

## INVEST JOONDALUP

# Transforming the Joondalup City Centre to support Perth's booming northern corridor

The Joondalup City Centre offers opportunities for high quality, sustainable development of commercial office space, retail offerings and residential development.

The City Centre will enhance the local economic and employment base, increasing the vitality and vibrancy of Joondalup and attracting people to the area for work, retail, business and residential purposes.

### The opportunity

The Joondalup City Centre is an iconic and recognisable business district known for its cutting-edge innovation, technology, education, and health industry clusters. With established transport, retail, health and education hubs and civic facilities, the City's vision is to transform its City Centre.

Among the many opportunities for development within the Joondalup City Centre, the City is seeking to develop Boas Place into a vibrant mix of commercial, retail, residential and public spaces located in the heart of the City Centre.



Creating  
local jobs



Vibrant  
business  
hub



Major transport  
connections



## Meaningful impacts

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 building, ideally suited to a major anchor tenant.
- Cultural and convention centre to support major events and performing arts.
- Hotel and short stay accommodation to support tourism and the neighbouring medical precinct.
- Public shared space such as a civic square, offering hospitality, public amenity and social connection.
- Residential development with a range of medium and high-density housing options.
- Pedestrian shopping mall with boutique 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.

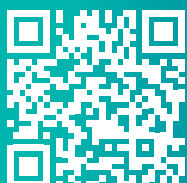
For more information, contact [business@joondalup.wa.gov.au](mailto:business@joondalup.wa.gov.au) and visit [joondalup.wa.gov.au/invest](http://joondalup.wa.gov.au/invest)

## Next steps

The City seeks partnerships, support, and investment to transform the Joondalup City Centre, through:

- Investment in the development of major infrastructure projects and upgrades to existing facilities.
- Projects that generate ongoing employment opportunities in the Joondalup City Centre.
- Place activation projects to makeover the Joondalup City Centre.
- Event attraction to the City Centre and adjacent State Government managed HBF Arena.
- Increased business growth and community connection through the development of Joondalup's destination brand, UPtown.

The City is committed to realising this vision and unlocking the potential of the Joondalup City Centre to strengthen the WA economy and enhance liveability in Perth's northern corridor.



# MAKE THE MOVE

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