

PEEL PERSPECTIVES

JANUARY 2010

MANDURAH JUNCTION **02** | YOUR FEEDBACK – WHAT DID YOU TELL US? **02** |
WHAT IS A TRANSIT-ORIENTED DEVELOPMENT? **03** | MANDURAH OCEAN MARINA –
AWARD WINNING PLANNING **04** | A CLEAR PATH FOR PINJARRA INDUSTRIAL ESTATE **04** |



LANDCORP: A SNAPSHOT OF WHAT WE DO

Over the past year we have been compiling a lot of feedback from communities around the State to help us keep you up-to-date with LandCorp developments.

The feedback has varied greatly from region to region - and even town to town - but a common theme has emerged: people

WE HOPE YOU ENJOY READING THE INAUGURAL ISSUE OF PEEL PERSPECTIVES. THIS NEWSLETTER IS DESIGNED TO PROVIDE AN INSIGHT INTO LANDCORP'S KEY ACTIVITIES IN THE PEEL REGION.

If you would like to find out even more about Peel, we hope you will visit our website www.peel.landcorp.com.au

Regular updates are also distributed via email, so if you would like to subscribe, simply register your details on the website.

everywhere require more information on the role of LandCorp.

In other words: what we do, how we do it and why we do it.

Most people are aware that LandCorp is responsible for developing land for the State to make it ready for market, but there is so much more to what we do.

Our overall aim is to support the economic and social prosperity of WA by providing places for people to live, work and socialise. Importantly, we investigate what's required by communities for sustainable living - creating places where people want to live for generations to come.

We have around 150 projects spread across a State that is more than 2.5 million square kilometres in size and covers incredibly diverse landscapes and environments. This means that the challenges of our role are enormous.

Apart from land supply, one of the lessons of the past was the need to integrate an influx of workers into townships. Careful planning of new community hubs is required, and the development (or in some instances, the revitalisation) of existing areas creates more amenities for the local population to enjoy.

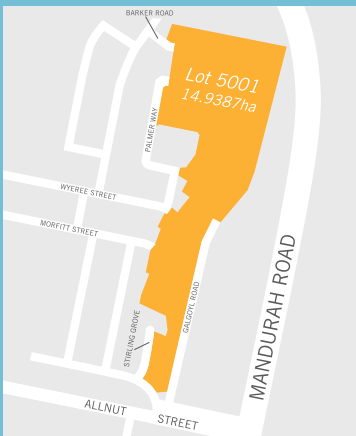
Peel's population is expected to grow strongly over the next twenty years to reach 133,000 by 2031, and our role is to help deliver residential, industrial and commercial land to house the growing population and expected new businesses.

Some exciting projects are underway in the Peel region, including the transit oriented Mandurah Junction residential development and the Pinjarra Industrial Estate.



LANDCORP

MANDURAH JUNCTION



THE MANDURAH JUNCTION PROJECT HAS BECOME IMPORTANT IN DEVELOPMENT TERMS SINCE THE COMPLETION OF THE PERTH TO MANDURAH RAILWAY LINE IN LATE 2007.

Mandurah's population is expected to grow to approximately 117,000 by 2021 and the development will play an important role in providing much needed housing choices, with construction and future shops and offices providing both short and long term employment in the area. It is also anticipated that the close proximity to transport, shops and other amenities will reduce reliance on cars.

Located next to the Mandurah train station, bus interchange and 'park and ride' facility, the development site is approximately 15ha and is conveniently located 3km from the Mandurah city centre and waterfront, and only 1.2km from the Centro Shopping Centre.

As you can imagine, a huge amount of planning is required for a development of this kind, and consultation with residents

YOUR FEEDBACK – WHAT DID YOU TELL US?

The Community Open Day and online survey conducted during 2009 provided valuable feedback and suggestions for the Mandurah Junction development. Overall, support for the development was positive, with a number of key questions raised in the survey, including:

- Type of housing
- Location of multi-storey buildings
- Cycle and footpaths
- Land use

There was general support for a range of building heights from one to five storeys - six storeys or more saw the support lessening considerably, with strong opposition to anything over 10 storeys.

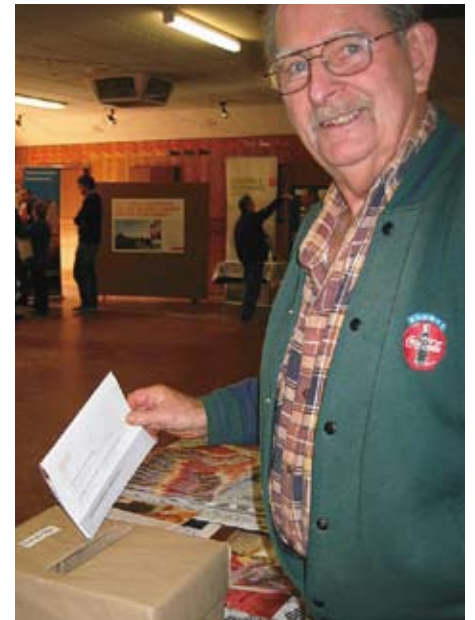
A variety of housing types was welcomed, with feedback from all ages demonstrating strong support for townhouses, particularly in areas immediately opposite existing houses. Feedback also indicated a desire

for taller multi-storey buildings to be located nearer the train and bus station, as well as the commercial area.

Those who participated in the surveys also indicated that they would prefer to see a park and a public square in the development. Walkways and cycle paths were seen as very important.

The comments submitted to us provided invaluable insight into key matters for the local community. For example, while the inclusion of retail, café, and office space was well received as offering benefits to the local community, including employment opportunities, pubs and taverns were opposed by the majority.

Another area of concern related to existing vegetation, so in addition to a park, respondents helped identify pockets of trees and bush that could remain as significant features of the site.



A big thank you to everyone who participated in the survey!

WHAT HAPPENS NEXT?

The community comments and survey results from 2009 has been used to help in the preparation of an Outline Development Plan (ODP) for the project, which was recently submitted to the City of Mandurah for formal assessment. Once the City has considered the ODP the next stage will involve a formal public comment period, which is expected to take place in March. Keep an eye out in your local newspapers for notice of the comment period, or head to landcorp.com.au/mandurahjunction to register for email alerts.

and key stakeholders is crucial to the process. LandCorp began planning for Mandurah Junction by consulting with key Government and other agencies, plus nearby local residents to get their thoughts on what the development could contribute to the future growth of Mandurah.

A Community Open Day was held in July last year at the Mandurah Bowling and Recreation Club, to give local residents an opportunity to consider the Project Vision and provide feedback in person and also through a survey. Approximately 100 people attended the open day and more than 130 gave us their thoughts through the survey.

LandCorp Project Manager, Sergio Famiano, said:

“The feedback provided through the Community Open Day and online survey was important to ensure that we considered the needs of the wider Mandurah community when planning for this project.

This allowed us to prepare an Outline Development Plan (ODP), which has now been submitted to the City of Mandurah, which will balance the needs of the local community as well as Mandurah’s long term needs.”

SNIPPETS...

“Brings a different product mix to the area encouraging density and would bring more vitality and an interest to the area. **Could become a landmark development and focus for activity and sustainability.** Not many opportunities to find an infill site so close to a train station, we can’t squander this opportunity and add to urban sprawl!”



“A truly ‘urban area’ that will hopefully encompass a lively, walkable neighbourhood holding a large population (so including dense, multi-storey developments) to take advantage of its location (next to the train station, shopping centre), and for it to **become a destination for the local community as a place to socialise, shop etc.**”

“The development needs to be well organised so that it attracts travellers and families and is not a ‘hang-out’ for undesirables.”

“Concern about the loss of trees will need to be addressed, however if there is **a good rate of retention through vertical development** and not just horizontal development, **this is a good thing.**”

“A tourism information centre to introduce and direct visitors to places of interest in Mandurah. **This will make visitors feel welcome and it is good for local businesses.**”

WHAT IS A TRANSIT-ORIENTED DEVELOPMENT?



Transit-Oriented Development is a type of development where transport such as a train or bus station, integrates within a new neighbourhood, in a similar way to the old fashioned villages that developed along railway lines during the nineteenth and early twentieth century.

Typically they would include a variety of uses such as public open spaces, housing, shops, offices and services, centred around a transport ‘hub’ and all within easy walking and cycling distance of each other.

Developments such as these make the most of the benefits of living close to public transport and amenities. This provides better options for those people who don’t have a car, or simply wish to reduce their current usage of their vehicle.

Estates located around transport, such as a train or bus station, play an important role in creating distinct local communities as the variety of uses and the level of pedestrian activity tend to generate a sense of place that attracts and keeps people in the area.

MANDURAH OCEAN MARINA – AWARD WINNING PLANNING

LandCorp's Mandurah Ocean Marina is a world class, award winning development that has brought some great benefits to the local community.

With a string of awards to its name, one of the most prestigious was the 2007 UDIA National Awards for Excellence - winning in the master-planned category as Western Australia's only fully integrated marina.

It is now a well established major tourist destination, providing facilities for both professional and recreational fishing and boating, and a vibrant mix of marina tourist, retail and residential developments.

A significant portion of land in the Marina was dedicated to public open space, including foreshore areas, boardwalks, headland viewing points, landscaped streets and piazzas.

Apart from employment generated through construction of the development, businesses operating in the Marina have created full time jobs and are contributing to the economic activity in the Peel region.

Mandurah Ocean Marina provides an ideal residential alternative for those looking beyond Perth's coastal suburbs - even more so now with the completion of the Perth to Mandurah railway line.

We recently released six waterfront lots in the North Harbour - one of which has just sold. The remaining five lots are positioned right on the marina with unrestricted views and offer exceptional value for money, being priced at \$695,000 each.

For information about the Mandurah Ocean Marina visit mandurahoceanmarina.com.au

A CLEAR PATH FOR PINJARRA INDUSTRIAL ESTATE

BUSINESS ANALYSTS AND INDUSTRY FORECASTERS ARE KEENLY WATCHING THE PEEL REGION SINCE THE OPENING OF THE FIRST BUSINESS IN THE PINJARRA INDUSTRIAL ESTATE.



LandCorp's Pinjarra Industrial Estate is expected to become a sought after industrial address thanks to the recent opening of the Kwinana Freeway extension and the new Forrest Highway.

LandCorp Business Manager Industrial John Hackett said Pinjarra Industrial Estate was perfectly located for companies seeking suitable industrial land with easy access to Perth, the Peel and the South West.

"Small businesses, suppliers and contractors have been calling for suitable options for expansion and growth in the Peel region, and we're helping to meet that growing demand at Pinjarra," Mr Hackett said.

"With the new Perth to Bunbury Highway reducing travelling times, Pinjarra Industrial Estate is now even more attractive as a site for businesses keen to become established in a strategically located industrial area.

"Murray Engineering, a member of the international mining contractor

Byrnes Group, is the first major tenant and has completed development of its Pinjarra Workshop on a 5.5ha site." Pinjarra Industrial Estate will support a variety of business types and is particularly suitable for local business owners with small, medium or large factory and workshop requirements.

Mr Hackett said the new highway provided greater capacity for businesses to deliver materials and other services to the Peel and metropolitan areas and key centres along the highway.

"Faster road access should help to reduce freight costs. As the Peel and South West prepare for the emerging period of economic growth, any effort to contain costs and increase access to markets, clients and suppliers should increase competitiveness."

For more information visit landcorp.com.au/pinjarraindustrialestate

If you want to find out more about any of the other LandCorp projects in the Peel Region, please visit www.peel.landcorp.com.au

The information contained in this newsletter is in good faith, however neither LandCorp nor any of its directors, agents or employees give any warranty of accuracy nor accepts any liability as result of a reliance upon the information, advice, statement or opinion contained in this newsletter. This disclaimer is subject to any contrary legislative provisions. This newsletter is printed on 100% recycled paper. © LandCorp 2010



LANDCORP