

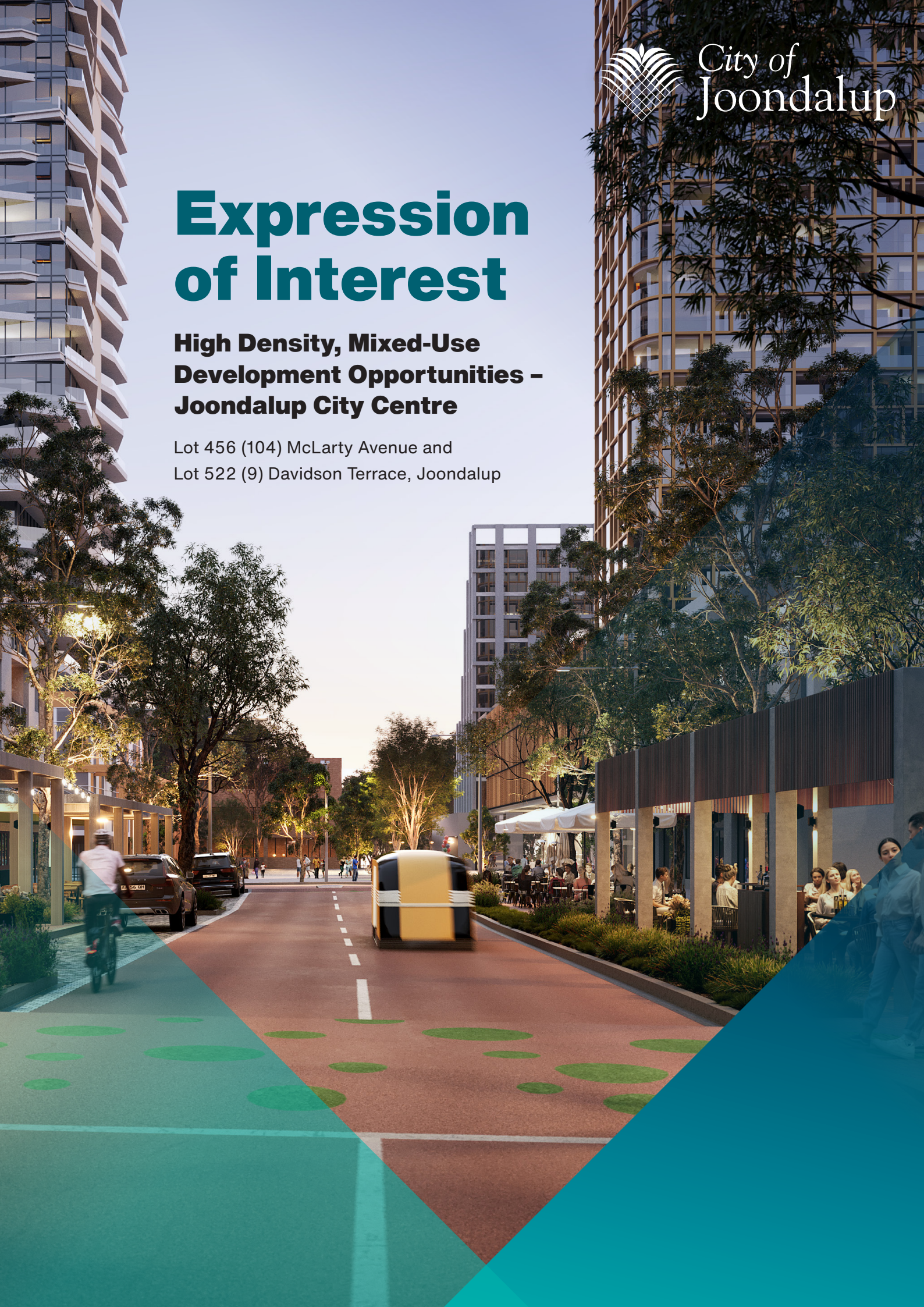


City of
Joondalup

Expression of Interest

High Density, Mixed-Use Development Opportunities – Joondalup City Centre

Lot 456 (104) McLarty Avenue and
Lot 522 (9) Davidson Terrace, Joondalup



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1. Executive Summary

The City of Joondalup (City) invites Expression of Interests (EOI) from Respondents in respect of the development of high density, mixed-use developments on two centrally located sites within the Joondalup City Centre. The two sites available as part of this EOI comprise of the following Sites:

- Lot 456 (104) McLarty Avenue, Joondalup WA 6027
- Lot 522 (9) Davidson Terrace, Joondalup WA 6027

Both Sites are owned in freehold by the City and are currently utilised as at-grade public car parking areas which services the community, visitors and surrounding businesses. Respondents may express interest in developing one or both Sites as part of this EOI process.

2. The Opportunity

The City is seeking EOI submissions to work with the City for the development of a high density, mixed-use development at one or both of the identified Sites within the Joondalup City Centre.

2.1. Key Deliverables

The key objectives and deliverables for such project are:

- 2.1.1. An integrated public car parking component which would be constructed as part of the development and owned by the City upon completion, and which aligns with the City's Multi Storey Car Park 2 Joondalup City Centre Project Philosophy and Parameters 2025 (refer to Attachment 1).
- 2.1.2. A high-density, highly activated mixed-use development which achieves quality design outcomes and aligns with the City's Joondalup City Centre Development – Boas Place Project Philosophy and Parameters (refer to Attachment 2).
- 2.1.3. The development incorporates diverse housing products which service the needs of the broader community.

The submission should include a development concept which considers best-practise urban design principles, environmentally sustainable measures and ground-level activation of street frontages. The development should be sympathetic to the surrounding land/community, whilst still contributing towards the urban fabric of Joondalup and its aspiration as a key strategic metropolitan centre within Perth.

Detailed concept drawings are not required, however may be included to best represent the development outcome envisioned.

2.2. Key transaction agreements

A key focus of submissions should be an outline of the potential commercial and corporate structure and contractual arrangements between the Respondent and the City to assist in the commercial viability and expedited delivery of the project/s.

The City's expectations in respect to any future contractual arrangements in respect of the development with a Respondent may include the following:

- 2.2.1. potential option to buy, sale and/or lease of land;
- 2.2.2. transfer of ownership of land;
- 2.2.3. ownership of car park;
- 2.2.4. planning approvals and any other required regulatory approvals and permits to enable the development; and
- 2.2.5. any appropriate funding and financing arrangements.

The City will ensure that all statutory and legislative responsibilities are met before any appointment is made or formal proceedings commence with a respondent, this includes its obligations under the *Local Government Act 1995*.

3. Objectives

The City's objectives of this EOI process are outlined below:

- 3.1. visitation and activation of the Joondalup city centre through key land development projects.
- 3.2. Assist in providing appropriately located public car parking in the City centre to support increased activity and parking supply in the Joondalup City centre, whilst ensuring parking provision is integrated with a high-quality urban design and built form outcome that does not constrain residential density outcomes.
- 3.3. Increase the residential population within the Joondalup City Centre by delivering additional dwellings to support population growth, housing diversity and make more efficient use of land.
- 3.4. Create alternative revenue streams for the City through the sale, lease and/or rating of new land development projects.
- 3.5. Ensure the development opportunities provided through this EOI are facilitated in a transparent, equitable and accountable manner with robust probity arrangements that are managed appropriately by all parties.

4. Site Information

A brief overview of each site forming part of this EOI is included below:

4.1. Lot 456 (104) McLarty Avenue, Joondalup WA 6027

| | | |
|------------------------|------------------------|--|
| Lot Size / Dimensions: | | 3,726m ² , approximately 95.1 metres x 39.6 metres. |
| Current Use: | | At-grade public car parking area (135 bays), with existing shade trees, lighting as well as paving and asphalt treatments. |
| Zoning: | MRS: LPS3: JACP: | Central City Area Centre City Centre Precinct |
| Site Context: | | Located within the Joondalup City Centre, close to Lakeside Joondalup Shopping Centre, Joondalup train station, on-street parking, and commercial, retail, food and beverage tenancies. High amenity, pedestrian and public transport access which supports commercial, mixed-use or higher-density residential development subject to zoning. |
| Access: | | Frontage to McLarty Avenue being a public/gazetted road reserve. Access to existing private laneways on northern, eastern and southern sides with public access easements in place. |
| Services: | | Utilities available (water, sewer, power, NBN etc) |

A Location Plan can be found in Attachment 3.



4.2. Lot 522 (9) Davidson Terrace, Joondalup WA 6027

| | | |
|------------------------|------------------------|--|
| Lot Size / Dimensions: | | 1,960m2, approximately 55.4 metres x 35 metres. |
| Current Use: | | At-grade public car parking area (62 car bays), with existing shade trees, lighting as well as paving and asphalt treatments. |
| Zoning: | MRS: LPS3: JACP: | Central City Area Centre City Centre Precinct |
| Site Context: | | Located within the Joondalup City Centre, being close to Joondalup Health Campus, State Government offices, Neil Hawkins Park, on-street parking, residential apartments and commercial, retail, food and beverage tenancies. Strategically located to support commercial, public parking or higher-density residential development subject to zoning. |
| Access: | | Access is provided via three existing private laneways connecting the site to Davidson Terrace and Reid Promenade, as well as pedestrian access via Lakeside Drive. |
| Services: | | Utilities available (water, sewer, power, NBN etc) |

A Location Plan can be found in Attachment 4.

Respondents are strongly encouraged to undertake their own due diligence and site investigations prior to lodging a submission. The information provided in this EOI document represents a high-level overview. It does not constitute a comprehensive or definitive assessment of site constraints, encumbrances, or development feasibility/potential.



5. The City of Joondalup

The City of Joondalup is situated in the North-West corridor of Perth and has been one of the fastest growing regions in Australia during the last two decades. The City has a population of approximately 160,995 across 22 suburbs. Over 36% of our residents were born overseas.

The City of Joondalup is one of the largest cities (by population) in WA and has won numerous awards which includes for strategy and planning, environmental management and an international award for world's most liveable City. The City is a combination of cultural, civic, commercial and residential properties and is known as the jewel of Perth's Sunset Coast for its stunning 17kms of white sandy beaches, coastline, natural bushland and wetlands. The City maintains in excess of 300 beautiful parks, has a range of sports and recreational facilities and holds a variety of arts, culture and environmental events.

As a Local Government, we know our local businesses, workforce and community better than anyone. We will continue to use our assets, resources and networks to drive investment in Joondalup, collaborate and partner with local and global institutions, build the capacity of our local businesses and attract diverse and talented people, including young people, to live, study, visit and work here. We are committed to supporting our businesses, and Australia, achieve net zero and building an economy that prioritises sustainability. Joondalup is recognised globally for its liveability and healthy lifestyle opportunities and engaged and connected communities.

6. The Vision

Joondalup City Centre is a well-established and master planned centre which was originally designed in 1980's and endorsed by the (former) Joondalup Development Commission in 1990 as a regional centre to provide an alternative economic, recreational and cultural focus to Perth's CBD.

Building on its original purpose, the City is strongly committed to reinforcing and promoting Joondalup as a key commercial and social hub, by assisting where possible to strengthen the local economy by facilitating well-planned commercial and residential development opportunities.

The City has a strong focus on activating the Joondalup city centre moving forward. This EOI aims to assist in the coordination, support and delivery of key land development projects which align with the City's strategic vision for the Joondalup City Centre.

6.1. Invest in Joondalup

Joondalup is recognised for its vibrant economy and commitment to growth and innovation. As the strategic economic centre of the booming northern metropolitan corridor, Joondalup is uniquely positioned to embrace and capitalise on new business opportunities, making it a prime location for investment and development. Driven by innovation and entrepreneurship, the City prioritises smart growth while staying attentive to the needs of an engaged and connected community. Key reasons to invest in Joondalup include:

- Economic strengths: the City of Joondalup boasts a Gross Regional Product of \$8.23 billion with 12,841 registered businesses and 58,549 local jobs.
- Strategic location: the Joondalup City Centre has well-connected transport networks, approximately 26,000 jobs and approximately 500,000 people within a 20-minute catchment area, Joondalup offers a substantial consumer and talent pool.
- Future ready: Joondalup fosters sectors that are key to economic resilience and growth, demonstrating a proactive approach to development.
- Active development: Joondalup is expanding its infrastructure and capabilities, enhancing its economic landscape.
- Sector leadership: as a leading hub for sectors like cybersecurity, health and medical, education, tourism, and retail, Joondalup sets benchmarks in innovation and sectoral growth.

Great places are the foundation of thriving economies. The City is home to a diverse range of spaces, from local and neighbourhood centres through to higher order town centres and coastal nodes. The City Centre has an important role to play in building our strategic economy, supported by vibrant, connected and high functioning activity centres. A City Centre ready to play a key role in developing Joondalup's strategic industries, identity and visitor economy.

Joondalup is uniquely positioned as a growing economic centre in Perth's northern corridor, with strengths in cyber security, education, health, and knowledge industries.

We are a global facing city with a prosperous and resilient economy. Our City is home to diverse industries that generate a wide range of local job opportunities. We encourage creativity and innovation, and we support opportunities to build the City's brand as a popular business and tourism destination.

The Joondalup city centre vision includes a designed urban experience delivering a scale, height, and intensity of land use to create a series of compelling landmarks. The accessible and welcoming business precinct will provide a fast-growing location for business, commercial operators, and Government agencies, surrounded by established infrastructure.

The vision includes:

- Premier office buildings, ideally suited to major anchor tenants.
- Cultural and convention centre to support major events and performing arts.
- Hotel/short-stay accommodation to support tourism and neighbouring medical precinct.
- Public shared space /civic square offering hospitality, public amenity and social connection.
- Residential development with a range of diverse, medium and high-density housing options.
- Pedestrian accessible retail offering.
- Undercover car parking for accessibility and convenience.

Local job creation has a significant positive impact on the wider Perth metropolitan transport system by improving the employment self-sufficiency of the region, which supports the State Government's focus on promoting strategic employment opportunities to encourage people to work where they live.

The City recently adopted its Investment Attraction Framework which is a strategic plan to provide guidance on how the City attracts, supports, evaluates and facilitates investment in the local economy. This is an important document which will assist in the consideration of concepts associated with this EOI process.

6.2. Planning Framework

The State Government has identified Joondalup City Centre as a ‘strategic metropolitan centre’ under its *Perth and Peel@3.5 million* (March 2018) and *State Planning Policy 4.2: Activity Centres* (July 2023) land use planning and infrastructure frameworks. This category of centre is classified as a higher order, regional activity centre which falls only below Perth City as one of the key economic, commercial and social hubs throughout the Perth Metropolitan area.

Strategic metropolitan centres are generally characterised as high-density urban areas with activated frontages and public spaces, and mid to high-rise residential and commercial tower developments. *Perth and Peel@3.5 million* makes specific reference to Joondalup City Centre by encouraging:

“...strategic economic and employment opportunities, intensification of land use, capitalising on existing rail infrastructure and accommodating industries that can complement and support existing regional level facilities. While the majority of the centre is already developed, there are several large undeveloped and under-developed sites that are capable of delivering high density housing and providing additional employment opportunities as the centre matures.”

Both sites are zoned ‘Central City Area’ under the Metropolitan Region Scheme (MRS) and ‘Centre’ under the City’s *Local Planning Scheme No. 3* (LPS3). The subject area is also located within the ‘City Centre Precinct’ of the City’s *Joondalup Activity Centre Plan* (JACP). It is the ‘City Centre Precinct’ which represents the central hub of Joondalup City where the highest intensity of mixed-use development and land uses are envisioned.

The JACP has incorporated various development controls and provisions which support this aspiration, including no limit on the maximum building height, reduced setbacks and flexible car parking standards.

6.3. Joondalup CBD Projects Cluster

The City has prepared a new approach to the coordination of various major projects through the creation of functional project clusters. The Joondalup CBD Projects Cluster includes the following key projects:

- Multi Storey Car Park 2 - City Centre.
- Joondalup City Centre Development.
- Land Acquisition and Disposal Framework.
- Joondalup Performing Arts Centre.

At its meeting held on 13 December 2022 (CJ231-12/22 refers), Council endorsed this new vision for the Joondalup CBD Projects Cluster which included the following:

1 *ENDORSES the Vision for the CBD cluster as outlined below:*

The Joondalup City Centre is an iconic and recognisable business address known for its exciting innovation, technology, education and health industries. The outlook is dominated by quality, well-designed, sustainable buildings that complement the natural surroundings. The Joondalup City Centre offers abundant and varied employment opportunities for a locally-based workforce. Residents, workers and visitors enjoy high amenity community spaces that have a vibrant, lively atmosphere. Places are integrated and interconnected and there is overall sense of flow.

2 *NOTES the actions to achieve this vision requires the City of Joondalup to:*

- *Promote the City Centre as a desirable location for long-term capital investment.*
- *Encourage and support development projects that generate ongoing employment opportunities in the City Centre.*
- *Progress the development of cultural and artistic venues and spaces in the City Centre.*
- *Deliver distinctive, high amenity public open spaces in the City Centre.*

This EOI is strongly linked with the Joondalup CBD Projects Cluster, particularly the Joondalup City Centre Development project and the Multi Storey Car Park - City Centre project.

At its meeting on 28 May 2024 (item 13.2.1 refers), Council endorsed the Philosophy and Parameters for the Joondalup City Centre Development Project (“Boas Place”) and resolved the following:

1 *ENDORSES the Joondalup City Centre Development – Boas Place Project Philosophy and Parameters as detailed in Attachment 1 to this Report, to articulate the intent and purpose of Council progressing the project;*

2 *NOTES that status reports will be presented to the Major Projects and Finance Committee.*

Additionally, at its meeting on 5 May 2025, the Major Projects and Finance Committee endorsed the Philosophy and Parameters for the Multi Storey Car Park 2 - City Centre project and resolved the following:

1 *ENDORSES the Multi Storey Car Park 2 Joondalup City Centre Project Philosophy and Parameters 2025 as detailed in Attachment 1 to this Report, to articulate the intent and purpose of Council progressing the project;*

2 *NOTES that status reports will be presented to the Major Projects and Finance Committee.*

In respect to the Multi Storey Car Park 2 – City Centre project, the City is currently undertaking demand modelling for parking within the Joondalup City Centre. Paxon Group are assisting the City with these investigations, and information gathered from this work will be provided to shortlisted Respondent(s) who are invited to stage two of the EOI process.

7. Submissions

7.1. EOI process

The intent of the EOI (Stage one) process is for the City to identify one or more respondents suitable for stage two.

Submissions for Stage one of this EOI process must:

- Contain the completed and executed submission form (Attachment 5)
- Address the Stage One evaluation criteria listed in table 1 for each Site of interest.
- Assume the City has no knowledge of the Respondent, its activities, experience or any previous involvement between the Respondent and the City.

The EOI process described in this request is governed by the EOI Terms and Conditions detailed in Attachment 6. By submitting a response to this EOI request, the Respondent agrees to be bound by the Terms and Conditions.

7.2. Stage One

For Stage one, Respondents are required to submit a proposal outlining their concept/s for the development of one or both of the Sites. The submission should cover all of the evaluation criteria contained within table 1 below.

Proposals shall be assessed against the Stage one evaluation criteria. As part of the evaluation process Respondents may be invited to provide further clarification at any forum (including presentations) to the evaluation panel.

The City is not obliged to shortlist any Respondents and may decide to cancel or terminate the EOI process at any time, at its absolute discretion.

7.3. Stage Two

Stage one of the EOI may result in the City progressing to Stage two of the EOI process.

Stage two will provide the City with further opportunities to request specific information or seek clarification on the proposals with the Respondent(s). The content and structure of the Stage two EOI process will be determined by the City and communicated with Respondents once Stage one has concluded.

Following Stage two of the EOI process, the City may either commence exclusive negotiations with a preferred Respondent(s) and/or undertake an open tender process in accordance with the City's legislative responsibilities.

Table 1 – Stage One Evaluation Criteria

| No. | Evaluation Criteria | Sub - No. | Submission Requirements | Evaluation score (weight) |
|-----|---------------------|-----------|--|---------------------------|
| 1. | Development Concept | 1.1 | A high-rise, mixed-use building is envisioned for the sites. The development concept considers and responds to the City’s strategic vision for the Joondalup city centre and incorporates the key deliverables outlined under Clause 2.1 of the EOI document. | 15% |
| | | 1.2 | The concept outlines expected built form outcomes including building aspects, height, setbacks, access, floor plans, ESD initiatives etc. The concept considers the design principles contained in Stat Planning Policy 7.0 – Design of the Built Environment and aims to deliver a development which is economically, socially and environmentally sustainable. | |
| | | 1.3 | For street front lots, the concept incorporates opportunities for ground-level activation and private-to-public integration to assist in creating a vibrant, well-connected, and community-oriented environment. | |
| 2. | Diverse Housing | 2.1 | The development concept includes a diverse residential component which services a variety of living arrangements and family compositions of future residents. The residential component should be consistent with the objectives of the ‘City Centre Precinct’ under the Joondalup Activity Centre Plan. For the purpose of this EOI, diverse housing products can include (but is not limited to) aged persons dwellings, dependent persons (NDIS) accommodation, affordable housing, studio/ one-bedroom apartments, shared living (dual-key) apartments, social housing, student accommodation etc. | 10% |

| | | | | |
|----|--|-----|--|-----|
| 3. | Public Car Parking | 3.1 | Public car parking must be integrated within the development. At a minimum, the total number of existing car bays removed onsite shall be replaced as part of the development concept, however additional public parking to service the broader area is highly desirable. The total number of public bays, the ease of access and the integration with the overall development are key considerations. | 10% |
| | | 3.2 | The new public car parking provided onsite shall be designed to ensure it can be transferred to the City as the land/strata owner upon completion of construction and can be effectively maintained and managed by the City into the future. | |
| 4. | Development Incentives and Funding Structure | 4.1 | The City is seeking commercial outcomes, however financial, regulatory and/or marketing support from the City may be proposed by the proponent to achieve viability of the project. The applicant should include any requested incentives/ assistance in the submission for the City's considerations. Alternative proposals for land tenure, transfer and contractual arrangements associated with the development of the site(s) may be proposed, however are subject to the City's legislative requirements. The requested incentives need to be practical, appropriate and viable as determined by the City. | 40% |
| | | 4.2 | The delivery and funding arrangement for the project should be articulated within the submission to ensure it provides a viable and effective method of delivery, which benefits the City from both a social and financial perspective. The proposed funding structure should reflect and expand on the key transaction agreements priorities included in Clause 2.2 of the EOI document. | |

| | | | | |
|----|----------------------|-----|--|-----|
| | | 4.3 | Outline how the development concept may access State and/or Federal Government grant funding to improve commercial feasibility and certainty around delivery of the project. | |
| 5. | Proponent Capability | 5.1 | Outline the respondents experience and knowledge in land development, project management, construction, property management and strategic land investment relevant to the vision and project deliverables included in this EOI. | 25% |
| | | 5.2 | Provide an overview of company resources and the resumes of allocated personnel which demonstrates the respondent's ability to deliver the project(s). | |
| | | 5.3 | The respondent broadly outlines the availability of capital/investment methods to facilitate the design, construction and delivery of the project, providing reasonable estimates and financial analysis of the project at this early concept stage. | |

8. Lodgement Details

City of Joondalup e-Procurement Portal

www.tenderlink.com/joondalup

The closing date and time for receiving submissions is before 2pm, Australian Western Standard Time, on Wednesday 15 July.

The City, at its absolute discretion reserves the right to refuse to consider or evaluate any submissions received before or after the closing time.

Attachment 1 – Multi Storey Car Park 2

CITY OF JOONDALUP - MAJOR PROJECTS AND FINANCE
COMMITTEE MINUTES - 05.05.2025

ATTACHMENT 8.3.1

MSCP2
Project Philosophy & Parameters (2025)



| | |
|------------------------|--|
| Project Name | Multi Storey Car Park 2 |
| Report | Project Philosophy and Parameters |
| Project Sponsor | Director Corporate Services |
| Project Manager | Senior Financial Analyst |

CITY OF JOONDALUP - MAJOR PROJECTS AND FINANCE
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ATTACHMENT 8.3.1

MSCP2
Project Philosophy & Parameters (2025)



Background / Scope

Multi Storey Car Park – 2022 Business Case

In 2015 the City constructed its first Multi Storey Car Park (MSCP) at Reid Promenade. The City prepared a business case in 2022 to evaluate whether a second MSCP should be constructed at 104 McLarty Avenue. Whilst the case indicated that there may be some financial and economic benefit to a second MSCP, the case was not compelling and as a result was not pursued. However Council resolved that the City should review the project every two years so this document is the commencement of the review. Below are the key resolutions from Council in December 2022 (*item CJ229-12/22 refers*):

- 2** **NOTES that having considered the business case, resolves not to proceed with construction at this time;**

- 5** **NOTES that demand modelling will be reassessed in 2024 for a potential multi storey car park at 104 McLarty Avenue, Joondalup and continue to liaise with large stakeholders in the Joondalup central business district to evaluate potential trigger points.**

The 2022 business case focused primarily on the MSCP being at 104 McLarty Avenue, other locations were discounted out at an early stage. The 2024 review of a second MSCP will reconsider all possible locations within the City Centre, this is particularly important taking account of the need to align to other projects.

Related projects

The City has placed a high emphasis on activation of the City Centre and projects within the City Centre, such as Place Activation, Performing Arts Centrey, Joondalup City Centre development (Boas Place) and Land Acquisition Strategy. The consideration of a MSCP will consider how it aligns with overall strategy of the City Centre. In addition, the City will be preparing a Payment in Lieu of Parking Plan (PILPP) at some future stage which is related in some parts to the construction of new parking facilities.

PHILOSOPHY / PROJECT VISION

Strategic Community Plan

The evaluation of a second MSCP is aligned to the following objectives of the Strategic Community Plan:

Place

- 3-1 Connected and convenient
You have access to a range of interconnected transport options.

Economy

- 4-1 Prosperous and local
You feel supported to grow your business in the City.

- 4-2 Innovative and confident
You are attracted to the City's unique characteristics and potential and feel confident in investing.

- 4-3 Appealing and welcoming
You welcome residents, and local and international visitors to the City.

Leadership

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ATTACHMENT 8.3.1

MSCP2
Project Philosophy & Parameters (2025)



5-4 Accountable and financially-sustainable

You are provided with a range of City services which are delivered in a financially responsible manner.

Vision and Purpose of Project

The vision for this project is to

“Support economic development and place activation to the Joondalup City Centre by ensuring that there is sufficient parking available for workers, commuters and visitors. A second MSCP should be financially sustainable.”

OUTCOMES and PROJECT DELIVERABLES

The outcomes of the project are:

- Availability - ensure that the City Centre has adequate parking to support businesses and attract visitors, taking account of current and future trends.
- Plan for the future – ensure that the City plans and builds additional parking at the right time, and at the right location.
- Flexibility – flexible design and location considered which may adapt as other projects are developed and the Joondalup City Centre develops.
- Users/Community – if a facility is constructed it is safe to use, compliments the neighbouring area, accessible and is perceived to provide value for money.
- Utilisation – facility must enjoy high and regular utilisation and not just provided for one-off events or infrequent usage.
- Financial viability – the facility must be affordably constructed and is affordable to the city on ongoing basis. The facility must not be subsidised by general ratepayer funds.
- Capable of multiple uses in recognition that carparking as we know it today may change in the foreseeable future.
- Optimum use of space to be evaluated e.g., residential or commercial component.
- Strategic Alignment – there are several inter-related projects for the City Centre so this project cannot be viewed in isolation and needs to refer to the overall strategy.

PROJECT OBJECTIVES

Where possible to do so the objectives listed below are specific and measurable. These will be used to evaluate the options. The objectives will continue to be reviewed and if any further refinement is required, they will be re-presented.

| No | Objective | Success Criteria | Measurement |
|----|--|---|---|
| 1 | <u>Strategic Alignment and business growth</u> The project should support the overall vision for the Joondalup City Centre and related city-led projects. | The success criteria will evaluate whether the project is strategically aligned: i.e. either Very Highly, Highly, Medium or Low. The MSCP will complement other major projects/attractions | The assessment criteria will consider the appropriateness of the site for the development. Provision of parking in locations and in a manner to create opportunity and space for development of other uses will be considered. |

CITY OF JOONDALUP - MAJOR PROJECTS AND FINANCE
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ATTACHMENT 8.3.1

MSCP2
Project Philosophy & Parameters (2025)



| | | | |
|---|---|--|---|
| | | within the City Centre to ensure higher utilisation. | |
| 2 | <u>Flexibility</u> Business case evaluates options of flexibility in terms of size, location and early development. | Building could be extended if necessary or converted to alternative use. Business case to evaluate. | Options are evaluated within the business case to consider flexible options. |
| 3 | <u>Utilisation</u> Utilisation of the facility is regularly high. | At least 60% of the bays are occupied on average every day of its use from Year 5 onwards. The project will also evaluate how to accommodate a wider spectrum of uses (retail / commercial) | As part of the business case demand-modelling will be updated to estimate the potential usage – this will consider population growth, jobs growth and disruptive technologies. After construction the utilisation will be measured by the City’s occupancy statistics. |
| 4 | <u>Users/Community</u> Facility is user-friendly provides a positive experience to users. Facility compliments the neighbouring area. | Facility is safe to use (meets engineering requirements / standards), compliments neighbouring area, accessible and provides value for money to the users | Large stakeholders in the City, will be consulted. Post Implementation Review within 5 years will include a user survey and a high level of positive results would be expected. |
| 5 | <u>Social & Economic Return on Investment</u> The project must demonstrate a high return of social and economic benefits (SROI). | The Benefits Cost Ratio (BCR) is the success criteria for SROI. The BCR includes the core financial impacts of the project and an monetary impact of social and economic benefits. The City has established a threshold of between 1.5 and 3.0 for the BCR, the higher the better. This project would be expected to be a high-scoring BCR and ideally more than 3. | The City will use internal resource to prepare a SROI analysis, with reference to the 2022 analysis. |
| 6 | <u>Financial sustainability</u> The City has financial capacity for the preferred option. | The business case will evaluate the financial evaluation based on five separate tests: | The annual ‘steady state’ operating impacts of the preferred outcome will be estimated in the business case and will include new operating |

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ATTACHMENT 8.3.1

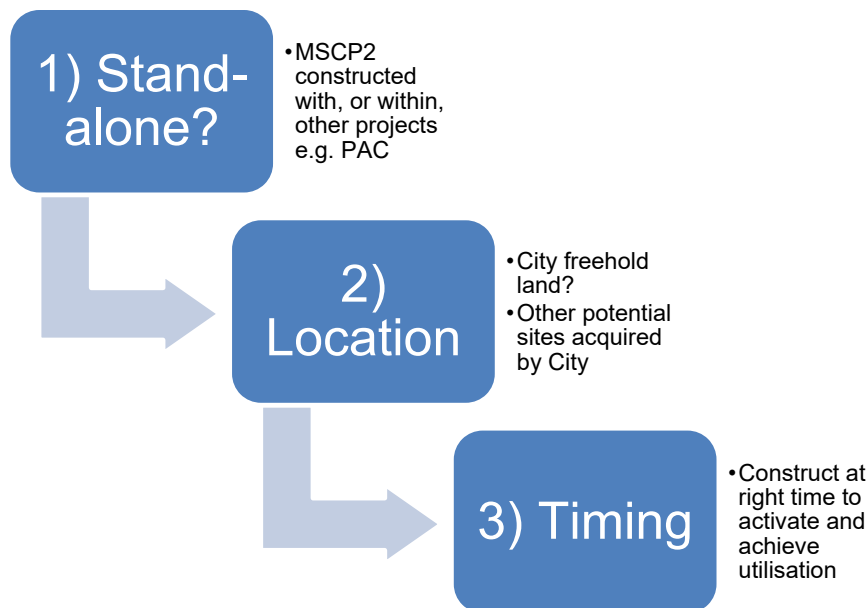
MSCP2
Project Philosophy & Parameters (2025)



| | | |
|---|--|---|
| <p>The operating results for Parking Operations as a whole, including a second MSCP, should achieve a financial surplus of between \$0.5m and \$1.0m (as indicated in the recently approved City Centre Parking Fees Strategy). It is possible that the second MSCP by itself, may generate an operating deficit but this may be acceptable if there are sufficient surpluses from the remainder of parking operations to absorb a deficit from a second multi-storey car park and still achieve a surplus.</p> | <ol style="list-style-type: none"> I. Financial capacity for the one-off establishment costs. II. Operating results after depreciation for the second MSCP only III. Operating results for all parking operations IV. Cashflow / payback evaluated over the life of the project. V. Risks / opportunities | <p>income (including potential new income stream from commercial tenant), operating cash expenses (e.g. building maintenance and cleaning) and depreciation.</p> <p>The affordability of the one-off investment is measured using the Strategic Financial Plan and ensuring that the City's financial targets (most importantly the Debt Service Coverage Ratio) are within threshold.</p> <p>The ongoing impacts of a new multi-storey car park would be measured using the City's standard financial system with a separate cost code set up.</p> |
|---|--|---|

DECISIONS AND OPTION EVALUATION

The project will apply best practice techniques to option evaluation, considering as many as possible. There are three layers of interrelated decisions that the project needs to consider:



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*MSCP2
Project Philosophy & Parameters (2025)*

**EARLY ACTIVATION**

The project will need to consider if short-term solutions are possible, for example a modular construction of a few stories which has the potential to be extended depending on demand. In addition, the project will also evaluate having a facility with a relatively short life term (e.g. 25 years).

RESEARCH REQUIRED

The key objective for the project is to determine whether there is a need for a second MSCP, which location is preferable and how the project aligns with other projects in the City Centre. The research will include the collation and evaluation of a substantial amount of research to forecast future demand, trends, location and financial viability as listed below:

1. DEMAND RESEARCH
 - Economic and regional growth
 - City Centre Forecast Growth (Education Precinct, Lakeside Shopping Centre, Large residential developments such as Joondalup Connect, Arthouse).
 - Major projects led by the City (Boas Place, Joondalup Performing Arts & Cultural Facility).
 - Other parking facilities within the City currently or being developed by others
 - Forecast traffic movements and accessibility issues.

The research will include known or assumed developments that the City is aware of.
2. FUTURE TRENDS which may affect vehicle usage and parking demand:
 - Public Transport
 - Bicycles
 - Car-sharing
 - Uber
 - Driverless cars and reduced car ownership
 - Working from home
 - Park and Ride
 - Retail visits/home shopping
 - Any other technological advancement
 - Other alternatives to additional parking to support greater accessibility to the City Centre
3. COMPARATIVES – engagement may be undertaken with other local governments and parking operators to share best practice on MSCP business case, development, construction and operation.
4. BUSINESS CONSULTATION – Note that Community Consultation was undertaken in 2022 and it is not proposed to undertake another detailed round of detailed community consultation during 2024. However ad hoc consultation may be undertaken with some parties such as large stakeholders within the City Centre e.g. Lakeside Shopping Centre, DWER or Joondalup Health Campus. If a business case was endorsed by Council to construct a second MSCP then it may be appropriate to consult/inform the community.

PROJECT DEPENDENCIES & RELATED STRATEGIES**City Centre Projects**

The MSCP2 project will align with:

- Place Activation

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- Joondalup Performing Arts Centre
- Pop-Up Piazza
- Joondalup City Centre Development (Boas Place)
- Land Acquisition Strategy

The MSCP2 project must fully align with the other major projects in the City Centre. For example, the construction of a MSCP2 may well act as a catalyst for other projects i.e. the City constructs a MSCP at Boas Place which acts as an attractor to develop the rest of Boas Place. Conversely the construction of a Performing Arts Centre and/or development of Boas Place creates demand for a second MSCP.

Integrated Transport Plan 2024 to 2034

The construction of a second MSCP has to align, or at least not undermine, the Integrated Transport Plan which has 6 objectives as follows:

- Objective 1: Safe, vibrant and liveable city.
- Objective 2: Support economic growth.
- Objective 3: Foster mode shift towards sustainable transport.
- Objective 4: Enhance urban environment and amenity for transport.
- Objective 5: Manage congestion.
- Objective 6: Improve accessibility and transportation links.

The Integrated Transport Plan has 7 outcomes and outcome 7 relates to parking

“Parking is managed sustainably to promote active transport and foster local economic development”. The output required from outcome 7 is the development of a “Parking Supply and Management Plan” for the whole of Joondalup.

It is proposed that the MSCP2 business case will prepare a Parking Supply Management Plan in respect of the City Centre only, this will guide the intent of the MSCP2 business case. The additional benefit of preparing a Parking Supply Management Plan for the City Centre is that it will support the preparation of a Payment in Lieu of Parking Plan, see below.

Payment in Lieu of Parking Plan

In July 2021, the *Planning and Development (Local Planning Schemes) Regulations 2015* were amended to introduce new requirements in regard to the ability for local governments to accept payments in lieu of a developer providing on-site car parking. The amendments introduced were ‘deemed’ provisions meaning that they overrode all similar provisions in local planning schemes and local planning policies. The City’s *Cash in Lieu of Car Parking Local Planning Policy* was revoked in August 2023 as it no longer had effect.

Local governments are now required to adopt a Payment in Lieu of Parking Plan (PILPP) should they seek to continue to the ability to accept payment in lieu of car parking. The City will be preparing a PILPP as a mechanism to receive payments in lieu of parking to direct to the provision of parking facilities and infrastructure and associated purposes.

Joondalup Activity Centre Plan

The MSCP2 project must ensure consistency and compliance to the adopted structure plan.

Parking Fees Review 2025

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The parking fees for Joondalup City Centre were recently reviewed and approved by Council in March 2025 with reduced fees and free parking to be introduced by July 2025. The outcomes of the price reductions may have an impact on the MSCP2 project.

Parking Ratios and Policy

The project will evaluate the appropriateness of the City's parking ratios that are used for building development.

Road network

Changes to the road network may have an impact on the MSCP.

DEVELOPMENT PARAMETERS

Governance

- Project Management Framework will be used:
- Reports will be provided to the Major Projects & Finance Committee at key stages of the project.
- City Centre Project Cluster Working Group will be used to oversee all major projects within the City Centre, including the MSCP2 project.

Resources

- In-house resource will be used as much as possible to complete the Business Case.
- External consultancy will be required.

Land Use

- There are no specific lots identified at this stage for this business case although it is acknowledged that a number of sites were canvassed in the development of the business case for the first multi storey car park.
- The only requirement is that the potential lots must have no limitations being used for a MSCP.

Sustainability Considerations

- Achievement of best practice in environmentally sustainable design principles whilst maintaining an aesthetically acceptable building.
- Implementation of architectural and construction techniques that show leadership in environmentally sustainable developments.
- Mitigation where possible of environmental impacts.

Financial Management

The potential capital costs will only be included in the City's capital plans if a business case is approved. Until the business case is approved any costs required to progress the case should be budgeted as operating costs. The research and studies undertaken in 2022 should be used where possible/relevant.

Outputs

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MSCP2
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The following outputs/reports are expected to be prepared:
Attachment 1 - Project Philosophy and Parameters
Attachment 2 - City Centre Parking Supply Management Plan
Attachment 3 - Demand modelling and Supply analysis
Attachment 4 - Site Analysis
Attachment 5 - Consultation outcomes and previous consultation
Attachment 6 - Option Evaluation
Attachment 7 - Financial Evaluation
Attachment 8 - Social Economic Return on Investment
Attachment 9 - Business Case

An overall report will then summarise all items.

Attachment 2 – Location Plan

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| | |
|------------------------|---|
| Project Name | Joondalup City Centre Development - Boas Place |
| Report | Project Philosophy & Parameters |
| Project Sponsor | Director Corporate Services |
| Project Manager | Manager City Projects |

Project Philosophy and Parameters – Joondalup City Centre Development (2024)

BACKGROUND

Subject area

The Joondalup City Centre Development – Boas Place (subject area), relates to four lots where the City of Joondalup Administration Building, Joondalup Reception Centre, Civic Centre, Joondalup Library and Lotteries House building are currently located. The subject area is 34,807m² in area and is bound by Boas Avenue to the north, Central Walk to the west, Central Park to the south and Lakeside Drive to the east (refer to Figure 1 below).

The lots included within the subject area include the following:

- Lot 496 (70) Davidson Terrace, Joondalup – Lotteries House and public carpark.
- Lot 507 (90) Boas Avenue, Joondalup – City of Joondalup Administration Building.
- Lot 497 (102) Boas Avenue, Joondalup – Joondalup Library, Joondalup Reception Centre and Joondalup Civic Chambers.
- Lot 66 on Diagram 95155 – Right of Way.

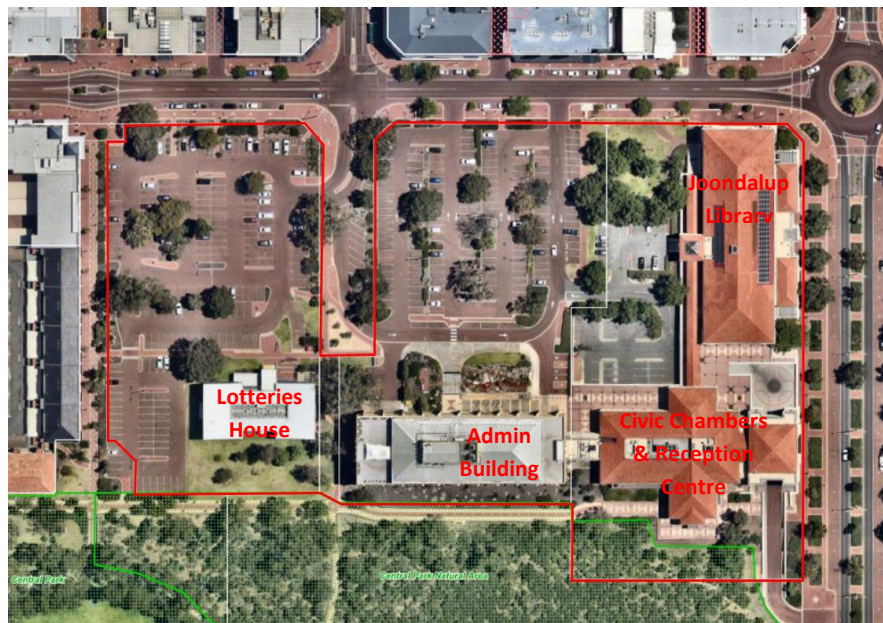


Figure 1 – Aerial image of ‘Boas Place’ subject area

All four of these lots are owned and/or managed by the City of Joondalup and represent an important asset which is currently underutilised considering the aspirations of the Joondalup City Centre.

Although Boas Place has been identified as a focal point for the future redevelopment of the City’s land, the Project Philosophy and Parameters allows for a more holistic and strategic approach to the project should development opportunities arise on other City-owned land throughout the city centre.

Framework

The State Government has identified Joondalup City Centre as a ‘strategic metropolitan centre’ under its *Perth and Peel@3.5 million* (March 2018) and *State Planning Policy 4.2: Activity Centres* (July 2023) land use planning and infrastructure frameworks. This category of centre is classified as a higher order, regional

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activity centre which falls only below Perth City as one of the key economic, commercial and social hubs throughout the Perth Metropolitan area.

Strategic metropolitan centres are generally characterised as high-density urban areas with activated frontages and public spaces, and mid to high-rise residential and commercial tower developments. *Perth and Peel@3.5 million* makes specific reference to Joondalup City Centre by encouraging:

“...strategic economic and employment opportunities, intensification of land use, capitalising on existing rail infrastructure and accommodating industries that can complement and support existing regional level facilities. While the majority of the centre is already developed, there are several large undeveloped and under-developed sites that are capable of delivering high density housing and providing additional employment opportunities as the centre matures.”

The subject area is zoned ‘Central City Area’ under the *Metropolitan Region Scheme* (MRS) and ‘Centre’ under the *City’s Local Planning Scheme No. 3*. (LPS3). The subject area is also located within the ‘City Centre Precinct’ of the *City’s Joondalup Activity Centre Plan* (JACP). It is the ‘City Centre Precinct’ which represents the central hub of Joondalup City where the highest intensity of mixed-use development and land uses are envisioned.

History

The City has previously explored various development opportunities for the subject area. In April 2008, the City undertook an Expression of Interest (EOI) process to engage a private consultant to investigate the feasibility of constructing a commercial office building at the site. Jones Lang LaSalle Property Consultants were appointed, and their report was presented to the City’s (former) Strategic Financial Management Committee (SFMC) in February 2009. Subsequently, following endorsement by SFMC, a project philosophy and parameters report was presented to and endorsed by Council at its meeting on 25 May 2010 (CJ083-05/10 refers).

An extensive due-diligence process and project investigation was undertaken over the next eight years which included (but not limited to):

- Creation of an Office Development Committee to provide advice and made recommendations to Council on the project.
- Two separate expression of interest (EOI) processes were initiated by the City to identify potential development partners for the project.
- Subsequently, appointment of Devwest Group Pty Ltd (Devwest) as the preferred partner for the project.
- Submission of a response to the State Government’s request for EOI for a Joondalup Office Accommodation proposal (which was eventually awarded to Primewest for the construction of the Department of Water and Environmental Regulation office building on the corner of Davidson Terrace and Shenton Avenue).
- Development of draft design guidelines and multiple concept plans for the subject area.

Due to a number of reasons, the City and Devwest were unable to reach an agreement on the future direction of the project and in 2018 ceased its partnership.

Following the cessation of negotiations with Devwest, Council agreed to the preparation of an Order of Magnitude Business Case (OMBC) for the project. The main purpose of preparing an OMBC was to provide Council with the appropriate information to enable an informed decision on the future of the project and the impact on the City’s financial position. The OMBC also allowed the City to provide potential developers/interested parties with sufficient information on the benefits of collaborating with the City to develop Boas Place.

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Project Philosophy and Parameters – Joondalup City Centre Development (2024)

On 9 March 2020, a report was presented back to the Major Projects and Finance Committee which included the outcomes of the OMBC, and resolved the following:

- 1 *NOTES the Joondalup City Centre Development Project Status Report;*
- 2 *NOTES the outcomes and recommended “next steps” of the Boas Place – Order of Magnitude Business Case;*
- 3 *NOTES the Boas Place – Order of Magnitude Business Case provided as Attachment 1 to this report; and*
- 4 *REQUESTS the Chief Executive Officer to continue to pursue opportunities to develop the Joondalup City Centre Development – Boas Place and to present a report to the Major Projects and Finance Committee, at a future date, on the status of the project.*

Following further investigations, a report was presented to Council at its meeting on 13 December 2022 (CJ231-12/22 refers), where a new vision for the Joondalup Central Business District (CBD) Project Cluster was endorsed. The Joondalup CBD project cluster includes the Boas Place Development, the Joondalup Performing Arts and Cultural Facility, a Second Multi Storey Car Park, the Joondalup Administration Building Redevelopment and the Joondalup City Centre Place Activation project. Council resolved the following:

- 1 *ENDORSES the Vision for the CBD cluster as outlined below:*

“The Joondalup City Centre is an iconic and recognisable business address known for its exciting innovation, technology, education and health industries. The outlook is dominated by quality, well-designed, sustainable buildings that complement the natural surroundings. The Joondalup City Centre offers abundant and varied employment opportunities for a locally-based workforce. Residents, workers and visitors enjoy high-amenity community spaces that have a vibrant, lively atmosphere. Places are integrated and interconnected and there is overall sense of flow.”
- 2 *NOTES the actions to achieve this vision requires the City of Joondalup to:*
 - *Promote the City Centre as a desirable location for long-term capital investment.*
 - *Encourage and support development projects that generate ongoing employment opportunities in the City Centre.*
 - *Progress the development of cultural and artistic venues and spaces in the City Centre.*
 - *Deliver distinctive, high amenity public open spaces in the City Centre.*

The philosophy and parameters have subsequently been reviewed and is the first step of the process to enable the City to secure resources to manage the project, evaluate options and progress the business case. The philosophy and parameters articulate the intent of Council progressing the project and address objectives and the reason the project is proposed.

PHILOSOPHY / PROJECT VISION

Strategic Community Plan 2022-2032 & Corporate Business Plan

The Joondalup City Centre Development – Boas Place falls within the ‘Place’ theme under the City’s 10-Year Strategy Community Plan (“Joondalup 2032”).

The City’s *Corporate Business Plan 2023-2027* identifies the project as one of the key non-capital priority projects for 2023/24. The milestone under the CBP for 2023/24 financial year states:

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Project Philosophy and Parameters – Joondalup City Centre Development (2024)

“Investigations into future opportunities for the development of Boas Place in the Joondalup City Centre to incorporate a variety of land uses.”

Vision

The vision for the project is as follows:

The Joondalup City Centre Development – Boas Place project will enhance the vitality and vibrancy of the city centre by providing high-quality, well designed and sustainable developments which attract residents, businesses and visitors to the area. A mix of land uses will be provided which encourage passive recreation and commercial activities that activate the public realm and strengthen the local economy.

Purpose

The purpose of the project is to:

- Evaluate a variety of different options and scenarios.
- Provide a strategic approach to the development of nominated City-owned land within the city centre.
- Provide Council with a business case that supports the vision.
- Ensure that the options and recommendations are aligned with key stakeholders.

OUTCOMES AND OBJECTIVES

Outcomes

The key outcomes of the project are as follows:

- Vibrant and activated spaces with a mix of land uses and high-quality urban design outcomes.
- Community and stakeholder engagement, with strong collaboration with potential partners.
- The project is financially sustainable to the City taking account of both the one-off establishment costs and the recurring impacts.
- Provides a range of community benefits, with a high Social and Economic Return on Investment.
- Alignment with other City Centre projects and Council strategies/plans.
- An integrated and connected movement network which is pedestrian orientated and draws visitors into the City Centre.
- Facilitates social interactions, community and cultural events and provides a strong link between the private and public realm.
- The project is a desirable and attractive proposition for development partners and businesses, with a strong emphasis on local economic growth.

Objectives

The table below summarises the project objectives. These will be used to evaluate options as part of the business case and used thereafter to evaluate the success of the project:

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Project Philosophy and Parameters – Joondalup City Centre Development (2024)

| No | Objective | Success Criteria | Measurement |
|----|---|--|---|
| 1 | <p><u>High-quality urban environment</u></p> <p>Provides high-density, mixed-use developments which are attractive, have a strong sense of architectural identity and add visual interest and enrichment to the City Centre.</p> | <ul style="list-style-type: none"> • The development responds to the existing/future characteristics of the local area and positively contributes to the amenity of the streetscape. • The development is appropriately located, and is of a scale and size which reflects the aspirations and importance of the Joondalup City Centre. • A mix of residential and non-residential uses are incorporated within the development. • Landscaping and social infrastructure is provided which adds to the visual interest of the development. • Environmentally sustainable design elements are integrated within the project. | <ul style="list-style-type: none"> • A detailed planning and design framework is followed which strives towards excellence in architectural design and built form outcomes. This could include using both existing/established planning policies as well as the development of additional planning mechanisms which set detailed development standards for the area. • The project, including concepts and detailed design drawings, are reviewed periodically by experts in planning, landscape design, architecture and place making where appropriate. • A site analysis document is prepared to identify the context and character of the area and is used to inform the location, design and planning phase/s of the project. |
| 2 | <p><u>Pedestrian orientated and integrated movement network</u></p> <p>Connection to the broader movement network, and services the development well by providing a high level of amenity, infrastructure and way finding features.</p> | <ul style="list-style-type: none"> • The development is legible and prioritises pedestrians over vehicles. • Established vistas, landmarks and way finding elements are included within the development to provide clear connections in and around the area. • Pedestrian routes include added amenity and visual interest to enhance the experience. • The development is well connected and integrated with the existing vehicle/pedestrian network. | <ul style="list-style-type: none"> • A transport study (or similar) is provided which demonstrates the movement network capacity is appropriate and meets relevant standards. • Pedestrian paths are provided which are direct and link key features within and around the precinct. • Key locations within the development site are identified and designated as landmarks – clear pedestrian line of sight is provided to these spaces. • Landscaping, public art and high amenity public infrastructure is included (i.e. seating, awnings, bike racks etc) along key pedestrian routes. |

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Project Philosophy and Parameters – Joondalup City Centre Development (2024)

| No | Objective | Success Criteria | Measurement |
|----|--|---|---|
| 3 | <p><u>Activated Public Realm</u></p> <p>A public space/s is provided (where appropriate) which draws visitors into the City Centre, and acts as a social, cultural and community hub that is functional, adaptable and facilitates interaction between the public and private realm.</p> | <ul style="list-style-type: none"> • The scale, dimensions and design ensure a ‘town square’ or similar public space is provided within the City Centre which is multifunctional and adaptable to a wide range of community and cultural uses/events. • The public realm is easily accessible, highly visible and a prominent feature within the project area. • Buildings are designed to interact with the public realm to increase activation. | <ul style="list-style-type: none"> • The public realm is developed to a high standard and is a key feature within the project area. • The ‘town square’ or similar public space is of a size which is compatible with, and can accommodate local events, markets, performances, public functions, and ceremonies. • The finished levels and overall design of the public realm provides an appropriate transition and allows for interaction between surrounding land/buildings. |
| 4 | <p><u>Stakeholder engagement and collaboration</u></p> <p>The development reflects the vision of the community and is a desirable project for stakeholders, developers and potential business partners.</p> | <ul style="list-style-type: none"> • Strong partnerships with the private and public sector are established which contribute towards progressing the development. • Stakeholders are engaged throughout the process and contribute to the development. • The project reflects the desired outcomes and vision set by Council. • The development facilitates social interactions and provides environments which are inclusive for a wide range of people. | <ul style="list-style-type: none"> • Implementation of a targeted consultation process to seek feedback on any proposal from key stakeholders. • Business case is developed which explores options in relation to potential joint-venture partnerships with the private sector and/or other public authorities. • Various consultation methods, studies, strategies and corporate plans (e.g. Strategic Community Plan, Joondalup City Centre Place Activation Plan) are utilised to gauge community sentiment and stakeholder expectations regarding the project. • The development provides a mix of both private and public areas for visitors/users to interact. • Inclusion and accessibility practises are incorporated in the project area. |

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Project Philosophy and Parameters – Joondalup City Centre Development (2024)

| No | Objective | Success Criteria | Measurement |
|----|---|--|---|
| 5 | <p><u>Strategic alignment</u> The project is aligned with the overall vision of the Joondalup CBD and associated Council strategies and plans.</p> | <ul style="list-style-type: none"> The development supports place activation and development of the City Centre. The development meets the intent and objectives of relevant strategies and plans. | <p>Options will be evaluated as part of the business case through an Multi Criteria Assessment to ensure they align with other relevant strategies and plans.</p> |
| 6 | <p><u>Financial sustainability – One-off</u> There is financial capacity for the City to facilitate the preferred option/s. and to act as a catalyst for the development where necessary.</p> | <p>The one-off costs of the project will consider all potential funding opportunities and ensure the investment is affordable to the City, including the following:</p> <ul style="list-style-type: none"> Reserve funds. Disposal proceeds of land used within the development. Grant opportunities. Borrowing. <p>The City will seek to maximise the private investment from developers, but the City will also consider how it can use it’s available funds to support the development.</p> | <p>The net one-off establishment costs paid by the City will be evaluated within the business case and evaluated within the Strategic Financial Plan. The business case will evaluate the impact on the COJ Financial Sustainability Indicator and key financial indicators, including the reserve indicators and debt ratios.</p> |
| 7 | <p><u>Overall Financial sustainability -</u> The project is financial sustainable on an on-going basis once developed and operational.</p> | <p>Ideally the project will provide a positive financial outcome to the City taking account of all whole-of-life costs i.e. new rates income offsets one-off establishment costs and other recurring costs. However, the project may assess options that provide a negative financial outcome to the City, these could only be proposed if they were offset with social/economic benefits and the negative financial impacts were affordable i.e. within the thresholds of the City’s financial targets.</p> | <p>The business case will evaluate the costs associated with potential development options and a separate financial evaluation report will also be prepared. The financial evaluation report will have its own Multi Criteria Assessment based only on financial assessment, which may include evaluating the impact on the following:</p> <ol style="list-style-type: none"> I. COJ Financial Sustainability Indicator and key financial indicators. II. Financial capacity for the one-off establishment costs. III. Operating results before depreciation. IV. Operating results after depreciation. V. Cashflow evaluated over a 50-year period. VI. Financial risks / opportunities. |

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Project Philosophy and Parameters – Joondalup City Centre Development (2024)

| No | Objective | Success Criteria | Measurement |
|----|---|---|--|
| 8 | <p><u>Social and Community Benefit</u></p> <p>The project has a positive impact on the community, and delivers high social and economic return on investment.</p> | <p>A Social and Economic Return on Investment (SROI) analysis will be prepared to evaluate the impacts and calculate the Benefits Cost Ratio (BCR) for all options.</p> | <p>The project will prepare a Social and Economic Return on Investment (SROI) analysis to evaluate the impacts and ensure a high return.</p> <p>A BCR will be calculated and a threshold for new projects is a score between 1.5 to 3.0, ideally being above 3.0 where possible.</p> |

DEPENDENCIES / INTERDEPENDENCIES

City of Joondalup Major Projects

The project relates to other current and future projects and activities in the Joondalup City Centre, including, but not limited to:

- Joondalup Performing Arts Centre.
- Multi Storey Car Park City Centre.
- Land Acquisition Strategy.

Policies, Plans and Strategies

There are several strategic documents that have reference to this project:

City of Joondalup

- Strategic Community Plan 2022-2032
- Corporate Business Plan
- Joondalup City Centre Place Activation Plan
- Local Planning Scheme No. 3
- Joondalup Activity Centre Plan

State Government

- Perth & Peel @ 3.5million
- North-West Sub-regional Planning Framework
- Metropolitan Region Scheme
- State Planning Policy 4.2: Activity Centres

Federal Government

None applicable

KEY PARAMETERS

Governance

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Project Philosophy and Parameters – Joondalup City Centre Development (2024)

- Incorporation of high ethical standards.
- Probity, legal and legislative compliance.
- Appointment of suitably qualified consultants.
- Consistency with adopted Council strategies and plans.

Land Use and Built Form

- To achieve a high-quality built form outcome which is ambitious and reflects the importance of the Joondalup City Centre as a key commercial and business centre for the north-west corridor of Perth.
- A social hub which activates the city and creates a sense of place, acknowledging the local character and historic/cultural significance of the area.
- Incorporates high density, mixed-use development with both residential and non-residential land uses.
- A meeting place which encourages interactions between private and public spaces.
- Utilisation of contemporary architecture reflecting innovation in design and materials that create a presence and adds considerable value to the public domain.
- Provides an interconnected and pedestrian orientated movement network, with linkages to other key locations within the Joondalup City Centre.

Fiscal Responsibility and Commerciality

- Assessment of commercial viability and the investigation of potential partnerships and joint venture arrangements.
- Retaining ownership of land where practical, whilst considering alternative ownership/lease arrangements with partners/developers.
- Creation of asset/s that maintains capital value in real terms over its economic life cycle/investment period.
- Consideration of incentives for significant external investment, development and/or occupancy.

Sustainability Considerations



- Achievement of best practice in environmentally sustainable design, allowing for renewable features, materials and technologies, as well as reuse and adaptability of buildings and spaces where appropriate.
- Provide interactive landscaped spaces for the public which contribute to and reflect the urban environment.

Liaison Protocol

- Identification of, and ongoing liaison with, strategic user groups and relevant stakeholders.
- Ongoing communication with development partners and consultants engaged in the project.

Attachment 3 – Location Plan



| | | | |
|---|---|------------------|--|
|  <p>90 Boas Ave, Joondalup WA 6027 PO Box 21, Joondalup WA 6919 Ph: 08 9400 4000 Fax: 08 9300 1383 info@joondalup.wa.gov.au www.joondalup.wa.gov.au</p> |  | Scale(A4):1:1500 | |
| | | Date: 20/02/2026 | |
| <p>DISCLAIMER: While every care is taken to ensure the accuracy of this data, the City of Joondalup makes no representations or warranties about its accuracy, completeness or suitability for any particular purpose and disclaims all liability for all expenses, losses, damages and costs which you might incur as a result of the data being inaccurate or incomplete in any way and for any reason.</p> | | | |

Attachment 4 – Location Plan



| | | | |
|--|--|------------------|---|
| <p>City of Joondalup</p> <p>90 Boas Ave, Joondalup WA 6027 PO Box 21, Joondalup WA 6919 Ph: 08 9400 4000 Fax: 08 9300 1383 info@joondalup.wa.gov.au www.joondalup.wa.gov.au</p> | | Scale(A4):1:1500 | <p>DISCLAIMER: While every care is taken to ensure the accuracy of this data, the City of Joondalup makes no representations or warranties about its accuracy, completeness or suitability for any particular purpose and disclaims all liability for all expenses, losses, damages and costs which you might incur as a result of the data being inaccurate or incomplete in any way and for any reason.</p> |
| | | Date: 20/02/2026 | |

Attachment 5 – EOI Submission Form

Please complete and return with submission

The Respondent's details are as follows:

Respondent's corporate information

| | |
|--|--|
| Full company name: | |
| Address for notices: | |
| Email address for notices: | |
| Telephone number: | |
| Name and position of the individual nominated as the respondent's contact: | |

Undertaking

The Respondent agrees to be bound by the conditions of the EOI contained within this document.

Attachments

Response instructions: Respondent to attach submission in response to EOI Document

Execution

This submission is dated the _____ day of _____ 2026.

Authorised signatory of the Respondent

Signature

Print name

Attachment 6 – EOI Terms and Conditions

1.0 Definitions and interpretation

1.1 Interpretation

In this Request, unless the context otherwise requires:

- a) the singular includes the plural and vice versa;
- b) a reference to an Act of Parliament or to a section of an Act includes any amendment or re-enactment for the time being in force;
- c) where two or more persons are named in this document their liability is joint and several;
- d) where the day or last day for doing an act is not a business day, the day or last day for doing the act will be deemed to be the next following business day;
- e) headings do not affect the construction of this Request; and
- f) if any of the Terms and Conditions purport to exclude liability for a particular matter, such exclusion only operates to the extent permitted by law.

2.0 Respondent bound by Terms and Conditions

By submitting a Proposal in response to this Request, the Respondent agrees to comply with this Request (including these Terms and Conditions) for the duration of the EOI process.

3.0 City's rights

3.1 Directions

The Respondent must comply with any direction or requirement of the City given under the Terms and Conditions or issued under any Addenda.

3.2 Rights

The Respondent acknowledges and agrees that the City reserves the right in its absolute discretion and at any time to:

- a) cancel, suspend or change the Project, the procurement method for the Project, or any aspect of the EOI process or to take such other action as the City considers, in its absolute discretion, appropriate in relation to the EOI process or the Project;
- b) require additional information from the Respondent in which case the Respondent must provide such information within a reasonable time of the City's request;

- c) refuse to consider or evaluate the Respondent's Proposal or terminate the Respondent's participation in the EOI process if:
 - (i) the Respondent breaches the Terms and Conditions;
 - (ii) the Respondent's Proposal is materially incomplete or fails to satisfactorily address the Evaluation Criteria;
 - (iii) the Respondent's Proposal is lodged after the Closing Time; or
 - (iv) the Respondent fails to meet a direction or requirement of the City under this Request;
- d) not accept the lowest cost Proposal, the highest scoring Proposal, or any Proposal;
- e) change any Evaluation Criteria upon giving reasonable notice to the Respondent;
- f) conduct private briefings with Respondents and prospective Respondents;
- g) in selecting the Preferred Respondent, have regard to:
 - (i) the City's knowledge and previous experience and dealings with the Respondent;
 - (ii) information concerning the Respondent which is in the public domain or which is obtained by the City through investigations;
- h) consider and accept any Proposal that does not comply with the requirements of this Request;
- i) change the Preferred Respondent;
- j) discuss and negotiate with the Respondent any matter arising out of this Request or their Proposal and take such discussions and negotiations into account in its evaluation;
- k) discuss and negotiate with any competing Respondent any matter arising out of this Request or their Proposal with or without disclosing this to the Respondent and take such discussions and negotiations into account in its evaluation;
- l) publish the name of the Respondent; and
- m) waive any requirement or obligation under this Request.

The City is not required to give reasons for the exercise of any of the City's rights in accordance with this clause 3.2.

3.3 City's consent

Whenever the consent of the City is required under this Request, that consent may be given or withheld by the City in the City's absolute discretion and may be given subject to such conditions as the City may determine.

3.4 No claim

The Respondent releases the City and its Associates from all liability in relation to the EOI process and the Respondent will not make a Claim against the City or any of the City's Associates arising out of the exercise or any failure of the City to exercise or perform any rights, obligations or duties under this Request or otherwise in connection with the EOI process. This clause 3.4 may be pleaded by the City or its Associates as a bar to any proceedings commenced by the Respondent against the City or its Associates in relation to the EOI process.

4.0 No legal relationship

The Respondent acknowledges and agrees that:

- a) this Request does not obligate the City to enter into negotiations with a preferred respondent or proceed with the Project;
- b) this Request does not constitute an offer to enter into an MOU or any final transaction documents arising out of an MOU;
- c) no agreement exists or will arise between the City and the Respondent in respect of the Project unless and until the MOU is executed by the City; and
- d) neither the City nor the Respondent intend to create a legal relationship.

5.0 Information from the City

5.1 No warranty

The City makes no representation or warranty, expressed or implied, as to the accuracy, completeness, reasonableness or reliability of the Disclosed Information.

5.2 Inconsistency

The City may elect to issue this Request and any other Disclosed Information to the Respondent in hard copy and electronically. To the extent that there is any inconsistency between a hard copy and an electronic version, unless the City's Representative directs otherwise (acting in its discretion), the hard copy shall take precedence.

5.3 Own enquiries

The Respondent agrees that it must not rely on any information provided by the City or its Associates in relation to the Project and that it must make its own enquiries in relation to the Project.

5.4 No details

The City is not required, and does not intend to release any details regarding the evaluation process other than as contained in this Request.

6.0 Addenda

The Respondent agrees that:

- a) at any time during the EOI process the City may, for any reason (but without being obliged to do so), amend this Request by issuing an Addendum to this Request;
- b) any Addenda issued shall be deemed to form part of this Request;
- c) neither the City or any of the City's Associates will be liable for any costs, losses, expenses or damages incurred by the Respondent as a consequence of any such Addenda;
- d) the Respondent must prepare its Proposal to take into account and reflect the content of any Addendum;
- e) this Request may only be amended or supplemented by Addenda issued under this clause 6; and
- f) no statement or representation made by the City or by an Associate of the City (whether at an industry briefing, workshop, question and answer session or otherwise) modifies or supplements this Request, unless the statement or representation is confirmed by an Addendum.

7.0 Protocol for enquiries, clarification and questions

7.1 Enquiries to the City's Representative

- a) The Respondent must submit any enquiries or clarification questions regarding the EOI process in writing to the City's Enquiries Officer.
- b) Other than in accordance with clause 7.1(a), the Respondent may not directly contact the City to discuss any aspect of the EOI process (including this Request).

7.2 City requests clarification

The City may:

- a) request written clarification;
- b) conduct clarification meetings; or
- c) request further information in clarification workshops, with the Respondent as part of the City's evaluation process.

7.3 Respondent requests clarification

- a) All requests for clarification from the Respondent in respect of this Request must be in writing and in a form required or otherwise approved by the City.
- b) The decision of whether to respond to any request for clarification from the Respondent and the content of any response is at the discretion of the City.
- c) Subject to clause 7.3, the City may circulate clarification questions of a general nature together with the City's response to the Respondent and all competing Respondents.
- d) If the Respondent is of the view that a clarification question is not of a general nature, but relates to proprietary aspects of its Proposal, the Respondent must identify that question as such when asking the clarification question. If, in the opinion of the City:
 - (i) the question is not proprietary, the City Representative will advise the Respondent who has the option to withdraw the question. If the Respondent continues to request a response to that question, the City's response will be circulated to the Respondent and all competing Respondents in accordance with clause 7.3 above; or
 - (ii) the question does relate to proprietary aspects of the Respondent's Proposal, the City's response to the question will be provided to the Respondent only (and will not be circulated to any competing Respondents).

8.0 Respondent's representations, acknowledgements and warranties

8.1 Acknowledgements

The Respondent acknowledges and agrees that:

- a) the entire EOI process is being conducted solely for the City's benefit;
- b) the City will rely upon the warranties given by the Respondent in clause 8.2, in evaluating any Proposal;
- c) in no circumstances will the City or any Associate of the City be liable to the Respondent whether in contract, tort (including negligence, misrepresentation or breach of warranty), under statute or otherwise for any costs, losses, expenses or damages incurred or suffered by any Respondent as a result of or arising from:
 - (i) any incompleteness or inadequacy of, or any inaccuracy or error in, or omission from; or
 - (ii) any use of, or reliance by, any Respondent upon, any Disclosed Information;
- d) it is bound by the content of its Proposal including any schedules, annexures, attachments and appendices which form part of the Proposal;
- e) the Respondent participates in the EOI process at its own cost and risk; and
- f) no payment will be made by the City or the City's Associates to any Respondent for any costs, losses, expenses or damages incurred by any Respondent in preparing and submitting a Proposal, or otherwise participating in the EOI process.

8.2 Representations and warranties

By submitting a Proposal the Respondent represents and warrants that:

- a) it has examined all information and documents which are relevant to the Project;
- b) its Proposal and any subsequent information submitted to the City pursuant to this Request:
 - (i) is based on its own independent assessment and investigations, interpretations, deductions, information and determinations and
 - (ii) is complete and accurate;
- c) it has examined all information and documents which are relevant to the Project;
- d) it has examined all information relevant to the risks, contingencies and other circumstances having an effect on its Proposal which is obtainable by the making of reasonable enquiries, which enquiries the Respondent has made;
- e) it has not paid or received and will not pay or receive any secret commission in respect of this Request;

- f) it has not entered and will not enter into any unlawful arrangements with any other person in respect of this Request;
- g) it has not sought and will not seek to influence any decision in respect of this Request by improper means; and
- h) it did not place any reliance upon the completeness, accuracy, adequacy or correctness of any Disclosed Information.

9.0 Status of Request, Proposal and Respondent

9.1 Material changes

- a) The Respondent must notify the City promptly in writing of any:
 - (i) material change:
 - A. to any of the information contained in its Proposal
 - B. to any additional information submitted to the City pursuant to this Request
 - C. to any information submitted to the City in any interview, meeting or workshop conducted pursuant to this Request
 - (ii) event which may affect or have a material impact on the financial position or capacity of the Respondent or
 - (iii) circumstances which may affect the truth, completeness or accuracy of any of the information provided in, or in connection with, this Request.
- b) Upon receipt of any written notification pursuant to clause 9.1 above, the City reserves the right to assess the change and terminate the Respondent's further participation in the EOI process, or to invite the Respondent to amend its Proposal accordingly.

9.2 No amendment

The Respondent may not amend a Proposal (unless invited or requested to do so by the City) after it has been submitted.

9.3 No requirements to return

The Respondent agrees that the City will not be required to return the Proposal or any documents, materials, articles and information lodged by the Respondent as part of, or in support of a Proposal.

10.0 Confidentiality

The Respondent must keep Disclosed Information confidential except where disclosure is agreed to or required by the City.

11.0 City's Public Disclosure and Freedom of Information

11.1 City license

The Respondent grants the City and Associates of the City an irrevocable, perpetual, royalty free, non-exclusive license to disclose, copy, use, adapt, modify, sublicense or reproduce the whole or any portion of the Proposal for the purposes of evaluation and clarification of the Proposal.

11.2 Freedom of Information Act and other legislation

- a) The Respondent acknowledges that the *Freedom of Information Act 1992 (WA)* (FOI Act) applies to the information provided by the Respondent in its Proposal or as otherwise submitted by the Respondent to the City pursuant to this Request and that:
 - (i) the FOI Act allows members of the public rights of access to the City's documents
 - (ii) all or part of the information provided by the Respondent may be disclosed to third parties if there is a requirement to do so under the provisions of the FOI Act
 - (iii) any information that the Respondent considers is commercially sensitive or confidential must be marked "commercial and confidential". (This special notation must not be used unless the information is genuinely confidential. Marking information as "commercial and confidential" will not necessarily prevent disclosure of the information in accordance with the FOI Act. Any decision to release information will be determined by the requirements of the FOI Act) and
 - (iv) save to the extent expressly permitted under the FOI Act, no Respondent will be able to commence any action or make any claim against the City or any Associate of the City for the release of any information by the City under the FOI Act (including any information submitted by any Respondent to the City pursuant to this Request).
- b) The Respondent releases the City from all liability whatsoever for any loss, injury, damage, liability, costs or expense resulting from the disclosure of its Proposal or information, submitted by the Respondent in response to, or in connection with, the Request, under this clause by the City.

12. Probity

12.1 Inducement and Canvassing

The Respondent must not, whether personally or via an agent, canvass, offer any incentive to, or otherwise attempt to, influence any Elected Members or the City's Associates in relation to the EOI and the City's process in evaluating EOI submissions.

In the event of any attempts to canvass or induce any Elected Member or the City's Associates with a view to influencing the EOI process or outcome, the City may, at its discretion, omit the Respondent's Proposal from consideration, regardless of the success or otherwise of the attempted influence.

12.2 Probity checks

Without limiting the City's rights pursuant to clause 3.2, the Respondent consents to the City undertaking probity checks in respect of the Respondent which may include:

- a) investigations into commercial structure, business and credit history
- b) prior contract compliance in respect of other projects
- c) police checks or any checks for any criminal records or pending charges and
- d) research into any relevant activity that is, or might reasonably be expected to be, the subject of regulatory investigation.

12.3 Conflict of interest

The Respondent must:

- a) disclose in the Proposal submitted by the Respondent any circumstances, arrangements or understandings which constitute, or may reasonably be considered to constitute, an actual or potential conflict of interest with the Respondent's obligations under this Request;
- b) provide details of its proposed strategy for managing any actual or potential conflict of interest disclosed in its Proposal pursuant to clause above;
- c) not place itself in a position which may, or will give rise to a conflict of interest, or a potential conflict of interest during the EOI process; and
- d) otherwise notify the City promptly in writing upon becoming aware of any actual or perceived circumstances, arrangements or understandings which constitute, or may reasonably be considered to constitute, an actual or potential conflict of interest with the Respondent's obligations under this Request.

To the extent that the City directs the Respondent to take particular action in respect to a conflict of interest, the Respondent must comply with such a direction. If the Respondent is unable or unwilling to comply with any such direction, the City may exclude the Respondent from further participation in the EOI process.

12.4 Canvassing

If the Respondent, whether personally or by any agent, shall canvass any Elected Member or the City's Associates with a view to influencing the EOI process the City at its discretion may omit the Respondent's Proposal from consideration.

13.0 Collusion

13.1 Collusion

The Respondent must not engage in any collusive tendering, anti-competitive conduct or any other similar conduct with any competing Respondent (or member of a competing Respondent) or other person in relation to the EOI process.

13.2 Seek to obtain information

The Respondent must not seek to obtain any information from the City or any Associate of the City in respect of a competing Respondent's Proposal.

14.0 Miscellaneous

14.1 Site inspections

- a) The City's Representative may give permission for the Respondent to attend the site.
- b) The Respondent must comply with any protocols, procedures or requirements notified by the City prior to or during any inspection.
- c) The Respondent releases the City and Associates of the City from any Claim or liability that the Respondent or its Associates may have arising out of or relating to any site inspection.
- d) The Respondent indemnifies the City and Associates of the City from and against any costs, losses, expenses or damages incurred by the City or Associates of the City arising out of or relating to any site inspection.

14.2 Obligation to negotiate

If the Respondent is appointed the Preferred Respondent, the Respondent must negotiate promptly, diligently and in good faith with the City.

14.3 Preferred Respondent

The Respondent acknowledges and agrees that:

- a) the selection of a preferred Respondent does not constitute an acceptance of the Proposal submitted by the preferred Respondent and is without prejudice to the right of the City to decline to enter into an MOU, or to enter into an MOU with a competing Respondent; and
- b) the City may suspend any negotiations with the Preferred Respondent and commence negotiations with a competing Respondent, if in the opinion of the City:
 - (i) timely finalisation and execution of an MOU on terms acceptable to the City is unlikely to be achieved with the Preferred Respondent;
 - (ii) the Respondent, has breached a term or condition of the EOI process;
 - (iii) there is change to the information on which the City has relied in appointing the Respondent as the Preferred Respondent; or
 - (iv) for any other reason.

14.4 No fettering

The Respondent acknowledges and agrees that nothing contained or implied in this Request will be construed or interpreted as unlawfully restricting, or otherwise unlawfully affecting the unfettered discretion of the City to exercise any of its powers or functions under any law.

14.5 Severability

If any of these Terms and Conditions or any part of them is inconsistent with any law, it will be severed from these Terms and Conditions to the extent of the inconsistency without invalidating or otherwise affecting the enforceability of the remaining Terms and Conditions.



City of
Joondalup

Expression of Interest

Tomorrow starts in Joondalup

High-density, mixed-use
development opportunity

**104 McLarty Avenue and
9 Davidson Terrace, Joondalup**

Partner with the City of Joondalup to
shape Perth's northern metropolitan centre.

A rare metropolitan opportunity

The City of Joondalup invites expressions of interest from experienced development partners to deliver a high-quality, high-density mixed-use development within the heart of the Joondalup City Centre.

Located on two centrally positioned, City-owned sites, the opportunity offers flexible development pathways enabling proponents to progress one or both parcels supported by established infrastructure and strong metropolitan fundamentals.

As Perth's designated strategic metropolitan centre for the northern corridor, Joondalup is the region's primary employment, education, health, retail and commercial hub, servicing a rapidly growing population.

This land release represents a rare opportunity to invest in a destination of choice with scale, momentum and long-term growth potential.



Why invest in Joondalup?

- Perth's northern metropolitan centre
- Approx. 26,000 jobs within the City Centre
- Servicing a 20-minute catchment of ~500,000 people and growing
- Major health, education and retail precincts co-located
- Excellent transport connectivity and accessibility.

Connectivity and amenity

- Joondalup Train Station
- Lakeside Joondalup (regional retail and entertainment)
- Joondalup Health Campus
- Edith Cowan University and North Metropolitan TAFE
- State Government offices
- Direct access to the Mitchell Freeway and major arterial roads.



Strategic economic centre of Perth's northern corridor servicing over

500,000

people living within 20 minutes of the Joondalup City Centre



58,549

Jobs (2024)

\$8.23 billion

Gross regional product (2024)

The sites and connectivity

104 McLarty Avenue, Joondalup

- Approx. 3,726 m²
- Prominent frontage within the commercial core
- Suitable for a landmark high-rise mixed-use development
- Strong visibility and skyline presence.



Key site attributes

- City-owned freehold land
- Fully serviced
- Zoned for intensive development
- Existing public car parking to be integrated into future development
- No maximum height controls within the City Centre Precinct* (*subject to approvals*).

9 Davidson Terrace, Joondalup

- Approx. 1,960 m²
- Close to healthcare, government and residential uses
- Highly suited to high-density residential or mixed-use outcomes.



Key site attributes

- City-owned freehold land
- Fully serviced
- Zoned for intensive development
- Existing public car parking to be integrated into future development
- No maximum height controls within the City Centre Precinct* (*subject to approvals*).

Development vision

The City seeks development outcomes that reinforce Joondalup City Centre as a high-intensity metropolitan destination, delivering architectural excellence, commercial viability and long-term placemaking value.

Proposals are encouraged to demonstrate:

- Strong urban design and skyline contribution
- Activated ground-floor uses
- High-density residential formats
- Integrated commercial, employment and community uses
- Sustainable and environmentally responsive design.

Core development objectives

Integrated public car parking

Replacement and integration of existing public parking, designed for long-term City ownership and operation.

Residential density and housing diversity

Expanded residential population through diverse typologies, including:

- Apartments and studios
- Affordable and key-worker housing
- Student or specialist accommodation
- Shared or alternative living models.

City centre activation

Improved street-level activity, pedestrian movement and economic vitality.

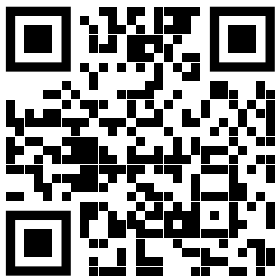


Commercial flexibility

The City welcomes commercially pragmatic and innovative proposals, including:

- Sale, lease or option-based structures
- Staged or multi-parcel delivery
- Alternative tenure or ownership models
- Targeted incentives to enhance feasibility.

An invitation to partner



Secure a strategic development position at the heart of Perth's northern metropolitan centre partner with the City of Joondalup to deliver long-term value at scale.

Expressions of interest close on Wednesday 15 July 2026 at 2pm (AWST).

For more information call 9400 4000, scan the QR code or visit joondalup.wa.gov.au/localdevelopment





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This document is available in
alternative formats upon request.