the applicant meets all obligations.</p>
11	<p><b>Keep Carnival</b></p> <p><b>King</b></p>	<p>Keep King Carnival, fix up/revamp King Carnival. Offer longer lease</p>	<p>The current tenant, King Carnival, has held a series of exclusive leases over the waterfront site on the Western Foreshore since 1987. Following Council approval to undertake an Expression of Interest (EOI) process for the Commercial Site on 22 June 2021, the City commenced the competitive process inviting proposals. King Carnival were invited to make a submission through the EOI process and were unsuccessful in stage 1 of the process. King Carnival were notified of the outcome in 2022 and requested to remain on the site until a new lease is determined. The City has provided an extension to the holding over of the lease until 30 April 2025.</p> <p>Under the existing lease arrangement, the operators of King Carnival are charged \$24,415 per annum in rent. This does not represent a viable commercial return for the City of Mandurah.</p>

12	Objection to a Licensed Restaurant/Microbrewery	No licensed restaurant or microbrewery, not required, do not want it.	If the Proposal is not approved by Council, the site will return to recreational space once the current lease has expired.
13	Does not align with values of the site	Does not align with the values identified in the 2018 engagement and the look and feel for the Western Foreshore that the community want.	Refer to response for <b>Community Involvement Theme</b> .
14	Impact / Consideration of War memorial	Not an appropriate venue beside the war memorial, disrespectful of the war memorial.	<p><u>Proposal and Interface with War Memorial</u></p> <p>The Proponent acknowledges the significance and importance of the War Memorial adjacent to the Commercial Site. The Proponent has committed to undertaking planning and construction of the proposed development with consideration of neighbouring stakeholders.</p> <p><b>Refer to Social and Safety Issues related to a licenced premises.</b></p> <p><u>Consultation with RSL</u></p> <p>The City has undertaken consultation with the City of Mandurah RSL who discussed the Proposal at their Annual General Meeting of 25 July 2024.</p> <p>The RSL presented a number of matters to the City for attention, including:</p> <ol style="list-style-type: none"> <li>1. Modifications to Hall Park that would assist our aging veterans on our formal ceremonial occasions, such as wide footpaths that would allow veterans to march 4 abreast on a flat even surface and modified curbing to assist with the veterans transition from Hall Park to the Memorial in a safe manner.</li> <li>2. The addition of ablutions closer to the memorial would be advantageous not only for our veterans but the general public who also attend the Memorial site.</li> </ol> <p>City of Mandurah response: Major pathways around the Western Foreshore Leisure Precinct have been proposed to be upgraded to 3.5m width to improve accessibility and pedestrian use and circulation throughout the site. This will include the path network between the proposed Commercial Site and the Estuary.</p>



			<p>City of Mandurah response: The City will discuss location of toilets for Commercial proposal with applicant in due course.</p> <p>3. Additional installation of more security cameras at or near the memorial car park would also be advantageous to dissuade any future vandalism.</p> <p>City of Mandurah response: The City will work with RSL in relation to reviewing CCTV and other safety measures.</p> <p>The Proponent acknowledges the significance and importance of the War Memorial adjacent to the Commercial Site. The Proponent has committed to undertaking planning and construction of the proposed development with consideration of neighbouring stakeholders.</p> <p><b>Refer to Social and Safety Issues related to a licenced premises.</b></p>
15	<p><b>Keep Ferris Wheel</b></p>	<p>If only the ferris wheel could be kept as a heritage element, fix it up and keep, retain as art, replace with a bigger one.</p>	<p>The King Carnival Ferris wheel is an asset of King Carnival and its removal will be required in line with all site infrastructure subject to the expiration of their lease in 30 April 2025 and vacating the site. Due to the age of asset and the cost impost for maintenance and insurance obligations, it would not be in the City's interest to purchase and retain as an art installation.</p>
16	<p><b>Concerns about Impact on other Businesses</b></p>	<p>Will draw customers to the Western Foreshore. Eastern Foreshore Business's already struggling, this will make it harder for local business's</p>	<p>The evaluation criteria used in the EOI were specifically designed to prioritise proposals that offer demonstrable benefits to Mandurah and complement existing local businesses environment. The recreation aspects of the proposal scored highly with few similar offers within the area. The scale of the hospitality elements is also expected to be complementary to businesses on the Eastern Foreshore.</p> <p>Overall, the proposal is anticipated to generate significant additional economic activity through increased visitation, rather than simply absorb a share of the existing market. This is reflected in the anticipated economic impact of \$47m per annum across the Mandurah economy in each year of operation.</p> <p>This notwithstanding, the City intends to continue its investment in the Eastern Foreshore and City Centre activation program to manage the risk of diversion. The City invests just under \$550k per year in the City</p>

			Centre activities including grant programs, business led activations, and support for permits and approvals for new opportunities. The investment relating to the City's festivals and events delivered in the City Centre is \$1,742,000 and includes Crab Fest, the Christmas in Mandurah program and Winter in Mandurah activations. All these programs support businesses on the Eastern Foreshore/City Centre to maximise footfall. Additionally, the City's support through Visit Mandurah supports City Centre businesses including support in destination marketing and promotion of Mandurah and local businesses across WA and Australia every year, driving visitation to businesses in the City Centre and across Mandurah.		
17	More family friendly attractions needed	Not family friendly enough, doesn't cater for teens/youth as a place to go without alcohol	Refer to <b>Improved Family-Friendly Environment</b> .		
18	Alternate Ideas	Ideas that are in addition to their expressed support and ideas alternate to proposal. Bowling alley, laser tag, ice rink, time zone, sea world, movie world, outdoor cinema, arcade	<p><u>Alternate ideas to the proposal</u></p> <p>A number of community submissions provided alternate ideas to the Commercial Site Proposal, including but not limited to bowling alley, laser tag, ice rink, water park, time zone, sea world, movie world, outdoor cinema, high rise apartments, arcade. It is important to note that all proposals were required to demonstrate the ability to provide a leisure and/or active tourism offering additional and/or complimentary to existing offerings in the area.</p> <p>Whilst the City is pleased to receive alternative ideas for the Western Foreshore Commercial Site, the proposed commercial development is market-led and the process to attract investment opportunities was extensive. The process is outlined below:</p> <p>At its meeting on 22 June 2021, Council noted the project plan for the Western Foreshore Commercial Site to undertake a multi-staged EOI process to explore potential opportunities for commercial activations over the existing commercial lease site. Following Council approval, the City launched an extensive local, national, and international EOI process seeking proposals for the Commercial Site.</p> <p>The purpose of the EOI was to explore potential opportunities for</p>		

			<p>commercial activations over the existing commercial lease site. Through this EOI process the City attracted a broad range of proposals from the market which were evaluated against the following criteria:</p> <ul style="list-style-type: none"> <li>• Create a destination waterfront recreation space;</li> <li>• Drive visitation through investment in unique 'wow' infrastructure, activities, and events;</li> <li>• Provide facilities and activities that cater for teenagers and young adults;</li> <li>• Acknowledge local heritage and unique character of the foreshore and waterway; and</li> <li>• Provide an inclusive, safe, quality user experience.</li> </ul> <p>Through this process the City received seven submissions. At the Council Meeting of 24 May 2022, Council endorsed the following three submissions to proceed to EOI Stage Two:</p> <ul style="list-style-type: none"> <li>• Geographe Bay Leisure Group (now referred to as Left Coast Leisure Group Pty Ltd for this transaction)</li> <li>• Capitol Corp</li> <li>• Belgravia Leisure</li> </ul> <p>The three endorsed proponents were then invited to submit detailed proposals to address the following selection criteria:</p> <ul style="list-style-type: none"> <li>• Responsiveness to Site: the Western Foreshore is a landmark site and has significant community value. The design and scale of the development should look to maximise view corridors, connect to the waterfront, adjacent play space, and war memorial, and maximise retention of existing vegetation.</li> <li>• Community Benefit: the site is designated as Regional Open Space meaning any commercialisation of the site must demonstrate its broad community benefits including accessibility and cultural appreciation.</li> <li>• Economic Impact: any development on the Western Foreshore must demonstrate the ability to add to the current local economy including its ability to attract additional visitation and the estimated number of new jobs that will be created both during and post construction.</li> </ul>
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			<ul style="list-style-type: none"> <li>Financial Commitments: the proposal must outline the level of investment proposed, any support required from the City of Mandurah and the financial sustainability of the business operations</li> </ul> <p>Following the EOI process, Council at its meeting on 22 November 2022, selected Geographie Bay Leisure Group (now referred to as Left Coast Leisure Group Pty Ltd for this transaction) as the preferred proponent for the Commercial Site.</p> <p>It is further acknowledged that many of the alternate suggestions may not be appropriate for the Site and that proposals that included similar elements decided to not proceed.</p>
19	<b>Pedestrian Linkages and access</b>	Retain water access, improve path networks and crossings	<p><u>Pedestrian linkages</u> Providing access to the Western Foreshore by public transport and active transport options, together with the broader City Centre are key priorities as demonstrated within the CCMP. Currently the Western Foreshore can be accessed by public transport via Bus Route 591 and 592 with stops provided on Mary Street and Old Coast Road. However, this access is not directly provided from the train station via the City Centre. Through the Integrated Transport Strategy and CCMP, the City will advocate for more direct public transport routes linking key activity nodes in the broader Strategic Centre with direct and regular services between the Western Foreshore and the station together with a network that links Mandurah's northern and suburbs to the City Centre, complimented with key transit stops for convenient and comfortable access to the services.</p> <p><u>Improvements/ repairs to pathways</u> Major pathways around the Western Foreshore Leisure Precinct have been proposed to be upgraded to 3.5m width to improve accessibility and pedestrian use and circulation throughout the site. This will include the path network between the proposed Commercial Site and the Estuary.</p> <p><u>Retain access to water</u> Access to the water along the Estuary will be retained and enhanced in the proposed Western Foreshore Leisure Precinct Master Plan and</p>



			the Commercial Site. For broader commentary of site accessibility refer to City officer response in the <b>Accessibility Theme</b> .
20	<b>Accessibility</b>	Consider disability access to amenities should be considered, family pram parking bays.	<p><u>Accessibility</u> The Western Foreshore Leisure Precinct Concept Master Plan considers accessibility in a variety of ways, including through proposed improvements to path widths and lighting. All design components will meet the required Australian Standard and consultation will take place with the City of Mandurah Access and Inclusion Advisory Group at the detailed design stage of upgrade works.</p> <p><u>Access to amenity</u> The proposed Commercial Site will improve access to amenity. The war memorial, playground and skate park will be unaffected by the Commercial Site Proposal which will be set back from the waterfront to retain and improve public access to and along the foreshore. In addition, the footprint of the proposed sublease area has been designed to retain as many of the existing natural features and view corridors to the public waterfront as possible. The design of the building incorporates glass walls on both the northern and southern elevations and has significant glass components on the eastern elevation. This ensures views through the building are maintained and views to the war memorial, water's edge and adjacent play space are retained.</p> <p><u>Parking Bays</u> The additional car parking provided as part of the Western Foreshore Leisure Precinct would also include an increase in the number of disabled car parking bays being available for the community. The number and locations of these bays would be considered further as part of the next stage of the design process to ensure that all key facilities are accessible.</p> <p>The King Carinal lease expires on 30 April 2025 and no further extensions will be granted.</p>
21	<b>Remove King Carnival</b>	Out with the old, time for a change, proposal better than current offering, happy for King Carnival to be gone,	

22	<p><b>Improved Family-Friendly Environment</b></p>	<p>lack of support to keep King Carnival</p> <p>New Recreational Attractions, good for families</p>	<p><u>Western Foreshore Commercial Site</u> The Western Foreshore Commercial Site forms an important part of this Precinct providing further opportunities for activation through high quality designed family friendly and intergenerational hospitality offerings by adding to the existing range of recreation facilities, including a new premium 18-hole mini golf course.</p> <p><u>Attractions for families</u> The proposed Western Foreshore Leisure Precinct Concept Master Plan contains a variety of elements for different age groups and activities, with a strong family focus. This includes:</p> <ul style="list-style-type: none"> <li>• Regional level skate park and Koolaanga Waabiny destination playground.</li> <li>• 'Village Green' recreation and events space, including retention of 'disc golf' and potentially new sport specific infrastructure such as AFL goal posts and soccer goals; and the ability for large scale events to continue to take place i.e. Ride to cure cancer, Circus, Crab Fest, Pop-up amusement / fairgrounds etc.</li> <li>• Enhanced foreshore areas for community enjoyment, including green spaces for picnics and recreation, and maintaining access to the water.</li> <li>• New public car parking and new tree planting will improve the access and usability of the space further.</li> <li>• Proposed opportunities for structured recreation closer to the skate park and playground that may accommodate beach volleyball, hard stand for court specific sports.</li> <li>• Under bridge event and activation space with potential new infrastructure to accommodate more music and youth events and mural artwork.</li> <li>• Additional commercial activation through water and land based seasonal and annual licenses by mobile and aquatic commercial operators via Expression of Interest process.</li> </ul>
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<b>23</b>	<b>Enhanced Liveability</b>	For community. Increased or improved amenities the community want to use. Connections. For local use.	<p>The proposed Western Foreshore Leisure Precinct Concept Master Plan and Western Foreshore Commercial Site will improve the use and amenity of the Western Foreshore for Mandurah residents and visitors.</p> <p>Should the proposed Commercial Site be supported, it is proposed that the full rent be reinvested back into the management, maintenance and ongoing renewal costs for elements of the Western Foreshore Leisure Precinct to ensure the quality of amenity is retained over time. This includes intersection, parking and foreshore management, which will be required even if the Proposal does not proceed. This will provide an alternative revenue source to ensure the Precinct is maintained, activated, and promoted as a destination for current and future generations.</p> <p><b>Refer to City officer response for Improved Family-Friendly Environment Theme.</b></p>
<b>24</b>	<b>Support for Development</b>	Aesthetic Improvements, great design outcomes, something new.	<p>The level of private investment to develop the proposed Commercial Site is estimated to cost \$23 million with the design intended to complement the features of the site. It is set back from the waterfront to retain and improve public access to and along the foreshore, designed to maximise tree retention and as many of the existing natural features and view corridors to the public waterfront as possible. The design of the building incorporates glass walls on both the northern and southern elevations and has significant glass components on the eastern elevation. This ensures views through the building are maintained and views to the war memorial, water's edge and adjacent play space are retained. Further details and design review will occur at the development assessment stage if Council agree to proceed with the Major Land Transaction and the State Government approve the land excision.</p>
<b>25</b>	<b>Community Involvement</b>	Community feeling involved, informed, engaged, connected	<p><u>Community involvement</u></p> <p>To establish the future vision for the Western Foreshore, in 2018, the City completed an extensive community engagement to inform the Waterfront Redevelopment, which identified the Western Foreshore commercial site as a 'high' priority for change. This engagement identified future opportunities for mixed use cultural/commercial developments to be explored on the site, including land based and overwater development and activities, cultural/arts/heritage attractions, leisure amusements and activities, and food/drink/retail outlets.</p>

			<p>Community feedback identified the commercial site on the Western Foreshore as a high priority for change and provided feedback indicating the site is currently underutilised for the prime location, with a preference for the existing activity to be replaced with a more contemporary destination attraction. There were 969 responses from a range of engagement methodologies including written/verbal responses (559 participants), illustrated responses (148 participants) and Dotmocracy activity at pop up locations (491 participants where 229 of participants also provided written/verbal responses and have been not counted twice in the total responses).</p> <p>The City recently completed a major review of the Strategic Community Plan 2020 – 2040. As part of this review process, a multi-stage community engagement process was conducted over a six-month period from August 2023. Through analysis of the community’s vision for Mandurah, the community goals, outcomes and measures of success are now reflected in the adopted Strategic Community Plan 2024 – 2044. The community outcomes in the economic pillar of the Plan focus on local jobs, diversified economy, sustainable development, a thriving city for residents and visitors, investment encouragement and education and training opportunities. The proposed Western Foreshore Leisure Precinct and the Commercial Site support the achievement of these community outcomes, while balancing the other community outcomes for the Community and Environment pillars.</p> <p>For the proposed Western Foreshore Leisure Precinct Master Plan and Western Foreshore Commercial Site Major Land Transaction, the City conducted a further community engagement process, providing the community with an engagement period where submissions were received from 31 May 2024, and formally commencing 4 June 2024 (public notice issued). The City invited feedback through a wide range of methods outlined in Attachment 1.2 and included extensive community consultation including 91 signs, 9 newspaper articles and stories, 4 TV broadcast stories, 3 million digital advertisement impressions, 5 variation of social media advertising. The City has received 1,102 submissions with 12,300 Mandurah Matters webpage visits.</p>
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26	Economic Benefits	Jobs creation, bring money to the area, support local content.	<p><u>Supports Job Creation</u> The City has undertaken an economic impact analysis that indicates the project is expected to support approximately 174 jobs during construction (direct and indirect). Once established, the proposed Western Foreshore Commercial Site will create approximately 437 ongoing jobs (292 direct and 145 indirect), offering various types of employment within a range of industries. Opportunities for casual and part-time positions will exist, in addition to full-time professional roles. Should a sublease be granted, the City requires the Proponent to enter into an agreement with the South Metropolitan TAFE to support opportunities for work placement, work experience and graduate programs for hospitality students at the South Metropolitan TAFE Mandurah campus.</p> <p><u>Supports Local Content</u> The City has negotiated with the Proponent to maximise local content in the construction phase which will provide opportunities for businesses in Mandurah and the Peel Region.</p> <p><u>Economic benefit</u> The proposed Commercial Site will deliver a significant wider economic benefit to the local and regional economy over the proposed sublease term. The Proposal represents a private investment of \$23 million, creation of hundreds of jobs and provides an additional hospitality and entertainment element within the Western Foreshore Leisure Precinct. The proposal provides services not currently available in the City Centre and is expected to create a net increase in visitation to Mandurah.</p>
27	Western Foreshore Activation	Using an underutilised space, draw people to the area	<p>Refer to City officer response for <b>Economic Benefits Theme</b> and <b>Improved Family Friendly Environment Theme</b>. The total area of the two reserves is 68,634m<sup>2</sup>, which 8,000m<sup>2</sup> is being used for commercial purposes. This provides 60,634m<sup>2</sup> to remain as public open space. Of the 8,000m<sup>2</sup> a total of 4,700m<sup>2</sup> will be used for the mini-golf course which has been maximised to ensure tree retention.</p>
28	Tourism Boost	Tourism attraction and increased income from visitors through tourism	<p>The proposed Commercial Site offers an opportunity for the City to advance a major commercial development on the Western Foreshore, enhancing the local economy through the creation of a premier tourism</p>

			<p>attraction within the Western Foreshore Leisure Precinct. This development is projected to attract a high number of tourists to Mandurah annually, leveraging the city's strengths as a destination. It will activate and bring vibrancy to a highly visible, waterfront site that is currently under-utilised complementing existing family friendly offerings nearby such as the Koolaanga Waabiny playground.</p> <p>The visitor experience plays an important role in shaping the perception of Mandurah as a tourism destination. Positive interactions enhance the city's brand and reputation, encouraging repeat visitation and generating favourable word-of-mouth. The Western Foreshore Precinct will cater to key target markets, particularly "Family Time" and "Relax and Recharge," as identified by Tourism WA's domestic market profiles. Notably, 83% of visitors to Western Australia are from within the State, seeking family-friendly activities and dining options.</p> <p>The Precinct is anticipated to draw substantial numbers of residents and visitors each year, boosting tourism-related spending throughout the City Centre. Its layout features a diverse range of hospitality and recreational options, all within a walkable distance of 300 meters end-to-end, and only an additional 250 meters to the Eastern Foreshore via the Mandurah Bridge. Furthermore, the proposed Commercial Site will bolster local tourism, hospitality, and retail businesses, reinforcing Mandurah's status as a vibrant and attractive destination.</p>
29	Improved Community Spaces and Events	Ability to run events and improve the space for the community, good to retain green space	<p><u>Improved use of space</u></p> <p>The 'Village Green' is proposed to be retained as flexible space for passive recreation, major events and seasonal attractions (i.e. ride to conquer cancer, Circus, Crab Fest, Pop-up amusement / fairgrounds etc), and the broader reserve will continue to be retained for community and visitor use, including access to the water. Refer to City officer response for <b>Improved Family-Friendly Environment Theme</b>.</p> <p><u>Retention of green space</u></p> <p>Due to the planned additional parking requirements to facilitate the Western Foreshore Leisure Precinct, there is an anticipated reduction of approximately 11% of green space. The green space refers to the grass area included in the village green space. It is grass only (does not include trees) and it is not the total reserve area (which is 68,634).</p>

			<p>Green Space estimated calculation – based on the Australian parking bay standards which are 2.4 - 2.6m wide and 5.4m long. The total green space is 39,500m<sup>2</sup>. The proposed car parking is 4,375m<sup>2</sup>. Detailed design would be required if Council approve to proceed. The reduction is required in order to provide this additional infrastructure to cater to the increasing use by residents and visitors as a significant public open space in line with the Western Foreshore Leisure Precinct Concept Master Plan and City Centre Master Plan (CCMP). The enhancements to the Precinct will improve the usability of the space for the broader community and visitors. Additional planting of trees will improve the usability of the green space and assist in providing adequate shade for users.</p> <p>The proposed Western Foreshore Commercial Site has been designed to maximise retention of green space, with the 18 hole mini-golf course and Café (5,050 m<sup>2</sup> of which approximately 4,700m<sup>2</sup> is mini-golf course) designed to include landscaping in and around the existing trees on site and will reflect the historic and cultural significance of the site.</p> <p><u>Tree Retention</u></p> <p>For both the Western Foreshore Leisure Precinct and the Commercial Site, tree retention will remain a priority in addition to increasing the tree canopy throughout the reserve with additional planting planned to increase the shade cover and usability of the area. Refer to <b>Environmental Impact Theme</b>.</p>
30	<b>Diverse and Attractive Plan</b>	Proposed options are good, great range of activities, happy with the activities presented.	<p>The Proposal outlined in the Major Land Transaction provides for a diverse and unique offering that is unlike any existing hospitality and recreation venue in Mandurah.</p> <p>The Proposal includes:</p> <ul style="list-style-type: none"> <li>Licensed Restaurant and Microbrewery (2,500 m<sup>2</sup>) is proposed to have a 650-person capacity including outdoor dining areas that wrap around the northern and eastern boundaries;</li> <li>18 hole mini-golf course and Café (5,050 m<sup>2</sup>) designed to include landscaping in and around the existing trees on site and will reflect the historic and cultural significance of the site; and</li> </ul>

			<ul style="list-style-type: none"> <li>Chocolate Production and Retail (450m<sup>2</sup>) is proposed in stage two of the development. The chocolate production and retail is to be located on the southern-most portion of the site, adjacent to the play space.</li> </ul> <p>The Proposal:</p> <ul style="list-style-type: none"> <li>Ensures the design and scale of any development (height, bulk and appearance) should be in keeping with the nature of the Western Foreshore, noting the skate park, playground, war memorial have a high-quality architectural design.</li> <li>Ensures that the City and the Proponent maximise tree retention, protecting the environmental value of the Site.</li> <li>View corridors to the water are to be maintained between built form elements.</li> <li>Development is to provide a leisure and/or active tourism offering additional and/or complementary to existing offerings in the area.</li> </ul>
31	Support for Licensed Restaurant/Microbrewery	<p>Welcome a licensed restaurant and microbrewery. It will be good for the Western Foreshore, good for families, great for Mandurah to have one.</p> <p>As per the values identified in the 2018 engagement and the look and feel for the Western Foreshore that the community want.</p> <p>Offers benefits to the community</p>	<p>Refer to response for <b>Improved Family-Friendly Environment and Diverse and Attractive Plan</b></p>
32	Aligns with values/vision of the site		<p>Refer to response for <b>Community Involvement Theme</b>.</p>
33	Community Benefit		<p>The City has undertaken an economic impact analysis that indicates the project is expected to support approximately 174 jobs during construction (direct and indirect). Once established, the proposed Western Foreshore Commercial Site will create approximately 437 ongoing jobs (292 direct and 145 indirect), offering various types of employment within a range of industries. Opportunities for casual and part-time positions will exist, in addition to full-time professional roles. Should a sublease be granted, the City requires the Proponent to enter</p>



			<p>into an agreement with the South Metropolitan TAFE to support opportunities for work placement, work experience and graduate programs for hospitality students at the South Metropolitan TAFE Mandurah campus.</p> <p><u>Supports Local Content</u> The City has negotiated with the Proponent to maximise local content in the construction phase which will provide opportunities for businesses in Mandurah and the Peel Region.</p> <p><u>Activation</u> The mini-golf and chocolate production are activities that are not provided elsewhere within Mandurah's city centre. The Proposal provides activities for youth and children.</p>
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## 6. Community Engagement Report - Appendices



## 6.1. Council Resolution Table

Council Meeting	Report	Decision
15 December 2015	Leases Disposal – Adventure Golf Australia & Wynyard Nominees Western Foreshore (G.13/12/15)	Council approved a five year lease term for Adventure Golf Australia Pty Ltd (King Carnival). Council also acknowledged detailed Master Planning for the Western Foreshore was required arising from the Mandurah Foreshore Focus 2020 Vision. Moved: Cr F Riebeling Seconded: Cr R Wortley Carried: 9/0
23 October 2018	City Centre Waterfront – Concept Designs Adopt for Advertising and Consultation (G.14/10/18)	Council resolved to adopt the Mandurah City Centre Waterfront Precincts (including the Western Foreshore Recreation for advertising purpose to seek confirmation that the plans developed are consistent with the Community Engagement undertaken in April – June 2018. Moved: Cr S Jones Seconded: Cr T Jones Carried: 11/0
26 February 2019	City Centre Waterfront Concept Plans (G.20/2/19)	City Centre Waterfront Concept Plans: Council adopted the Western Foreshore Recreation Precinct; Eastern Foreshore South Precinct; and Eastern Foreshore North Precinct for detailed design and construction. Moved: Cr S Jones Seconded: Cr P Jackson Carried: 12/0
27 October 2020	Commercial Locations (G.21/10/20) Confidential	Authorise the Chief Executive Officer to notify Adventure Golf Australia Pty Ltd (King Carnival) , that their holding over period term has been approved up until 30 November 2021. Moved: Cr C Knight Seconded: Cr D Pember Carried: 12/0
22 June 2021	Western Foreshore Commercial Site (G.23/6/21) Confidential	Confidential Report: Council noted the project plan for the Western Foreshore Commercial Site and approves the Chief Executive Officer to proceed with the process outlined in the conclusion of the report to provide for and lease a part of the existing Crown Reserve 27581. Moved: Cr D Schumacher Seconded: Mayor R Williams Carried: 11/0
24 May 2022	Western Foreshore Expression of Interest Stage One (G.15/5/22) Confidential	Confidential Report: Council considered seven proposals received during the first stage of the EOI process for the Western Foreshore commercial site and resolved to invite Belgravia Leisure, Capital and Geographe Bay Leisure Group to submit detailed proposals as part of Stage Two of the EOI process. Moved: Cr D Schumacher Seconded: Mayor R Williams

		Carried: 13/0
22 November 2022	Western Foreshore Commercial Site – Expression of Interest (G.21/11/22) Confidential	Council endorsed Geographe Bay Leisure Group as the preferred proponent for the Western Foreshore commercial lease site, and authorised the CEO to commence the Heads of Agreement negotiations required to move the proposal through to the next stages of approvals for the development; together with formally presenting the proposal to the State Government in order to support the excision of the land required to support the development. Moved: Mayor R Williams Seconded: Cr C Knight Carried: 12/0
28 May 2024	Major Land Transaction – Western Foreshore Commercial Site Business Plan (G. 6/05/24)	At the Council Meeting of 28 May 2024, Council endorsed the Western Foreshore Commercial Site Business Plan for advertising by Statewide notice for the purpose of inviting submissions. Moved: Mayor R Williams Seconded: Cr B Pond Carried: 13/0



## 6.2. Major Land Transaction Statewide Notice

Public Notice City of Mandurah Major Land Transaction Business Plan	
Statewide and local public notice is given in accordance with Section 3.59(4) of the Local Government Act 1995 and Regulation 30(2a)(c) of the Local Government (Functions and General) Regulations 1996 that the City of Mandurah proposes to enter into a major land transaction by way of a sublease (Sublease) described below:	
Headlessor	State of Western Australia
Sublessor	City of Mandurah
Sublessee	Left Coast Leisure Group Pty Ltd ABN 38 677 054 296 ACN 677 054 296
Property Details	A portion of the Hall Park reserve will be excised from Lot 1561 on Deposited Plan 209268 in Certificate of Crown Land Title Volume LR3014 Folio 635 and Lot 500 on Deposited Plan 404353 in Certificate of Crown Land Title Volume LR3185 Folio 486 to create a new Crown lot for commercial purposes (Commercial Site). That part of the Commercial Site that will be subject to the Sublease will have an area of 6,000m <sup>2</sup> .
Sublease Term	Sublease term of 25 years (less one day) with a first further term of 25 years (less one day) and a second further term of 15 years (less one day)
Consideration to be received	The consideration the City will receive in relation to the Sublease is as follows: Rental income consisting of: Year 1: \$1.00 plus GST Year 2: \$1.00 plus GST Year 3: \$103,350 plus GST Year 4: \$155,150 plus GST Year 5: \$218,488 plus GST Year 6: \$227,588 plus GST Year 7: \$234,575 plus GST Year 8 and onwards - Previous year's rent as adjusted in accordance with the Sublease (which provides for reviews by reference to changes to CPI on each anniversary of the commencement date (other than a market rent review date and the 1st, 2nd, 3rd, 4th, 5th and 6th anniversaries of the commencement date) and market rent reviews to occur on the 7th anniversary of the commencement date and every 5 years thereafter)
Net Present Value (NPV) of Rent to be received over the term of the Sublease	25 year (less one day) Sublease term: \$1,359,791 50 year (less two days) Sublease term: \$2,181,088 65 year (less three days) Sublease term: \$2,380,152
Proposed Rental Terms	Proposed Rental Terms with rent free period(s) (market incentive) amounting to \$6,197,609.91 over the first 25 year term
Reasonable Market Rent (as ascertained by valuation)	Commencing Rent of \$180,000 per annum plus GST with No rent free period (market incentive) amounting to \$5,506,716.35 over the first 25 year term
NPV of Reasonable Market Rent over the term of the Sublease	25 year (less one day) Sublease term: \$1,336,129 50 year (less two days) Sublease term: \$2,006,030 65 year (less three days) Sublease term: \$2,150,888
<b>Major Land Transaction Business Plan</b> The City of Mandurah has prepared a business plan that includes an overall assessment of the proposed major land transaction. A copy of the business plan may be inspected or obtained from the City of Mandurah Administration Building, 3 Peel Street, Mandurah, WA 6210, via the City of Mandurah website <a href="http://www.mandurah.wa.gov.au">www.mandurah.wa.gov.au</a> or any City of Mandurah Library.	
<b>Invitation for submissions</b> Anyone wishing to make a submission on the proposed Sublease may do so in writing to the City's Chief Executive Officer via the following methods: Online survey: <a href="http://MandurahMatters.com.au">MandurahMatters.com.au</a> Email: <a href="mailto:council@mandurah.wa.gov.au">council@mandurah.wa.gov.au</a> Mail: PO Box 210, Mandurah WA 6210 In person: 3 Peel Street, Mandurah WA 6210	
<b>Closing date for public submissions</b> All public submissions are to be made and received by the City of Mandurah before 4 pm on Friday 26 July 2024	
Casey Mihovilovich Chief Executive Officer	

## 6.3. Appendix 3: Survey Questions

### 6.3.1 Survey 1. Mandurah Matters Leisure Precinct - Online Survey

- |            |   |
|------------|---|
| Question 1 | What do you like about the proposed Western Foreshore Leisure Precinct Plan?  |
| Question 2 | Is there anything about the Western Foreshore Precinct Plan which you think could be improved upon?   |
| Question 3 | How do you think the Western Foreshore Leisure Precinct Plan could be improved?   |
| Question 4 | The community has told us that they want Mandurah to be a thriving city, connected to its people and nature, delivering possibility for everyone. To what extent do you think the Plan aligns to this vision? |
| Question 5 | Considering the different elements that make up this plan (e.g. under-bridge events space, on-water recreation area, improved pathways, pickleball,   |



town square and events space, licensed restaurant/microbrewery with mini golf, cafe and chocolate factory etc), how attractive do you think the Western Foreshore will be to families?

### 6.3.2 Survey 2. Mandurah Matters Business Plan – Online Survey

- |            |   |
|------------|---|
| Question 1 | What do you like about the Business Plan that would support a Major Land Transaction?   |
| Question 2 | Is there anything about the Business Plan that you think could be improved?   |
| Question 3 | How do you think the Business Plan could be improved?   |
| Question 4 | The community has told us that they want Mandurah to be a thriving city, connected to its people and nature, delivering possibility for everyone. To what extent do you think this Business Plan aligns to this vision? |
| Question 5 | Considering the different elements that make up this business plan (e.g. Mini-golf, licensed restaurant/ microbrewery, chocolate factory and café), how attractive do you think this area will be to the community?     |

### 6.3.3 Survey 3. Engagement Online Survey – Consultation Pop-Ups

- |            |  |
|------------|--|
| Question 1 | Do you support the plan for the proposed development of a Restaurant & Microbrewery, 18 Hole Mini Golf Course & Cafe and Chocolate Factory on the Western Foreshore? |
| Question 2 | Do you support the Western Foreshore Leisure Precinct and Commercial Site Business Plan?   |
| Question 3 | Are you happy for your comments to be provided to the City of Mandurah Council as part of the public consultation?   |

Legend

- Public Foreshore Areas
- Large Format Event Spaces
- Small Format Event Spaces
- Public Parking Nodes
- Commercial: Food and Beverage
- Commercial: Recreation
- Accessible Toilets
- Shared Path Network (3.5m Width)



A Markets / Events Space



B Under Bridge Events Space



C Village Green Event and Recreation Space



D On Water Commercial Opportunities



E War Memorial



F Commercial / Recreational Boating Access



G All Abilities Paddle Launch Facilities



H Public Recreation Areas

Plan prepared to reflect design progression of the City Centre Waterfront  
Western Foreshore: Site Layout (August 2019) and Recreation Precinct Master  
Plan (February 2021) with outcomes of the City Centre Master Plan

Western Foreshore Leisure Precinct  
Concept Master Plan

Council Meeting  
27 August 2024

0 25 50m  
14 August 2024 | 21/CCMP/005HC | 1:2000 © A3





## ATTACHMENT 2.3

Theme #	Themes	Sub Themes	City of Mandurah Response
1	Traffic Management Concerns / Considerations	Concerns for single road access on a local road. Upgrades required, junction inadequate	<p><u>Single road access on local road</u></p> <p>The traffic engineering consultant modelled the existing configuration and three (3) improvement options for the intersections of Mary Street / Leighton Place and Pinjarra Road / Old Coast Road / Mary Street, taking into account the predicted traffic generation related to the Commercial Site Proposal on the Western Foreshore. The modelling considered the present traffic volumes (2023) and the predicted future traffic volumes in 2031, including the impacts of the Mandurah Estuary Bridge Duplication which is presently being delivered by Main Roads WA. The 3 improvement options are outlined below:</p> <ul style="list-style-type: none"> <li>• Option 0 – Existing configuration (ie. no change).</li> <li>• Option 1 – Dedicated left turn lane from Mary Street onto Pinjarra Road together with a right turn / straight through lane.</li> <li>• Option 2 – Dedicated left turn lane from Old Coast Road onto Mary Street together with a right turn / straight through lane.</li> <li>• Option 3 – Combination of Option 1 and Option 2.</li> </ul> <p>The traffic modelling assessed each of the above options during the Weekday AM peak period (8am – 9am), the Weekday PM peak period (3:15pm – 4:15pm) and the Weekend Mid-day peak period (11:30am – 12:30pm).</p> <p>The traffic modelling suggests that the Mandurah Estuary Bridge Duplication will improve the level of service at the intersection of Mary Street / Leighton Place due to a reduction in northbound traffic volumes on Old Coast Road. In addition, minor road network improvements on Mary Street between Leighton Place and Pinjarra Road would result in satisfactory performance at the intersection of Mary Street / Leighton Place during peak periods, taking into account the Commercial Site Proposal on the Western Foreshore.</p> <p>In summary, the outcomes of the traffic modelling showed that Option 1 (dedicated left turn lane from Mary Street onto Pinjarra Road together with a</p>

			<p>right turn / straight through lane) was the preferred option as it provided a good level of service at the intersections of Mary Street / Leighton Place and Pinjarra Road / Old Coast Road / Mary Street, during all peak periods with only short traffic delays of between 10 and 15 seconds. This option was also not detrimental to the performance of Old Coast Road.</p> <p>If Council agree to proceed with the Major Land Transaction, further detailed analysis will be undertaken as part of the City's own commitment to managing the local road network and there will be further consideration through the Development Application process.</p> <p><u>Upgrades to intersection</u></p> <p>As explained above, the intersection improvements / upgrades are likely to be required on Mary Street and Leighton Place with issues such as right turn movements and potential pedestrian and cyclist conflicts being noted. If Council decide to proceed with the major land transaction, design and costings will be presented to Council. The City is committed to engaging and working with local residents to achieve a suitable outcome.</p>
<b>2</b>	<b>Parking concerns / Considerations</b>	<p>Proposed parking is inadequate for the proposal.</p>	<p><u>Inadequate parking</u></p> <p>Car parking provisions and improvements to transport links to service the Precinct and the future development of the Commercial Site have been considered as part of the extensive work conducted on the City Centre Master Plan and the City Centre Parking Plan. Through the Local Planning Framework, the City has adopted a contemporary approach to parking ratios and is consistent with the State Activity Centre Planning Policy, which include the following principles:</p> <ul style="list-style-type: none"> <li>• Parking being provided as public parking and therefore available for reciprocal use;</li> <li>• Reciprocal parking allows for the most efficient use of available bays whereby uses that have different periods of peak demand can utilise the same parking facilities;</li> </ul>

		<ul style="list-style-type: none"><li>• Promoting the use of public transport, particularly for the location where high-density employment and housing is being promoted; and</li><li>• Overflow parking to be provided upon approval by the City of Mandurah.</li></ul> <p>The proposed Leisure Precinct Plan indicates an additional 202 parking bays to service future activation of the Precinct. This includes: War Memorial Carpark – 96 bays, Skatepark Carpark – 40 bays and Leighton Road street parking – 66 bays, whether they be formal or informal is to be determined through further design development.</p> <p>The City will carry out carparking works on land adjacent to the proposed Commercial Site. The parking will be available for public use and the Commercial Site Proponent will have no exclusivity over this parking. This is consistent with businesses in the City Centre area where there is recognition through the Strategic Centre City Centre Precinct Plan that efficient use of parking has benefits for City environments and, this is often best located in the public domain. The proposed parking amount is more than what would be required for a development of a similar nature within the City Centre, which is demonstrated in the following table:</p>																
		<table><tr><th></th><th>Guidance Source</th><th>Required Parking Ratio</th><th>Estimated Bays</th></tr><tr><td></td><td>Local Planning Scheme No 12</td><td>1 per 4 patrons</td><td>163 bays</td></tr><tr><td></td><td>Strategic Centre City Centre Precinct Plan</td><td>3 bays per 100m2</td><td>53 bays</td></tr><tr><td>S u p p</td><td>Current bays on western foreshore</td><td></td><td>183 bays (serving war memorial, skate park, play space and general use.</td></tr></table>		Guidance Source	Required Parking Ratio	Estimated Bays		Local Planning Scheme No 12	1 per 4 patrons	163 bays		Strategic Centre City Centre Precinct Plan	3 bays per 100m2	53 bays	S u p p	Current bays on western foreshore		183 bays (serving war memorial, skate park, play space and general use.
	Guidance Source	Required Parking Ratio	Estimated Bays															
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	Strategic Centre City Centre Precinct Plan	3 bays per 100m2	53 bays															
S u p p	Current bays on western foreshore		183 bays (serving war memorial, skate park, play space and general use.															



			I y	Additional Bays proposed	202 bays
3	<b>Social and Safety Issues related to a licenced premises</b>	Drugs, alcohol, antisocial behaviour, noise	<p><u>Opening hours</u> Subject to Council's decision, the City has negotiated with the Proponent restricting operating hours, with the requirement for the venue to close at 10pm. It is important to note that this restriction far exceeds other venues operating in the City Centre which are typically permitted to trade until 12:00 midnight or later with extended trading permits.</p> <p>A number of conditions are likely to be required to mitigate anti-social or safety issues where the Director of Liquor Licensing, through the liquor licensing process may impose conditions on the venues Liquor Licence requiring the operator to:</p> <ul style="list-style-type: none"> <li>• Prepare a Harm Minimisation Plan which will outline requirements to manage customers through signage, staffing and security measures.</li> <li>• Set occupancy numbers dependent on factors including toilet facilities, floor area, exit widths among other considerations.</li> </ul> <p><u>Community Safety</u> The Council endorsed a Community Safety Strategy in July 2024 outlining an ongoing commitment from the City to prevent, prepare, and respond to community safety concerns, including anti-social behaviour. The Western Foreshore Leisure Precinct will be designed to best practice Crime Prevention Through Environmental Design (CPTED) principles in order to create an environment that designs out the opportunity for crime. This will include elements such as improved lighting, CCTV and activations to increase passive surveillance. The City will continue to maintain strong partnerships with Police and other stakeholders, such as the Liquor Accord.</p>		

			<p><b>Noise Impact</b></p> <p>Through the Development Approval and Liquor Licencing processes the City has the opportunity to request conditions be applied to the development to control noise impacts. These may include the setting of noise levels of speakers, orientation of speakers, amplified music being run through a centralised system with noise limiting device. In all cases the development will be required to comply with the <i>Environmental Protection (Noise) Regulations 1997</i>.</p> <p>With regard to patron noise from patrons Harm Minimisation Plans are required through the liquor licencing process that are able to manage post closure behaviour including the provision of security. Controls are also able to be applied to support lower risk drinking environments with food available and seating lay outs that reduce anti-social behaviour. The liquor licence and development assessment process can also be used to require security management plans that include considerations such as lighting and CCTV.</p>
4	Resistant to change	Leave as it is, doesn't need change	<p>Noted. Refer to response for <b>Community Involvement Theme</b>.</p> <p>If the Proposal is not approved by Council, the site will return to recreational space once the current lease has expired.</p>
5	Environmental Impact	Loss of Green Space, Loss of green space to parking, Preservation of natural space, tree retention, retain environment for bird life, celebrate nature.	<p><b>Loss of green space</b> Refer to response for <b>Improved Community Spaces and Events Theme</b>.</p> <p><b>Tree retention</b> Tree retention will remain a priority in addition to increasing the tree canopy throughout the reserve with additional planting to increase the usability of the area. For the purposes of the proposed Commercial Site, the City will be conducting a range of environment-related site assessments as part of its due diligence process and in advance of any development application for the site. These assessments will include flora and fauna assessment (including a tree retention plan), arborist report, site contamination report,</p>

			<p>geotechnical report and coastal risk assessment.</p> <p>The proposed sublease area for the Commercial Site Proposal is 8,000m<sup>2</sup>, which is 1,419m<sup>2</sup> larger than the existing part of the land used for commercial purposes. It should be noted that the built form component of the Proposal is approximately 3,300m<sup>2</sup> and the remainder will be utilised for the purposes of the mini-golf course. This enables the City and the Proponent to maximise tree retention, protecting the environmental value of the Site.</p> <p>The City will be responsible for completing an Arborist Report which will specifically identify those trees that must be retained on the Commercial Site. The Proponent will be required to develop a Tree Management Plan taking into account the City's advice and recommendations. The final design of the built form will be required to work within those parameters.</p>
6	<p><b>Opposition to Commercialisation of the Western Foreshore</b></p>	<p>Keep as a community space, no commercial businesses needed. Keep commercialisation on the Eastern Foreshore.</p>	<p>Since 1987, the land comprising the Commercial Site, which is a Class A Reserve, has been used for commercial purposes. Since this time approximately 6,581m<sup>2</sup>, comprising the existing King Carnival lease area and the previous commercial aquatic operator, has been dedicated for commercial purposes.</p> <p>The total area of the reserves is 68,634m<sup>2</sup>, which 8,000m<sup>2</sup> is being used for commercial purposes. The total area for the proposed Commercial Site is 8,000m<sup>2</sup>, noting that approximately 4,700m<sup>2</sup> of this area will be utilised for the purposes of the 18-hole mini-golf course to maximise tree retention.</p> <p>It is proposed that all rent received will be set aside for funding infrastructure components of the Western Foreshore Leisure Precinct which would be more than likely funded from ratepayers if the proposal did not proceed. If there was no commercialisation on the Western Foreshore, the City would undertake improvements to bring the existing site to a standard that is</p>

			consistent with the Western Foreshore Leisure Precinct, and this would be required to be funded through rates.
7	<b>Impact on Aboriginal and Cultural Heritage</b>	Concern for Aboriginal meeting spot on the foreshore, has the City engaged with local Elders on the plan?	<p><u>Cultural significance of site</u></p> <p>The Western Foreshore Leisure Precinct is located within a registered Aboriginal Cultural Heritage site – Winjans Camp (registered Place 3724). The camp itself is located approximately 1km away from the proposed commercial development and is located within Yaburgurt Kaaleepga Reserve. However, it is acknowledged that the proposed development site is close to the shore of the DJILBA (Peel Harvey Estuary) and as such the interface of the development with the DJILBA will be carefully considered.</p> <p><u>Engagement with Elders</u></p> <p>In the event the Commercial Site progresses, the City is committed to undertaking due diligence for the heritage value of the site and working with the local Elders to achieve a design that respects the Aboriginal and cultural heritage of the site, including seeking the necessary State planning approvals.</p> <p>In addition, the Proponent has proposed to integrate cultural appreciation practices into design elements and broader engagement activities including:</p> <ul style="list-style-type: none"> <li>• Understanding the Bindjareb history and stories</li> <li>• Dual naming</li> <li>• Celebrating National Reconciliation Week.</li> <li>• Acknowledgement of Country at all events, on website, menus, and other materials.</li> <li>• Be an equal opportunity employer.</li> <li>• Increase knowledge of Aboriginal culture through ongoing staff training.</li> <li>• Incorporate features of Country into landscape and mini golf design.</li> </ul>

8	Concerns on process undertaken	<p>Disparaging comments, perception that decision is made, lack of transparency, uneasy/unhappy with the way current tenant has been treated.</p>	<p>At its meeting on 22 June 2021, Council noted the project plan for the Western Foreshore Commercial Site to undertake a multi-staged EOI process to explore potential opportunities for commercial activations over the existing commercial lease site. Following Council approval, the City launched an extensive local, national, and international EOI process seeking proposals for the Commercial Site.</p> <p>The City received seven submissions through the first stage of the EOI and following a comprehensive assessment process Council at its meeting of 24 May 2022 endorsed three submissions to proceed to the second stage of the EOI.</p> <p>Following the EOI Stage Two, at the Council Meeting on 22 November 2022, Council selected Left Coast Leisure Group Pty Ltd as the preferred proponent for the Commercial Site.</p> <p>At the Council Meeting of 28 May 2024, Council endorsed the Western Foreshore Commercial Site Business Plan, inviting submissions from the community and interested stakeholders.</p> <p>The City of Mandurah has met all statutory requirements under the <i>Local Government Act 1995</i> and <i>Local Government (Functions and General) Regulations 1996</i> in the managing of the disposal of land process for the Western Foreshore Commercial Site.</p> <p>Extensive community consultation has been undertaken through a range of engagement types including 91 signs, 9 newspaper articles and stories, 4 TV broadcast stories, 3 million digital advertisement impressions, 5 variation</p>
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			of social media advertising. The City has received 1,102 submissions with 12,300 Mandurah Matters webpage visits.
9	<b>Concern for spend of rate-payers money and rental terms</b>	<p>Perception that City is investing in the commercial development and not in other priority areas of Mandurah.</p> <p>Concern that CoM is offering a peppercorn rent, not fair on other local businesses who are struggling. City of Mandurah subsidising proposed commercial rental.</p>	<p>Refer to response for <b>Community Involvement Theme</b>.</p> <p>Concern regarding <u>City investing in a Commercial Development</u></p> <p>The Western Foreshore Commercial Site is proposed to be developed at an estimated cost of \$23 million. The construction of the licenced restaurant, mini-golf course, café and chocolate/retail is the sole responsibility of the Proponent, with no financial contributions being made by the City.</p> <p>Should Council support the Proposal, the Proponent will be responsible for the construction of all elements of the development and ongoing maintenance obligations in accordance with the proposed Sublease conditions. In addition, the Proponent will be required to pay rent (from year 3 onwards). The Proponent will be required to pay all charges, local government rates and outgoings over the full term of the proposed sublease.</p> <p><u>Financial Contribution by the City</u></p> <p>The City's financial contribution to the development is limited. The City will support the Proposal by providing infrastructure within the Western Foreshore Precinct including parking upgrades.</p> <p>These infrastructure works (construction of 202 car parking bays) is estimated to cost approximately \$850,000 (exclusive of GST). Noting the parking is available for public use and the Proponent will have no exclusivity over this parking.</p> <p>For the purposes of undertaking the Major Land Transaction the costs incurred by the City to date include:</p> <ul style="list-style-type: none"> <li>• \$42,000 (exclusive of GST) for a specialised commercial consultant to market the Expression of Interest;</li> <li>• \$4,500 (exclusive of GST) to engage a commercial valuer; and</li> </ul>

		<ul style="list-style-type: none"> <li>• \$26,507 (exclusive of GST) in legal fees to prepare the Heads of Agreement.</li> </ul> <p>It is anticipated that the costs incurred by the City for negotiation and preparation of the Sublease, the land excision, Flora and Fauna Assessment, Arborist Report, Site Contamination Report, Geotechnical Report and Coastal Risk Assessment be approximately \$130,000. This expenditure is in accordance with the City's approved budget for the project</p> <p><u>Peppercorn rent (two years only)</u></p> <p>The City is seeking support from the Department of Planning, Lands and Heritage to enter into a Headlease for the Commercial Site with the State of Western Australia for a peppercorn rent (\$1 or other nominal amount payable per annum) over the entire lease term.</p> <p>This will result in the City paying no rent to the State of Western Australia for this Headlease, however is proposing to enter into a Sublease with the Proponent, which will require the Proponent to pay rent and other charges (including rates, taxes, levies, charges and outgoings) directly to the City. In addition, the Proponent will be responsible for all other associated costs including buildings, maintenance and insurance.</p> <p>Under the Proposed Rental Terms for Years 1 and 2 (only) the City will provide the Proponent a peppercorn rent. This is due to the construction phase of the development occurring during this time. It is considered standard commercial practice to negotiate a reduced rental fee during the construction phase as the proponent is not trading or drawing an income from the development. All other fees such as rates and outgoings will be charged to the sublessee during this period.</p> <p>In addition, the City has recognised the delivery of a significant community benefit this development provides in terms of contribution to tourism and</p>
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		<p>economic growth for Mandurah.</p> <p>It is proposed that the revenue from the sublessee is reinvested back into the management, maintenance and ongoing renewal costs for elements of the Western Foreshore Leisure Precinct.</p> <p><u>Rental Terms</u></p> <p>The City has engaged an independent commercial valuer to undertake a valuation of the Commercial Site. The current market value of the disposition as carried out by a licensed valuer is \$160,000 per annum plus GST. The valuer has taken into account commercial operations of a similar nature and tourism footprint.</p> <p>The City engaged a commercial valuer to undertake analysis and modelling on the Net Present Value (NPV). NPV is defined as the current value of a future net income stream of an investment over a period of time, discounted at an acceptable rate. The NPV calculation is considered the appropriate method for defining the current value of a future net income stream of an investment over a period of time, which incorporates discounts (7.5%) at an acceptable rate.</p> <p>In accordance with the Proposed Rental Terms, which includes the rent free period of two years (due to the construction period) the rent to be received to the City would amount to \$6,197,609.91 over the first 25 year term.</p> <p>Based on the Reasonable Market Rent which is based on the valuation undertaken with a starting rent of \$160,000 per annum plus GST (with no rent free period) the rent amounts to \$5,508,716.35 over the first 25 year term.</p> <p>This indicates that the City is achieving a greater return from the sublessee's Proposed Rental Term, than the rates based on the market</p>
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		<p><u>Concern regarding financial climate</u></p> <p>Should the Commercial Site proposal progress, the City will be undertaking further financial due diligence on the Proponent and building into the Heads of Agreement appropriate safeguards to protect the City's interest. This will include conditions in the Heads of Agreement requiring the Sublessee at the end of the Term:</p> <ul style="list-style-type: none"> <li>• if required by the City to do so, make good the Premises consistent with the condition as if the applicant obligations had been complied with during the Term; or</li> <li>• if required by the City remove any buildings and any services installed by the applicant and return the Premises as a vacant site; or</li> <li>• if not required to make good the Premises, vacate the Premises and leave the Premises in a clean and safe condition (subject to fair wear and tear).</li> </ul> <p>It is also proposed that the sublease includes a bank guarantee and a holding company guarantee to ensure the applicant meets all obligations.</p>
11	<p><b>Keep King Carnival</b></p>	<p>Keep King Carnival, fix up/revamp King Carnival. Offer longer lease</p> <p>The current tenant, King Carnival, has held a series of exclusive leases over the waterfront site on the Western Foreshore since 1987. Following Council approval to undertake an Expression of Interest (EOI) process for the Commercial Site on 22 June 2021, the City commenced the competitive process inviting proposals. King Carnival were invited to make a submission through the EOI process and were unsuccessful in stage 1 of the process. King Carnival were notified of the outcome in 2022 and requested to remain on the site until a new lease is determined. The City has provided an extension to the holding over of the lease until 30 April 2025.</p> <p>Under the existing lease arrangement, the operators of King Carnival are charged \$24,415 per annum in rent. This does not represent a viable commercial return for the City of Mandurah.</p>



<b>12</b>	<b>Objection to a Licensed Restaurant/Microbrewery</b>	No licensed restaurant or microbrewery, not required, do not want it.	If the Proposal is not approved by Council, the site will return to recreational space once the current lease has expired.
<b>13</b>	<b>Does not align with values of the site</b>	Does not align with the values identified in the 2018 engagement and the look and feel for the Western Foreshore that the community want.	Refer to response for <b>Community Involvement Theme</b> .
<b>14</b>	<b>Impact / Consideration of War memorial</b>	Not an appropriate venue beside the war memorial, disrespectful of the war memorial.	<p><u>Proposal and Interface with War Memorial</u></p> <p>The Proponent acknowledges the significance and importance of the War Memorial adjacent to the Commercial Site. The Proponent has committed to undertaking planning and construction of the proposed development with consideration of neighbouring stakeholders.</p> <p>Refer to <b>Social and Safety Issues related to a licenced premises</b>.</p> <p><u>Consultation with RSL</u></p> <p>The City has undertaken consultation with the City of Mandurah RSL who discussed the Proposal at their Annual General Meeting of 25 July 2024. The RSL presented a number of matters to the City for attention, including:</p> <ol style="list-style-type: none"> <li>1. Modifications to Hall Park that would assist our aging veterans on our formal ceremonial occasions, such as wide footpaths that would allow veterans to march 4 abreast on a flat even surface and modified curbing to assist with the veterans transition from Hall Park to the Memorial in a safe manner.</li> </ol> <p>City of Mandurah response: Major pathways around the Western Foreshore Leisure Precinct have been proposed to be upgraded to 3.5m width to improve accessibility and pedestrian use and circulation throughout the site. This will include the path network between the proposed Commercial Site and the Estuary.</p>

			<p>2. The addition of ablutions closer to the memorial would be advantageous not only for our veterans but the general public who also attend the Memorial site.</p> <p>City of Mandurah response: The City will discuss location of toilets for Commercial proposal with applicant in due course.</p> <p>3. Additional installation of more security cameras at or near the memorial car park would also be advantageous to dissuade any future vandalism.</p> <p>City of Mandurah response: The City will work with RSL in relation to reviewing CCTV and other safety measures.</p> <p>The Proponent acknowledges the significance and importance of the War Memorial adjacent to the Commercial Site. The Proponent has committed to undertaking planning and construction of the proposed development with consideration of neighbouring stakeholders.</p> <p><b>Refer to Social and Safety Issues related to a licenced premises.</b></p>
<b>15</b>	<b>Keep Ferris Wheel</b>	<p>If only the ferris wheel could be kept as a heritage element, fix it up and keep, retain as art, replace with a bigger one.</p>	<p>The King Carnival Ferris wheel is an asset of King Carnival and its removal will be required in line with all site infrastructure subject to the expiration of their lease in 30 April 2025 and vacating the site. Due to the age of asset and the cost impost for maintenance and insurance obligations, it would not be in the City's interest to purchase and retain as an art installation.</p>
<b>16</b>	<b>Concerns about Impact on other Businesses</b>	<p>Will draw customers to the Western Foreshore. Eastern Foreshore Business's already struggling, this will make it harder for local business's</p>	<p>The evaluation criteria used in the EOI were specifically designed to prioritise proposals that offer demonstrable benefits to Mandurah and complement existing local businesses environment. The recreation aspects of the proposal scored highly with few similar offers within the area. The scale of the hospitality elements is also expected to be complementary to businesses on the Eastern Foreshore.</p>

			<p>Overall, the proposal is anticipated to generate significant additional economic activity through increased visitation, rather than simply absorb a share of the existing market. This is reflected in the anticipated economic impact of \$47m per annum across the Mandurah economy in each year of operation.</p> <p>This notwithstanding, the City intends to continue its investment in the Eastern Foreshore and City Centre activation program to manage the risk of diversion. The City invests just under \$550k per year in the City Centre activities including grant programs, business led activations, and support for permits and approvals for new opportunities. The investment relating to the City's festivals and events delivered in the City Centre is \$1,742,000 and includes Crab Fest, the Christmas in Mandurah program and Winter in Mandurah activations. All these programs support businesses on the Eastern Foreshore/City Centre to maximise footfall. Additionally, the City's support through Visit Mandurah supports City Centre businesses including support in destination marketing and promotion of Mandurah and local businesses across WA and Australia every year, driving visitation to businesses in the City Centre and across Mandurah.</p>
17	More family friendly attractions needed	Not family friendly enough, doesn't cater for teens/youth as a place to go without alcohol	Refer to <b>Improved Family-Friendly Environment</b> .
18	Alternate Ideas	Ideas that are in addition to their expressed support and ideas alternate to proposal. Bowling alley, laser tag, ice rink, time zone, sea world, movie world, outdoor cinema, arcade	<p><u>Alternate ideas to the proposal</u></p> <p>A number of community submissions provided alternate ideas to the Commercial Site Proposal, including but not limited to bowling alley, laser tag, ice rink, water park, time zone, sea world, movie world, outdoor cinema, high rise apartments, arcade. It is important to note that all proposals were required to demonstrate the ability to provide a leisure and/or active tourism offering additional and/or complimentary to existing offerings in the area.</p>

		<p>Whilst the City is pleased to receive alternative ideas for the Western Foreshore Commercial Site, the proposed commercial development is market-led and the process to attract investment opportunities was extensive. The process is outlined below:</p> <p>At its meeting on 22 June 2021, Council noted the project plan for the Western Foreshore Commercial Site to undertake a multi-staged EOI process to explore potential opportunities for commercial activations over the existing commercial lease site. Following Council approval, the City launched an extensive local, national, and international EOI process seeking proposals for the Commercial Site.</p> <p>The purpose of the EOI was to explore potential opportunities for commercial activations over the existing commercial lease site. Through this EOI process the City attracted a broad range of proposals from the market which were evaluated against the following criteria:</p> <ul style="list-style-type: none"> <li>• Create a destination waterfront recreation space;</li> <li>• Drive visitation through investment in unique 'wow' infrastructure, activities, and events;</li> <li>• Provide facilities and activities that cater for teenagers and young adults;</li> <li>• Acknowledge local heritage and unique character of the foreshore and waterway; and</li> <li>• Provide an inclusive, safe, quality user experience.</li> </ul> <p>Through this process the City received seven submissions. At the Council Meeting of 24 May 2022, Council endorsed the following three submissions to proceed to EOI Stage Two:</p> <ul style="list-style-type: none"> <li>• Geographe Bay Leisure Group (now referred to as Left Coast Leisure Group Pty Ltd for this transaction)</li> <li>• Capitol Corp</li> <li>• Belgravia Leisure</li> </ul>
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		<p>The three endorsed proponents were then invited to submit detailed proposals to address the following selection criteria:</p> <ul style="list-style-type: none"> <li>• Responsiveness to Site: the Western Foreshore is a landmark site and has significant community value. The design and scale of the development should look to maximise view corridors, connect to the waterfront, adjacent play space, and war memorial, and maximise retention of existing vegetation.</li> <li>• Community Benefit: the site is designated as Regional Open Space meaning any commercialisation of the site must demonstrate its broad community benefits including accessibility and cultural appreciation.</li> <li>• Economic Impact: any development on the Western Foreshore must demonstrate the ability to add to the current local economy including its ability to attract additional visitation and the estimated number of new jobs that will be created both during and post construction.</li> <li>• Financial Commitments: the proposal must outline the level of investment proposed, any support required from the City of Mandurah and the financial sustainability of the business operations</li> </ul> <p>Following the EOI process, Council at its meeting on 22 November 2022, selected Geographie Bay Leisure Group (now referred to as Left Coast Leisure Group Pty Ltd for this transaction) as the preferred proponent for the Commercial Site.</p> <p>It is further acknowledged that many of the alternate suggestions may not be appropriate for the Site and that proposals that included similar elements decided to not proceed.</p>
<b>19</b>	<b>Pedestrian Linkages and access</b>	<p>Retain water access, improve path networks and pedestrian crossings</p> <p><u>Pedestrian linkages</u> Providing access to the Western Foreshore by public transport and active transport options, together with the broader City Centre are key priorities as demonstrated within the CCMP. Currently the Western Foreshore can be</p>



		<p>accessed by public transport via Bus Route 591 and 592 with stops provided on Mary Street and Old Coast Road. However, this access is not directly provided from the train station via the City Centre. Through the Integrated Transport Strategy and CCMP, the City will advocate for more direct public transport routes linking key activity nodes in the broader Strategic Centre with direct and regular services between the Western Foreshore and the station together with a network that links Mandurah's northern and suburbs to the City Centre, complimented with key transit stops for convenient and comfortable access to the services.</p> <p><u>Improvements/ repairs to pathways</u></p> <p>Major pathways around the Western Foreshore Leisure Precinct have been proposed to be upgraded to 3.5m width to improve accessibility and pedestrian use and circulation throughout the site. This will include the path network between the proposed Commercial Site and the Estuary.</p> <p><u>Retain access to water</u></p> <p>Access to the water along the Estuary will be retained and enhanced in the proposed Western Foreshore Leisure Precinct Master Plan and the Commercial Site. For broader commentary of site accessibility refer to City officer response in the <b>Accessibility Theme</b>.</p>
20	<p><b>Accessibility</b></p>	<p><u>Consider disability</u> accessibly, access to amenities should be considered, family pram parking bays.</p> <p><u>Accessibility</u> The Western Foreshore Leisure Precinct Concept Master Plan considers accessibility in a variety of ways, including through proposed improvements to path widths and lighting. All design components will meet the required Australian Standard and consultation will take place with the City of Mandurah Access and Inclusion Advisory Group at the detailed design stage of upgrade works.</p> <p><u>Access to amenity</u> The proposed Commercial Site will improve access to amenity. The war</p>

		<p>memorial, playground and skate park will be unaffected by the Commercial Site Proposal which will be set back from the waterfront to retain and improve public access to and along the foreshore. In addition, the footprint of the proposed sublease area has been designed to retain as many of the existing natural features and view corridors to the public waterfront as possible. The design of the building incorporates glass walls on both the northern and southern elevations and has significant glass components on the eastern elevation. This ensures views through the building are maintained and views to the war memorial, water's edge and adjacent play space are retained.</p> <p><u>Parking Bays</u> The additional car parking provided as part of the Western Foreshore Leisure Precinct would also include an increase in the number of disabled car parking bays being available for the community. The number and locations of these bays would be considered further as part of the next stage of the design process to ensure that all key facilities are accessible.</p>
<b>21</b>	<b>Remove King Carnival</b>	<p>Out with the old, time for a change, proposal better than current offering, happy for King Carnival to be gone, lack of support to keep King Carnival</p> <p>The King Carinal lease expires on 30 April 2025 and no further extensions will be granted.</p>
<b>22</b>	<b>Improved Family-Friendly Environment</b>	<p><u>Western Foreshore Commercial Site</u> The Western Foreshore Commercial Site forms an important part of this Precinct providing further opportunities for activation through high quality designed family friendly and intergenerational hospitality offerings by adding to the existing range of recreation facilities, including a new premium 18-hole mini golf course.</p> <p><u>Attractions for families</u></p>

			<p>The proposed Western Foreshore Leisure Precinct Concept Master Plan contains a variety of elements for different age groups and activities, with a strong family focus. This includes:</p> <ul style="list-style-type: none"> <li>• Regional level skate park and Koolaanga Waabiny destination playground.</li> <li>• 'Village Green' recreation and events space, including retention of 'disc golf' and potentially new sport specific infrastructure such as AFL goal posts and soccer goals; and the ability for large scale events to continue to take place i.e. Ride to cure cancer, Circus, Crab Fest, Pop-up amusement / fairgrounds etc.</li> <li>• Enhanced foreshore areas for community enjoyment, including green spaces for picnics and recreation, and maintaining access to the water.</li> <li>• New public car parking and new tree planting will improve the access and usability of the space further.</li> <li>• Proposed opportunities for structured recreation closer to the skate park and playground that may accommodate beach volleyball, hard stand for court specific sports.</li> <li>• Under bridge event and activation space with potential new infrastructure to accommodate more music and youth events and mural artwork.</li> <li>• Additional commercial activation through water and land based seasonal and annual licenses by mobile and aquatic commercial operators via Expression of Interest process.</li> </ul>
<b>23</b>	<b>Enhanced Liveability</b>	<p>For community. Increased or improved amenities the community want to use. Connections. For local use.</p>	<p>The proposed Western Foreshore Leisure Precinct Concept Master Plan and Western Foreshore Commercial Site will improve the use and amenity of the Western Foreshore for Mandurah residents and visitors.</p> <p>Should the proposed Commercial Site be supported, it is proposed that the full rent be reinvested back into the management, maintenance and ongoing renewal costs for elements of the Western Foreshore Leisure Precinct to ensure the quality of amenity is retained over time. This includes</p>

			<p>intersection, parking and foreshore management, which will be required even if the Proposal does not proceed. This will provide an alternative revenue source to ensure the Precinct is maintained, activated, and promoted as a destination for current and future generations.</p> <p><b>Refer to City officer response for Improved Family-Friendly Environment Theme.</b></p>
<b>24</b>	<b>Support for Development</b>	Aesthetic Improvements, great design outcomes, something new.	<p>The level of private investment to develop the proposed Commercial Site is estimated to cost \$23 million with the design intended to complement the features of the site. It is set back from the waterfront to retain and improve public access to and along the foreshore, designed to maximise tree retention and as many of the existing natural features and view corridors to the public waterfront as possible. The design of the building incorporates glass walls on both the northern and southern elevations and has significant glass components on the eastern elevation. This ensures views through the building are maintained and views to the war memorial, water's edge and adjacent play space are retained. Further details and design review will occur at the development assessment stage if Council agree to proceed with the Major Land Transaction and the State Government approve the land excision.</p>
<b>25</b>	<b>Community Involvement</b>	Community feeling involved, informed, engaged, connected	<p><u>Community involvement</u></p> <p>To establish the future vision for the Western Foreshore, in 2018, the City completed an extensive community engagement to inform the Waterfront Redevelopment, which identified the Western Foreshore commercial site as a 'high' priority for change. This engagement identified future opportunities for mixed use cultural/commercial developments to be explored on the site, including land based and overwater development and activities, cultural/arts/heritage attractions, leisure amusements and activities, and food/drink/retail outlets. Community feedback identified the commercial site on the Western Foreshore as a high priority for change and provided feedback indicating the site is currently underutilised for the prime location, with a preference for the existing activity to be replaced with a more</p>

		<p>contemporary destination attraction. There were 969 responses from a range of engagement methodologies including written/verbal responses (559 participants), illustrated responses (148 participants) and Dotmocracy activity at pop up locations (491 participants where 229 of participants also provided written/verbal responses and have been not counted twice in the total responses).</p> <p>The City recently completed a major review of the Strategic Community Plan 2020 – 2040. As part of this review process, a multi-stage community engagement process was conducted over a six-month period from August 2023. Through analysis of the community's vision for Mandurah, the community goals, outcomes and measures of success are now reflected in the adopted Strategic Community Plan 2024 – 2044. The community outcomes in the economic pillar of the Plan focus on local jobs, diversified economy, sustainable development, a thriving city for residents and visitors, investment encouragement and education and training opportunities. The proposed Western Foreshore Leisure Precinct and the Commercial Site support the achievement of these community outcomes, while balancing the other community outcomes for the Community and Environment pillars. For the proposed Western Foreshore Leisure Precinct Master Plan and Western Foreshore Commercial Site Major Land Transaction, the City conducted a further community engagement process, providing the community with an engagement period where submissions were received from 31 May 2024, and formally commencing 4 June 2024 (public notice issued). The City invited feedback through a wide range of methods outlined in Attachment 1.2 and included extensive community consultation including 91 signs, 9 newspaper articles and stories, 4 TV broadcast stories, 3 million digital advertisement impressions, 5 variation of social media advertising. The City has received 1,102 submissions with 12,300 Mandurah Matters webpage visits.</p>
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26	<b>Economic Benefits</b>	Jobs creation, bring money to the area, support local content.	<p><u>Supports Job Creation</u></p> <p>The City has undertaken an economic impact analysis that indicates the project is expected to support approximately 174 jobs during construction (direct and indirect). Once established, the proposed Western Foreshore Commercial Site will create approximately 437 ongoing jobs (292 direct and 145 indirect), offering various types of employment within a range of industries. Opportunities for casual and part-time positions will exist, in addition to full-time professional roles. Should a sublease be granted, the City requires the Proponent to enter into an agreement with the South Metropolitan TAFE to support opportunities for work placement, work experience and graduate programs for hospitality students at the South Metropolitan TAFE Mandurah campus.</p> <p><u>Supports Local Content</u></p> <p>The City has negotiated with the Proponent to maximise local content in the construction phase which will provide opportunities for businesses in Mandurah and the Peel Region.</p> <p><u>Economic benefit</u></p> <p>The proposed Commercial Site will deliver a significant wider economic benefit to the local and regional economy over the proposed sublease term. The Proposal represents a private investment of \$23 million, creation of hundreds of jobs and provides an additional hospitality and entertainment element within the Western Foreshore Leisure Precinct. The proposal provides services not currently available in the City Centre and is expected to create a net increase in visitation to Mandurah.</p>
27	<b>Western Foreshore Activation</b>	Using an underutilised space, draw people to the area	<p>Refer to City officer response for <b>Economic Benefits Theme</b> and <b>Improved Family Friendly Environment Theme</b>.</p> <p>The total area of the two reserves is 68,634m<sup>2</sup>, which 8,000m<sup>2</sup> is being used for commercial purposes. This provides 60,634m<sup>2</sup> to remain as public open</p>

			space. Of the 8,000m <sup>2</sup> a total of 4,700m <sup>2</sup> will be used for the mini-golf course which has been maximised to ensure tree retention.
<b>28</b>	<b>Tourism Boost</b>	Tourism attraction and increased income from visitors through tourism	<p>The proposed Commercial Site offers an opportunity for the City to advance a major commercial development on the Western Foreshore, enhancing the local economy through the creation of a premier tourism attraction within the Western Foreshore Leisure Precinct. This development is projected to attract a high number of tourists to Mandurah annually, leveraging the city's strengths as a destination. It will activate and bring vibrancy to a highly visible, waterfront site that is currently under-utilised complementing existing family friendly offerings nearby such as the Koolaanga Waabiny playground.</p> <p>The visitor experience plays an important role in shaping the perception of Mandurah as a tourism destination. Positive interactions enhance the city's brand and reputation, encouraging repeat visitation and generating favourable word-of-mouth. The Western Foreshore Precinct will cater to key target markets, particularly "Family Time" and "Relax and Recharge," as identified by Tourism WA's domestic market profiles. Notably, 83% of visitors to Western Australia are from within the State, seeking family-friendly activities and dining options.</p> <p>The Precinct is anticipated to draw substantial numbers of residents and visitors each year, boosting tourism-related spending throughout the City Centre. Its layout features a diverse range of hospitality and recreational options, all within a walkable distance of 300 meters end-to-end, and only an additional 250 meters to the Eastern Foreshore via the Mandurah Bridge. Furthermore, the proposed Commercial Site will bolster local tourism, hospitality, and retail businesses, reinforcing Mandurah's status as a vibrant and attractive destination.</p>

29	Improved Community Spaces and Events	Ability to run events and improve the space for the community, good to retain green space	<p><u>Improved use of space</u></p> <p>The 'Village Green' is proposed to be retained as flexible space for passive recreation, major events and seasonal attractions (i.e. ride to conquer cancer, Circus, Crab Fest, Pop-up amusement / fairgrounds etc), and the broader reserve will continue to be retained for community and visitor use, including access to the water. Refer to City officer response for <b>Improved Family-Friendly Environment Theme</b>.</p> <p><u>Retention of green space</u></p> <p>Due to the planned additional parking requirements to facilitate the Western Foreshore Leisure Precinct, there is an anticipated reduction of approximately 11% of green space. The green space refers to the grass area included in the village green space. It is grass only (does not include trees) and it is not the total reserve area (which is 68,634).</p> <p>Green Space estimated calculation – based on the Australian parking bay standards which are 2.4 - 2.6m wide and 5.4m long. The total green space is 39,500m<sup>2</sup>. The proposed car parking is 4,375m<sup>2</sup>. Detailed design would be required if Council approve to proceed. The reduction is required in order to provide this additional infrastructure to cater to the increasing use by residents and visitors as a significant public open space in line with the Western Foreshore Leisure Precinct Concept Master Plan and City Centre Master Plan (CCMP). The enhancements to the Precinct will improve the usability of the space for the broader community and visitors. Additional planting of trees will improve the usability of the green space and assist in providing adequate shade for users.</p> <p>The proposed Western Foreshore Commercial Site has been designed to maximise retention of green space, with the 18 hole mini-golf course and Café (5,050 m<sup>2</sup> of which approximately 4,700m<sup>2</sup> is mini-golf course) designed to include landscaping in and around the existing trees on site and will reflect the historic and cultural significance of the site.</p>
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			<p><b>Tree Retention</b></p> <p>For both the Western Foreshore Leisure Precinct and the Commercial Site, tree retention will remain a priority in addition to increasing the tree canopy throughout the reserve with additional planting planned to increase the shade cover and usability of the area. Refer to <b>Environmental Impact Theme</b>.</p>
<b>30</b>	<b>Diverse and Attractive Plan</b>	Proposed options are good, great range of activities, happy with the activities presented.	<p>The Proposal outlined in the Major Land Transaction provides for a diverse and unique offering that is unlike any existing hospitality and recreation venue in Mandurah.</p> <p>The Proposal includes:</p> <ul style="list-style-type: none"> <li>• Licenced Restaurant and Microbrewery (2,500 m<sup>2</sup>) is proposed to have a 650-person capacity including outdoor dining areas that wrap around the northern and eastern boundaries;</li> <li>• 18 hole mini-golf course and Café (5,050 m<sup>2</sup>) designed to include landscaping in and around the existing trees on site and will reflect the historic and cultural significance of the site; and</li> <li>• Chocolate Production and Retail (450m<sup>2</sup>) is proposed in stage two of the development. The chocolate production and retail is to be located on the southern-most portion of the site, adjacent to the play space.</li> </ul> <p>The Proposal:</p> <ul style="list-style-type: none"> <li>• Ensures the design and scale of any development (height, bulk and appearance) should be in keeping with the nature of the Western Foreshore, noting the skate park, playground, war memorial have a high-quality architectural design.</li> <li>• Ensures that the City and the Proponent maximise tree retention, protecting the environmental value of the Site.</li> <li>• View corridors to the water are to be maintained between built form elements.</li> </ul>

			<ul style="list-style-type: none"> <li>Development is to provide a leisure and/or active tourism offering additional and/or complimentary to existing offerings in the area.</li> </ul>
<b>31</b>	<b>Support for Licensed Restaurant/Microbrewery</b>	Welcome a licensed restaurant and microbrewery. It will be good for the Western Foreshore, good for families, great for Mandurah to have one.	Refer to response for <b>Improved Family-Friendly Environment and Diverse and Attractive Plan</b>
<b>32</b>	<b>Aligns with values/vision of the site</b>	As per the values identified in the 2018 engagement and the look and feel for the Western Foreshore that the community want.	Refer to response for <b>Community Involvement Theme</b> .
<b>33</b>	<b>Community Benefit</b>	Offers benefits to the community	<p>The City has undertaken an economic impact analysis that indicates the project is expected to support approximately 174 jobs during construction (direct and indirect). Once established, the proposed Western Foreshore Commercial Site will create approximately 437 ongoing jobs (292 direct and 145 indirect), offering various types of employment within a range of industries. Opportunities for casual and part-time positions will exist, in addition to full-time professional roles. Should a sublease be granted, the City requires the Proponent to enter into an agreement with the South Metropolitan TAFE to support opportunities for work placement, work experience and graduate programs for hospitality students at the South Metropolitan TAFE Mandurah campus.</p> <p><u>Supports Local Content</u> The City has negotiated with the Proponent to maximise local content in the construction phase which will provide opportunities for businesses in Mandurah and the Peel Region.</p>



			<p><u>Activation</u></p> <p>The mini-golf and chocolate production are activities that are not provided elsewhere within Mandurah's city centre. The Proposal provides activities for youth and children.</p>
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