**Joondalup City Centre Commercial Office Development – Project Philosophy and Parameters endorsed 2010**

### (a) Philosophy/Project Vision

- High quality, environmentally sustainable, landmark development that will strengthen the local economic and employment base for the City;
- Enhances the vitality and vibrancy of the Joondalup City Centre increasing the number of people attracted to the City Centre for work, retail, cultural and commercial purposes;
- Provides a fast growing location for business, commercial operators and Government agencies surrounded by existing infrastructure with an increasing population base.

### (b) Development Parameters

**Governance**
- 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 "landmark" status maximisation of land use and built form including the actual height of the development;
- Consideration of a range of mixed uses, including the provision of a public plaza.

**Fiscal Responsibility and Commerciality**
- Assessment of long-term commercial viability and the investigation of potential joint venture arrangements;
- Retention of public ownership of land;
- Creation of an asset that maintains its capital value in real terms over its economic life cycle investment period;
- Consideration of incentives for investment, development and occupancy.

**Sustainability Considerations**
- Achievement of best practice environmentally sustainable design principles and management practices;
- Implementation of development concepts sensitive and compatible with the existing environment, including integration with existing civic buildings and minimising impact on surrounding landowners/occupiers.

**Liaison protocol**
- Development of a public participation strategy in accordance with the City's Public Participation Policy and Strategy;
- Stakeholder liaison, in particular private sector and Government agencies.

(CJ083-05/10 refers)