



# Windsor Knight

Beeliar Drive Retail Needs Assessment and  
Net Benefits Test

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# 1 INTRODUCTION

## 1.1 Background

This report provides a Retail Needs Assessment (RNA) and Net Benefits (NB) Test for the Hammond Road North Neighbourhood Centre at Beeliar Drive, Success (the Centre). This report aims to support a Structure Plan amendment and development application in line with the current City of Cockburn planning policy. It considers the balance of future demand and supply for retail floorspace and the impact of the planned Centre expansion on the local activity centre hierarchy. It also considers whether the Centre will deliver net benefits to the community.

The analysis is an update from the previous Retail Sustainability Assessment conducted by Taktics4, which supported the Hammond Road North Structure Plan of 2018<sup>1</sup>. The 2018 Structure Plan identified 1,900m<sup>2</sup> of existing retail at the site and stipulated that 8,100m<sup>2</sup> of retail floorspace would be supportable in the planning area. Shop uses for the purpose of the original assessment apply the definition used by the Town Planning Scheme and Local Government Act.

Windsor Knight has engaged Pracsys to undertake the RNA and NB Tests to demonstrate the need for the proposed retail uses at the Centre, with consideration of the potential impacts on surrounding activity centres, accounting for population growth.

## 1.2 Land Use Categories

The current structure plan allows for a total of 8,100m<sup>2</sup> of Shop uses as defined by the Town Planning Scheme No.3 (TPS3). The proposed expansion sits well within this allowance. SPP4.2 Implementation Guidelines require the RNA and NB Test to be undertaken using Planning Land Use Category 5 (PLUC 5) for Shop/Retail uses. PLUC 5 applies to a broader set of uses than TPS3 and has been aligned with the proposed uses at the site with a comparison to the State Planning and Development Regulations (2015) and TPS3 land use definitions (Figure 1).

**Figure 1. Proposed Development Categories**

| Proposed Use        | Planning and Development Regulations Land Use Terms | City of Cockburn TPS3 Land Use Definitions | SPP 4.2 PLUC Categories |
|---------------------|-----------------------------------------------------|--------------------------------------------|-------------------------|
| Supermarket Major   | Shop                                                | Shop                                       | Shop/Retail             |
| Supermarket / Fresh | Shop                                                | Shop                                       | Shop/Retail             |
| Mini Major          | Shop                                                | Shop                                       | Shop/Retail             |
| Liquor              | Liquor Store - Small                                | Liquor Store                               | Shop/Retail             |

<sup>1</sup> Burgess Design Group, 2018, Structure Plan COCK/2016 Hammond Road North, City of Cockburn, <https://www.wa.gov.au/system/files/2021-11/SPL-SPN2016-2-Cockburn-Hammond-Road-North-COCK.pdf>

| Proposed Use | Planning and Development Regulations Land Use Terms | City of Cockburn TPS3 Land Use Definitions | SPP 4.2 PLUC Categories |
|--------------|-----------------------------------------------------|--------------------------------------------|-------------------------|
| Retail / F&B | Restaurant/Cafe                                     | Restaurant                                 | Shop/Retail             |
| Fast Food    | Fast Food                                           | Fast Food                                  | Shop/Retail             |
| Fuel Station | Service Station                                     | Service Station                            | Shop/Retail             |

Source: PDR 2015, City of Cockburn, SPP 4.2

## 1.3 Needs Assessment / Nets Benefits Test Purpose and Objectives

According to the State Planning Policy 4.2, an RNA provides the information base to support decision-making regarding activity centre development by including an assessment of relevant land-use needs for communities within a local government area. It assesses the demand for all activity centre uses, taking floor space into account. An NB Test is required when a Neighbourhood Centre is expanded by more than 3,000m<sup>2</sup> of Shop/Retail floorspace. The NB Test considers the impact of changes in floorspace on surrounding activity centres and the net community benefit derived from a new development or expansion.

The RNA informs the NB Test by measuring the demand within an area and assessing whether a proposed centre expansion is viable. The NB Test follows the requirements of SPP4.2 Implementation Guidelines to consider and evaluate the net impacts of a proposed centre expansion on the Centre hierarchy and economic and community benefits associated with the development. The assessment should be based on facts and unbiased evidence<sup>2</sup>.

The key objectives of the report relating to the RNA are to:

- Define the catchment area of the Centre application request
- Review drivers of floorspace, including forecast population growth and socio-economic characteristics, and changing expenditure patterns
- Evaluate the competitive environment, including existing and planned floorspace supply (including expansions and new developments)
- Develop a net demand assessment
- Assess the level of Shop/Retail floorspace supportable at the Centre

An NB Test is to ensure that development applications and planning instruments align with the objectives of SPP4.2 by mitigating the adverse effects that new activity centres and expansions can have on a local community.

The NB Test in this report is to demonstrate that the proposal will:

<sup>2</sup> SPP4.2 Implementation Guidelines

- Not have an unreasonable and detrimental impact on the activity centre hierarchy or the existing or planned functions of activity centres
- Not have an unreasonable and detrimental impact upon existing, committed and planned public and private investment in activity centres
- Deliver net benefit to the community and not reduce the level of access to services by the community

## 1.4 Gravity Model Methodology

Pracsys uses a retail gravity model to analyse the supply of and demand for retail floorspace within an estimated catchment and to estimate the potential impact of proposed retail developments. The retail gravity model (also known as Huff's Gravity Model) is a modified version of Sir Isaac Newton's Law of Gravitation and is widely used in international trade modelling, transport modelling and regional planning. Retail gravity modelling studies retail supply, and the probability of a customer (demand) visiting each centre in a network of centres. The model accounts for the distribution and attractiveness of competing centres, along with the distance customers will have to travel to each centre. Floorspace quantum ( $m^2$ ) is used to represent the attractiveness of retail centres. Customers are willing to travel farther to shop at large centres, representing a higher level of attraction (they can generally satisfy multiple needs in one trip to a larger centre, which also contains a higher proportion of comparison goods).

The model provides an objective method of distributing expenditure among centres. To optimise the model's predictive accuracy, the calculated distribution is calibrated to match published turnover levels for each centre in the network. Having established a baseline distribution of expenditure, new floorspace can be introduced and changes in expenditure distribution across time can be examined, allowing for various retail centre transformations such as planned expansions and new developments. This comprehensive approach creates a distribution of expenditure that is fundamentally unbiased, as it is based on explicit mathematical rules. It is a widely used approach that has been accepted by the Department of Planning, Lands and Heritage and Western Australian Planning Commission (WAPC) through the review of a wide range of Structure Plans, Local Commercial Strategies and Retail Sustainability Assessments<sup>3</sup>. For more information on the gravity modelling methodology, please see Appendix 1: Gravity Modelling Methodology.

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<sup>3</sup> For example, in April 2014, the West Australian Planning Commission approved the Melville City Centre Structure Plan, which proposed the expansion of the Garden City shopping Centre. The RSA prepared by Pracsys in support of the application was based on gravity modelling. Please see Melville City Structure Plan 2015.

## 2 DEVELOPMENT CONTEXT

### 2.1 Site Location

The Centre is at the intersection of Kemp Road and Beeliar Drive and is serviced through Yangebup Road to the north and a private internal road to be developed from the Kemp Road and Beeliar Drive roundabout. The Centre is situated between two mixed business precincts with Yangebup Lake to the west, Beeliar Drive to the southeast, and North Lakes Road to the north.

Beeliar Drive is a key east-west road connecting residents with the Kwinana Freeway two kilometres east of the site. The following map identifies the approximate location of the Centre (Figure 2).

**Figure 2. Centre Context**



Source: Pracsys 2025

The Centre is located within an area that is zoned as 'Development Area' according to the Town Planning Scheme No. 3<sup>4</sup>, and is planned to accommodate Shop/Retail uses.

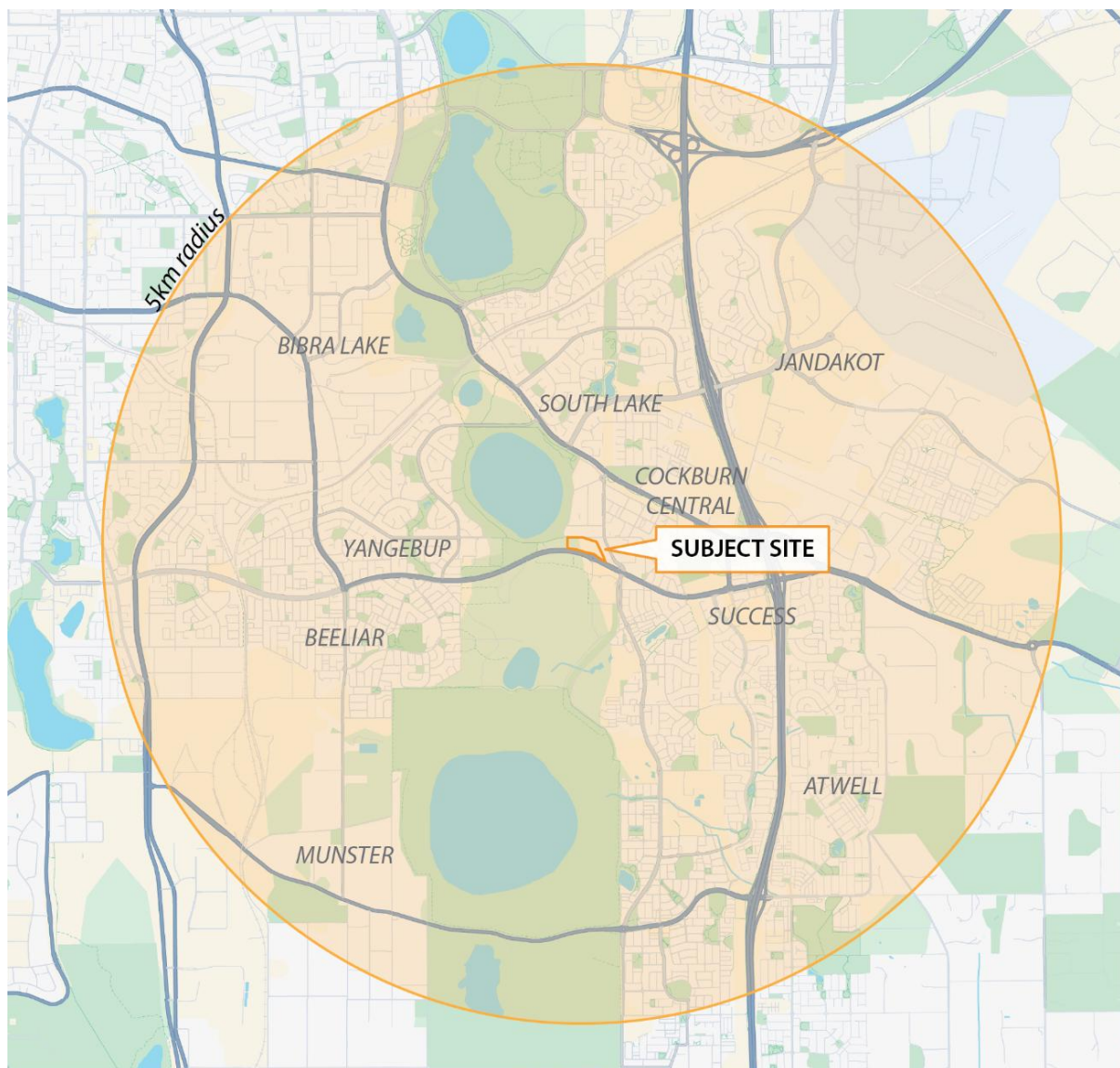
<sup>4</sup> City of Cockburn, 2022, Town Planning Scheme No. 3 – Map 12 Yangebup Locality, Western Australian Government

## 2.2 Trade Area Definition

A trade area is the spatial boundary from which commercial floorspace generates most of its customers. The trade area definition enables the measurement of the number of potential customers, their demographics, and expenditure potential, as well as an assessment of the competitive environment.

SPP4.2 states that Neighbourhood Centres like the Centre provide for the day-to-day needs of local communities, playing an important role in the activity centre hierarchy by providing walkable access to services and facilities for local communities. The modelled trade area of the Centre is of a five-kilometre catchment area. The five-kilometre catchment is used in the gravity model and ensures that all centres that could reasonably influence the viability of, and could be impacted by, the prospective centre are included in the RNA and NB Test (Figure 3).

**Figure 3. Estimated Trade Area**



Source: Pracsys 2025

The modelled trade area encompasses Munster to the south-west, Beeliar and Yangebup to the west and Bibra Lake to the north-west. To the east, the trade area encompasses Cockburn, Success, Jandakot to the north-east and Atwell to the south-east.

The trade area includes shopping centres such as the Lakes Shopping Centre and Bibra Lake to the north, Beeliar Village and the Grange to the west, as well as Cockburn Gate to the east (see Figure 14 for an illustration of the trade area's competitive environment).

The proximity of Yangebup and Kogolup lakes to the west of the Centre acts as a barrier, limiting the total trade area of the Centre. The proximity of Yangebup and Kogolup lakes to the west of the Centre acts as a natural barrier, limiting the direct residential catchment of the development. The Centre's location along Beeliar Drive, however, provides high levels of passing traffic and close proximity to the workforce of surrounding mixed business precincts, both of which will increase the level of supportable floorspace.

The proposed uses are suited to the location and will capture passing traffic and workers' spending to supplement the expenditure of residents.

## 2.3 Project Overview

### Current Uses

The Centre currently supports two uses that fit within the Shop definition in TPS3. The Taktics4 Retail Sustainability Assessment that informed the Structure Plan identified current Shop uses at the Centre, including a 1,400m<sup>2</sup> Tony Ales food market and a 500m<sup>2</sup> fresh fish seller to the north of Tony Ales. Recent floorspace analysis of the two sites has been undertaken:

- The Tony Ales floorspace has been adjusted to 1,300m<sup>2</sup>
- The fresh fish seller is predominantly a wholesaler with a small shop front. The majority of the space is warehouse in nature; it has been assumed that there a retail shop front of approximately 50m<sup>2</sup>

The updated floorspace analysis suggests that the precinct currently has approximately 1,350m<sup>2</sup> of retail floorspace.

The Hammond Road North Structure Plan identifies that 8,100m<sup>2</sup> Shop NLA is supportable at the Centre. This allows for an additional 6,750m<sup>2</sup> of Shop floorspace on top of the current uses. The Taktics4 Retail Sustainability Assessment indicates that the Centre can sustain a mixture of 3,300m<sup>2</sup> of supermarket floorspace and 4,800m<sup>2</sup> of other Shop floorspace (Figure 4).

**Figure 4. Existing and Demand for Shop Floorspace**

| Land Use Category   | Existing (m <sup>2</sup> ) | Demanded (m <sup>2</sup> ) | Difference (m <sup>2</sup> ) |
|---------------------|----------------------------|----------------------------|------------------------------|
| Supermarket         | 1,300                      | 3,300                      | 2,000                        |
| Shop                | 50                         | 4,800                      | 4,750                        |
| <b>Total Retail</b> | <b>1,350</b>               | <b>8,100</b>               | <b>6,750</b>                 |

Source: Taktics4 2018, Pracsys 2025

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## Project Development Proposal

The Local Planning Strategy has earmarked the centre for a total expansion to approximately 17,650m<sup>2</sup> of commercial floorspace, with approximately 8,170m<sup>2</sup> identified as Shop floorspace<sup>5</sup>. This aligns with the 8,100m<sup>2</sup> of Shop floorspace outlined in the Structure Plan and Taktics4 Assessment.

Windsor Knight is seeking to develop approximately 4,635m<sup>2</sup> NLA of Shop floorspace at the Centre, with 2,760m<sup>2</sup> NLA allocated as Supermarket (excluding back of house) and approximately 1,875m<sup>2</sup> NLA as other Shop uses. This is within the total quantum of Shop floorspace identified in the Structure Plan and Local Planning Strategy. The proposed uses also align closely with the suggested mix of uses in the Taktics4 Assessment. An additional 1,515m<sup>2</sup> of Centre uses are being proposed that have their own land use definition under TPS3 and are permissible land uses. These complementary uses will support multi-purpose trip and a complete range of services appropriate for a Neighbourhood Centre.

Windsor Knight has provided detailed floorspace estimates of the uses for the Centre. The supplied floorspace plans were analysed to identify the types of uses and the total size of those uses. The uses have been aligned with the City of Cockburn's TPS3 and its land use definitions (Figure 5)<sup>6</sup>. Gross Floor Area (GFA) or tenancy area has been recalculated to NLA to inform the RNA and NB Test<sup>7</sup>.

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<sup>5</sup> City of Cockburn, 2024, Local Planning Strategy, [https://www.wa.gov.au/system/files/2024-10/city-of-cockburn-strategy\\_0.pdf](https://www.wa.gov.au/system/files/2024-10/city-of-cockburn-strategy_0.pdf)

<sup>6</sup> Planning and Development Act 2005 and Planning and Development (Local Planning Scheme) Regulations 2015

<sup>7</sup> SPP4.2 states that NLA includes all floors in the internal finished surfaces of permanent walls; however, it excludes areas such as lobbies between lifts, service areas, public spaces/thoroughfares and spaces used for the provision of servicing the floor or building, amongst a range of others. NLA has been estimated as 90% of GFA.

**Figure 5. Proposed Development Uses – Local Land Use Definition**

| Anticipated Use                | City of Cockburn<br>Land Use Definition | Tenancy Area (m <sup>2</sup> ) | Shop Net Lettable<br>Area (m <sup>2</sup> ) |
|--------------------------------|-----------------------------------------|--------------------------------|---------------------------------------------|
| Supermarket                    | Shop                                    | 3,860                          | 2,760                                       |
| Liquor Store                   | Liquor Store                            | 160                            | -                                           |
| Supermarket / Retail           | Shop                                    | 1,500                          | 1,050                                       |
| Pharmacy                       | Shop                                    | 600                            | 450                                         |
| Hair Salon/ Barber             | Shop                                    | 100                            | 100                                         |
| Dry cleaners / Laundromat      | Shop                                    | 100                            | 100                                         |
| Butcher Shop/Bakery            | Shop                                    | 100                            | 100                                         |
| Optometrist                    | Consulting Rooms                        | 100                            | -                                           |
| Nail Shop                      | Shop                                    | 100                            | 100                                         |
| Café                           | Restaurant / Fast Food                  | 75                             | -                                           |
| Take away / dine-in            | Restaurant / Fast Food                  | 100                            | -                                           |
| Restaurant                     | Restaurant                              | 100                            | -                                           |
| Restaurant                     | Restaurant                              | 100                            | -                                           |
| Fast Food                      | Fast Food Outlet                        | 380                            | -                                           |
| Fast Food                      | Fast Food Outlet                        | 260                            | -                                           |
| Service Station / Car Wash     | Service Station                         | 240                            | -                                           |
| <b>Proposed Uses Sub-Total</b> |                                         | <b>7,875</b>                   | <b>4,635</b>                                |
| Fish Shop                      | Shop                                    | -                              | 50                                          |
| Tony Ale's                     | Shop                                    | -                              | 1,300                                       |
| <b>Existing Uses Sub-Total</b> |                                         | <b>-</b>                       | <b>1,350</b>                                |
| <b>Grand Total</b>             |                                         | <b>-</b>                       | <b>6,010</b>                                |

Source: Windsor Knight 2026, Pracsys 2026

The proposed expansion brings total Shop floorspace to approximately 6,010m<sup>2</sup>, well within the allocated 8,170m<sup>2</sup> in the Local Planning Strategy and the 8,100m<sup>2</sup> outlined in the Structure Plan.

This Retail Needs Assessment and Net Benefit Test has been completed according to SPP4.2. The modelling thus considers the State Government definition of retail according to PLUC, Shop/Retail (Figure 6). Proposed and existing Shop/Retail floorspace amounts to 7,425m<sup>2</sup> NLA, this is well within the allowance outlined in the Local Planning Strategy and Structure Plan.

**Figure 6. Proposed Development Uses – State Land Use Definition**

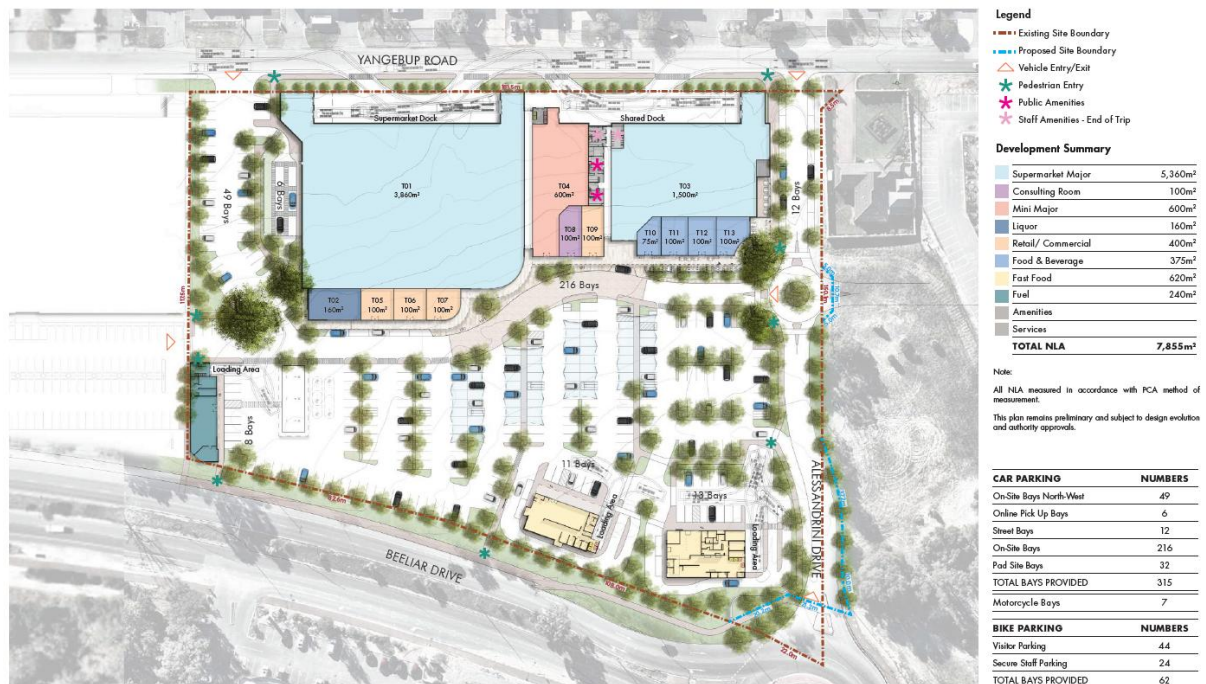
| Anticipated Use                | Planning Land Use Code | Tenancy Area (m <sup>2</sup> ) | Shop/Retail Net Lettable Area (m <sup>2</sup> ) |
|--------------------------------|------------------------|--------------------------------|-------------------------------------------------|
| Supermarket                    | Shop/Retail            | 3,860                          | 2,760                                           |
| Liquor Store                   | Shop/Retail            | 160                            | 160                                             |
| Supermarket / Retail           | Shop/Retail            | 1,500                          | 1,050                                           |
| Pharmacy                       | Shop/Retail            | 600                            | 450                                             |
| Hair Salon/ Barber             | Shop/Retail            | 100                            | 100                                             |
| Dry cleaners / Laundromat      | Shop/Retail            | 100                            | 100                                             |
| Butcher Shop/Bakery            | Shop/Retail            | 100                            | 100                                             |
| Optometrist                    | Health/Welfare         | 100                            | -                                               |
| Nail Shop                      | Shop/Retail            | 100                            | 100                                             |
| Café                           | Shop/Retail            | 75                             | 75                                              |
| Take away / dine-in            | Shop/Retail            | 100                            | 100                                             |
| Restaurant                     | Shop/Retail            | 100                            | 100                                             |
| Restaurant                     | Shop/Retail            | 100                            | 100                                             |
| Fast Food                      | Shop/Retail            | 380                            | 380                                             |
| Fast Food                      | Shop/Retail            | 260                            | 260                                             |
| Service Station / Car Wash     | Shop/Retail            | 240                            | 240                                             |
| <b>Proposed Uses Sub-Total</b> |                        | <b>7,875</b>                   | <b>6,075</b>                                    |
| Fish Shop                      | Shop/Retail            | -                              | 50                                              |
| Tony Ale's                     | Shop/Retail            | -                              | 1,300                                           |
| <b>Existing Uses Sub-Total</b> |                        | <b>-</b>                       | <b>1,350</b>                                    |
| <b>Grand Total</b>             |                        | <b>-</b>                       | <b>7,425</b>                                    |

Source: Windsor Knight 2026, Pracsys 2026

Notably, this RNA and NB Test was conducted on a slightly higher floorspace estimate based on concept plans available at the time. The amount of floorspace modelled is less than 700m<sup>2</sup> greater than the final Shop/Retail total of 7,425m<sup>2</sup>. This difference has a minimal effect on the turnover impact reported in Section 5.3 Modelling Impacts, and likely means that the impacts reported are overestimated.

Windsor Knight has provided a detailed site plan for the proposed uses (Figure 7).

Figure 7. Proposed Site Plan



Source: Windsor Knight 2026

## 2.4 Strategic Alignment

The Centre at Beeliar Drive aligns with relevant strategic planning documents. These documents include:

- DPLH South Metropolitan Peel Sub-Regional Planning Framework 2017
- DPLH State Planning Policy 4.2 – Activity Centres 2023

### Sub-Regional Framework

The South Metropolitan Peel Sub-Regional Planning Framework 2018 (the framework) reflects the goals of the State's planning framework: Perth and Peel at 3.5 Million by establishing an integrated planning framework for land use and infrastructure to facilitate future growth on a sub-region level. The framework utilises employment self-sufficiency (ESS) as a measure of local economic performance. ESS represents the degree to which an area can employ its population. The framework aims to increase ESS by:

- Delivering jobs within the sub-region that match the sub-region's labour force and demographic profile
- Focusing on sub-regional employment opportunities in industries such as manufacturing, construction, retail, healthcare and social assistance
- Protecting employment-generating land from the encroachment of competing and incompatible land uses
- Supporting district, neighbourhood and local centres that provide local employment opportunities

For the south-eastern corridor, the framework sets a target of 61% ESS by 2050 from 45% in 2011. The Centre contributes to employment by providing local job opportunities in retail and other activity centre industries, at a planned neighbourhood centre.

### **State Planning Policy 4.2**

SPP4.2 aims to ensure that planning, development and decision-making adequately consider the distribution, function, broad land use, access and urban form considerations for activity centres. The strategic document provides policy outcomes for commercial land uses, which include:

- Sufficient land use mix, ensuring employment opportunities
- Cohesiveness and functionality, providing for the needs of the community
- Efficient and equitable access to goods and services

The proposed centre is a planned centre already outlined in the City of Cockburn planning framework, which meets the following policy objectives for an activity centre:

- The location of the Centre provides local residents and workers in the surrounding mixed business area with additional employment opportunities and access to daily and weekly shopping needs.
- The location of the Centre leverages the popular route of Beeliar Drive to allow passing traffic and neighbouring areas greater access to daily and weekly shopping needs.
- The development of the Centre does not significantly undermine nearby existing centres (more information can be found in the following section, 5.3 Modelling Impacts)

The Centre is set to provide easy access to a mainline supermarket that will enable residents and workers to conduct their daily and weekly shopping needs. There is currently a gap in the provision of retail uses in the catchment, and residents directly west of Yangebup Lake are separated from surrounding neighbourhood centres by dual-carriageway roads, a rail line and the Lake. The planned centre will provide access to daily and weekly shopping needs, additional employment opportunities and reduce expenditure leakage from the catchment.

## 3 RETAIL DEMAND ANALYSIS

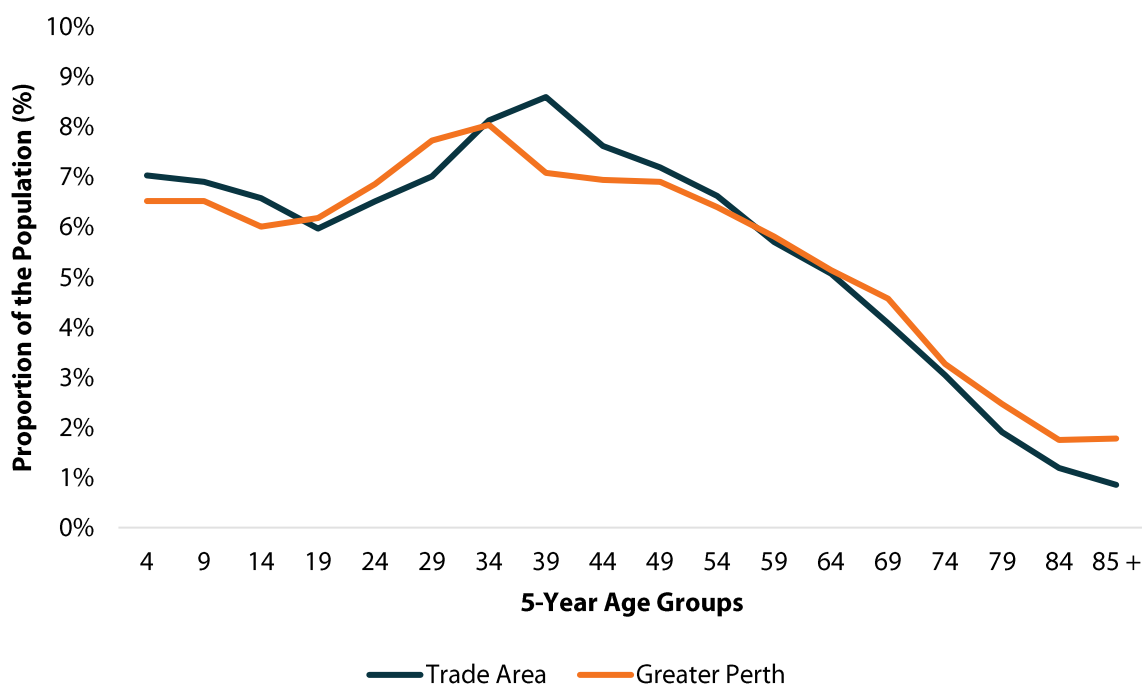
Understanding local demographics and expected market growth is vital for assessing the need for retail floorspace in the estimated trade area. This section provides an overview of demographics, current and future dwellings and the expenditure profile of the trade area.

### 3.1 Age Profile

The trade area exhibits a slightly younger age profile than the Greater Perth benchmark (Figure 8). The trade area has a slightly higher proportion of people aged under 20 years old, with 20.5% compared to 19.1%. This cohort will likely need low skill employment opportunities in industries such as retail and hospitality as they transition from being students to joining the workforce.

The catchment has a slightly lower proportion of 20- to 35-year-olds compared to Greater Perth (21.7% versus 22.6%); individuals 35 to 65 years old have a greater representation with 41% compared to 38%. The higher concentration of working-age persons over 35 suggests that the trade area has more individuals better established in their careers with families. These households are likely to have higher incomes, higher levels of disposable income, and a higher likelihood of expenditure on childcare and certain convenience retail goods and services.

**Figure 8. Trade Area Demographic Profile**

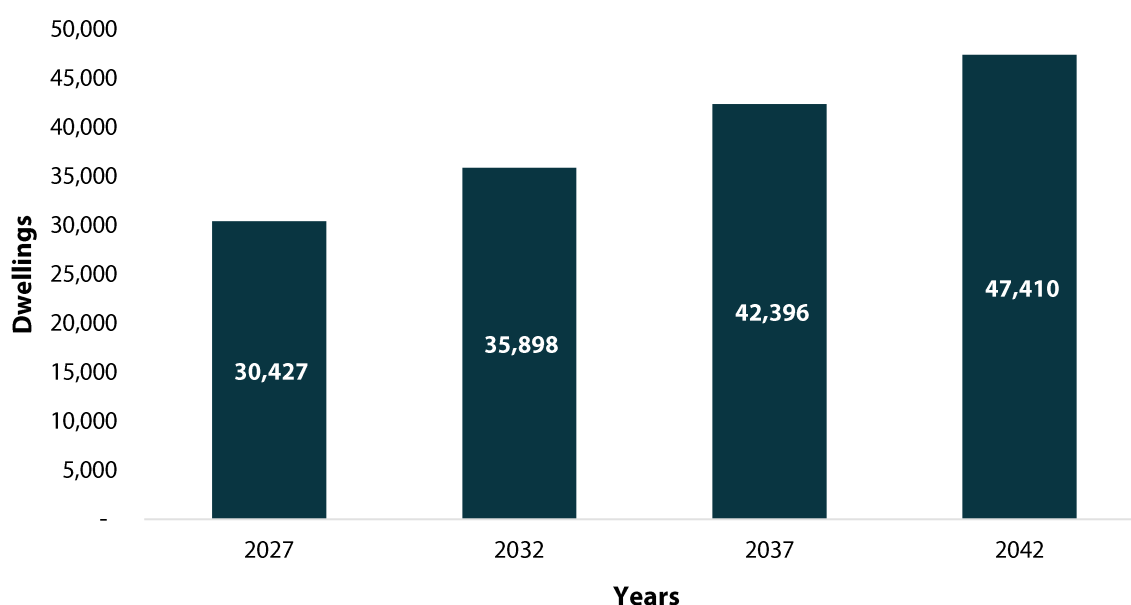


Source: ABS 2021, Pracsys 2025

## 3.2 Dwelling Growth

The approximate trade area of the Centre is estimated to contain 30,427 dwellings by the time the Centre is set to be completed in 2027 (Figure 9)<sup>8</sup>. This reflects approximately 7% projected growth from the current number of dwellings in 2025. The number of dwellings in the trade area is expected to increase to 35,898 by 2032, reflecting a forecasted 18% increase in dwellings between 2027 and 2032. By 2042, the number of dwellings in the trade area is projected to reach 47,410, representing a 56% increase from 2027 and consistent increase in demand for commercial goods and services over time.

**Figure 9. Trade Area Dwelling Growth Forecast**



Source: ABS 2021, DPLH WA Tomorrow 2018, Pracsys 2025

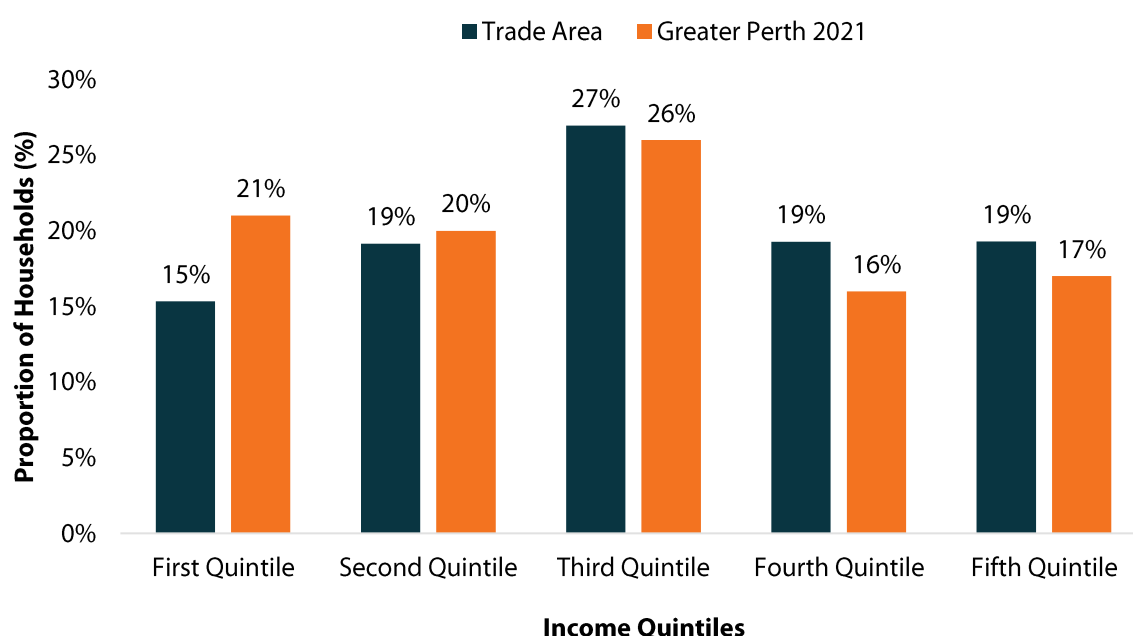
<sup>8</sup> The ABS Census 2021 dwelling count by SA1 areas augmented by WA Tomorrow population projections (median band).

### 3.3 Household Income

Trade area household income levels contribute directly to the success of retail developments, as the level and composition of spending on retail goods and services are primarily determined by household income. Generally, lower-income quintiles spend a higher proportion of their income on basic goods and services; upper-income quintiles have more disposable income available to spend on comparison retail items.

2021 ABS Census data has been used to assess the distribution of household income within the trade area (Figure 10). Incomes in the trade area have a lower representation than the Greater Perth benchmark across the first and second quintiles (34% versus 41%). The two areas have a similar concentration of household in the third quintile; however, the trade area has a higher proportion of households in the fourth and fifth quintiles (39% versus 33%).

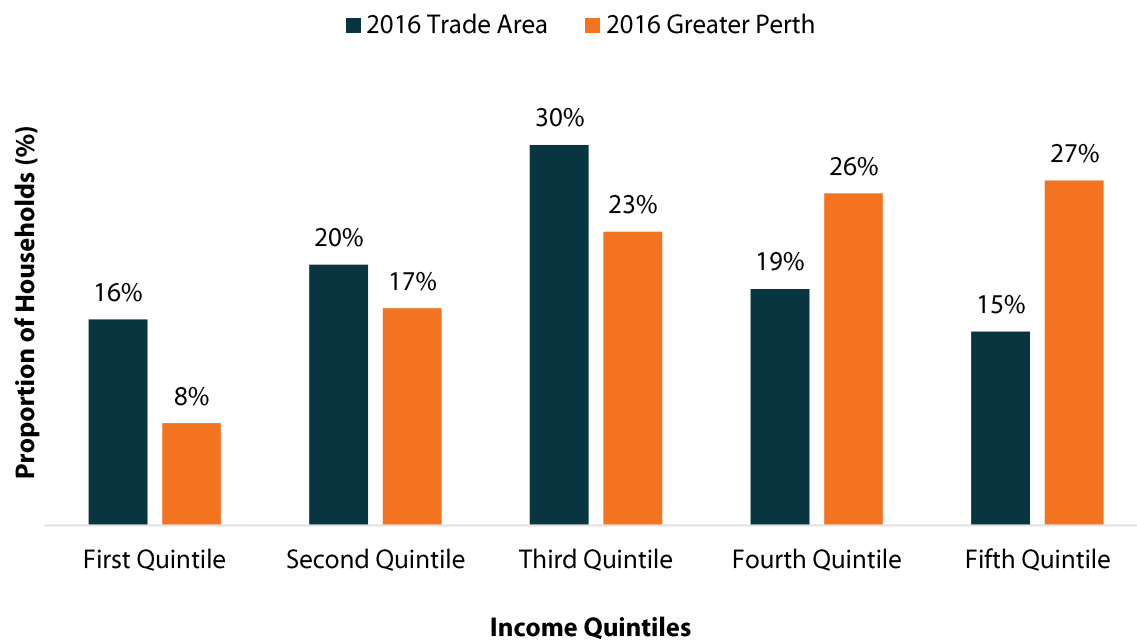
**Figure 10. Trade Area 2021 and Greater Perth 2021 Income Composition by Quintile**



Source: ABS Census 2021, ABS HHES Survey 2017/2018, Pracsys 2025

2016 ABS census data for Greater Perth and the trade area have been compared to account for the potential effect of COVID-19 on 2021 Census data (Figure 11). This comparison shows that the trade area has a lower-than-average distribution of income compared to Greater Perth, which was significantly impacted by COVID-19. The greater concentration of households in the first three quintiles suggests that households in the Trade Area will spend a higher proportion of their income on convenience retail uses. The proposed development will provide predominantly convenience uses, aligning with the anticipated local spending distribution.

**Figure 11. Trade Area 2016 and Greater Perth 2016 Income Composition by Quintile**



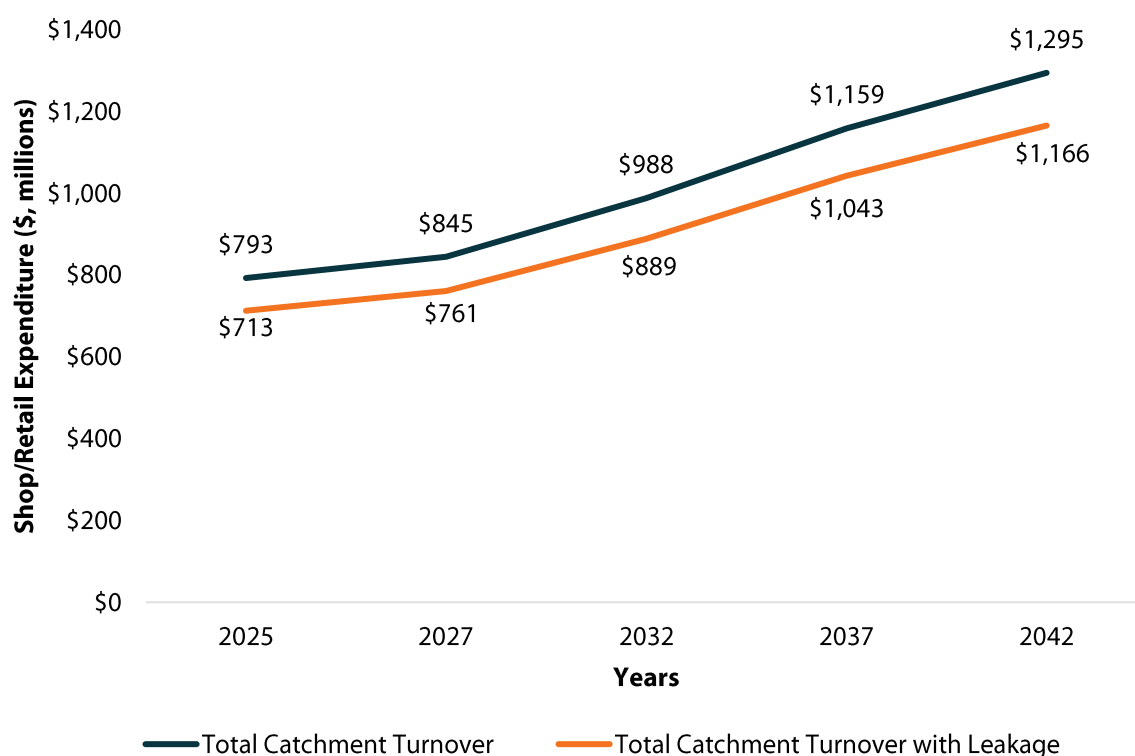
Source: ABS Census 2016, ABS HHES Survey 2017/2018, Pracsys 2025

### 3.4 Estimated Retail Expenditure

ABS Household Expenditure Survey data was used to estimate the average spend per household by income quintile, from which the total expenditure pool of the catchment has been derived. The model combines the propensity to spend on commodities based on household income quintiles to derive the total Shop/Retail expenditure in the area<sup>9</sup>.

Retail expenditure is projected to increase by 25% from 2025 to 2032 and by 63% from 2025 to 2042 (Figure 12). This large increase in catchment expenditure reflects the significant expansion in residential dwellings expected to occur within the trade area over the next 17 years. Some of this turnover is projected to be lost to online leakage; however, this is expected to be less prominent with respect to convenience retail than other types, such as comparison retailing. The effect of online leakage on the viability of the Centre is expected to be minimal.

**Figure 12. Catchment Area Shop/Retail Expenditure Pool, 2025 to 2042**



Source: ABS Census 2021, ABS HHES Survey 2017/2018, Pracsys 2025

The trade area likely has a higher-than-expected amount of leakage due to the trade area currently being underserved for its Shop/Retail needs (see section, Economic Leakage, for more information). The Centre will likely provide residents with additional options for Shop/Retail trade and reduce the amount of leakage in the trade area.

<sup>9</sup> Shop/Retail expenditure is aligned with the Shop/Retail use definition in the Department of Planning, Lands and Heritage, Planning Land Use Categories. This aligns with SPP4.2 requirements for assessing demand and impact.

## 4 RETAIL SUPPLY ANALYSIS

### 4.1 Current and Planned Supply

This section provides an overview of the competitive environment facing the Centre at Beeliar Drive, Success. The Centre is classified as a Neighbourhood Centre and is likely to compete principally with those centres in closer proximity with similar uses.

Existing retail floorspace supply within the trade area has been derived through data from multiple sources, including:

- The Department of Planning Land Use Survey (2016)
- Property Council Shopping Centre Directory (2021)
- Urban Land Development Outlook 2023-2024 (2025)
- City of Cockburn Local Planning Strategy (2024)
- Secondary Research (various structure plans, property manager websites etc.)

The trade area has a current Shop/Retail offering of approximately 106,171m<sup>2</sup> (Figure 13).

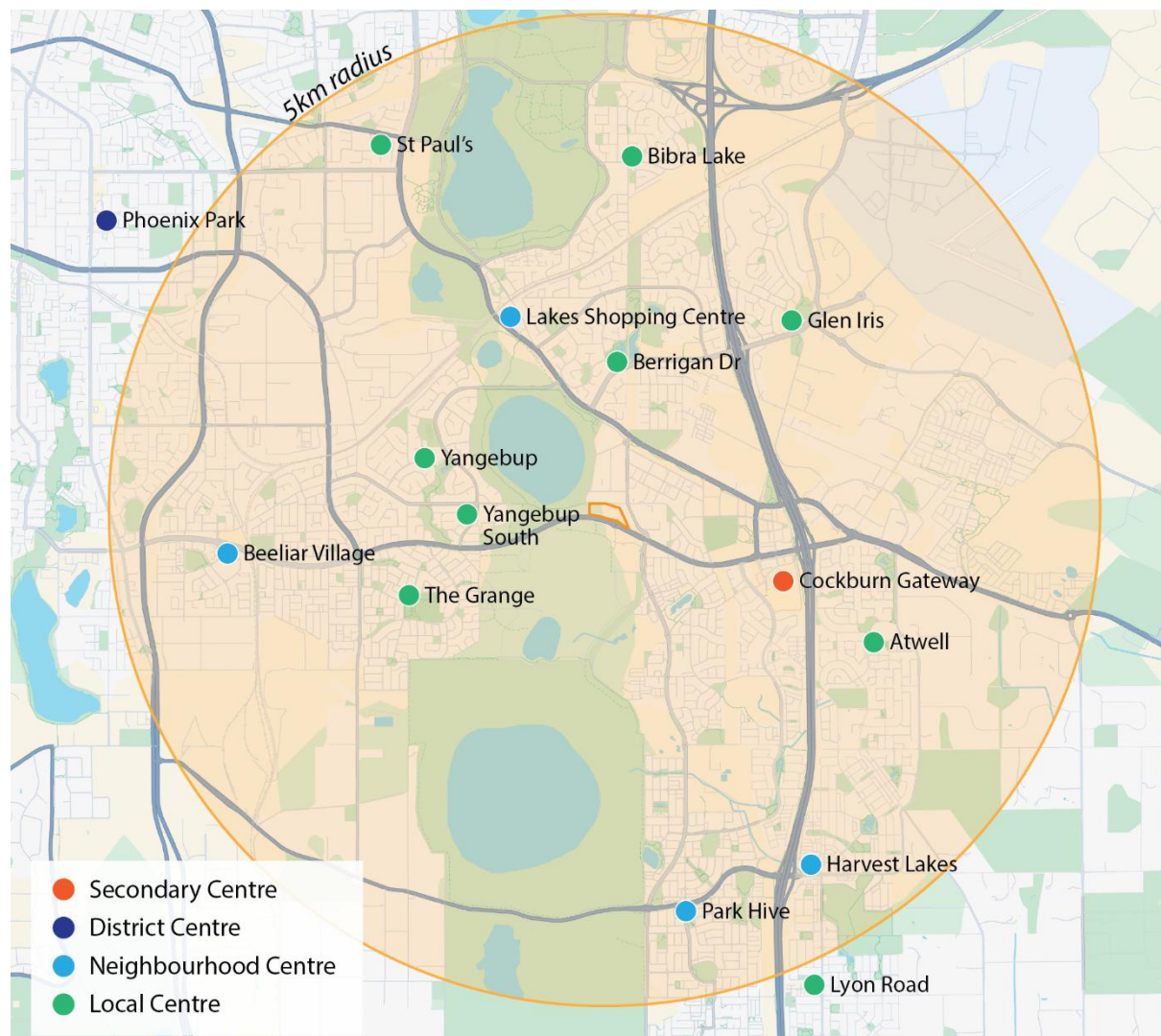
**Figure 13. Current Area Shop/Retail Floorspace Supply**

| Activity Centre                       | Shop/Retail Floorspace (m <sup>2</sup> ) |
|---------------------------------------|------------------------------------------|
| Harvest Lakes NC                      | 3,628                                    |
| Park Hive NC                          | 2,913                                    |
| Glen Iris LC                          | 664                                      |
| Beelier Village DC                    | 9,223                                    |
| Bibra Lake LC                         | 975                                      |
| Berrigan Drive LC                     | 3,178                                    |
| Yangebup South LC                     | 528                                      |
| Stargate Atwell LC                    | 2,290                                    |
| Cockburn Gateway SC                   | 51,322                                   |
| The Grange LC                         | 2,064                                    |
| Lakes Shopping Centre LC              | 6,926                                    |
| Yangebup LC                           | 2,620                                    |
| Phoenix Park DC                       | 19,377                                   |
| St Pauls LC                           | 244                                      |
| Tony Ales / Hammond Park Local Centre | 1,300                                    |
| <b>Total Floorspace</b>               | <b>106,171</b>                           |

Source: DPLH Land Use and Employment Survey 2015/17, City of Cockburn Local Planning Strategy 2024

The trade area and surrounding areas include a wide range of retail offerings, including secondary and district centres, Cockburn Gateway and Phoenix Park, mixed-used industrial business areas, and various neighbourhood and local centres. Most centres within the trade area are neighbourhood and small local centres that provide for daily and weekly household shopping needs. Phoenix Park is located outside of the five-kilometre trade area but was included in the gravity modelling to ensure all factors affecting the retail uses at the subject site are accurately reflected. A selection of existing centres within the supply centre network has been illustrated in Figure 14.

**Figure 14. Current Trade Area Retail Supply Network**

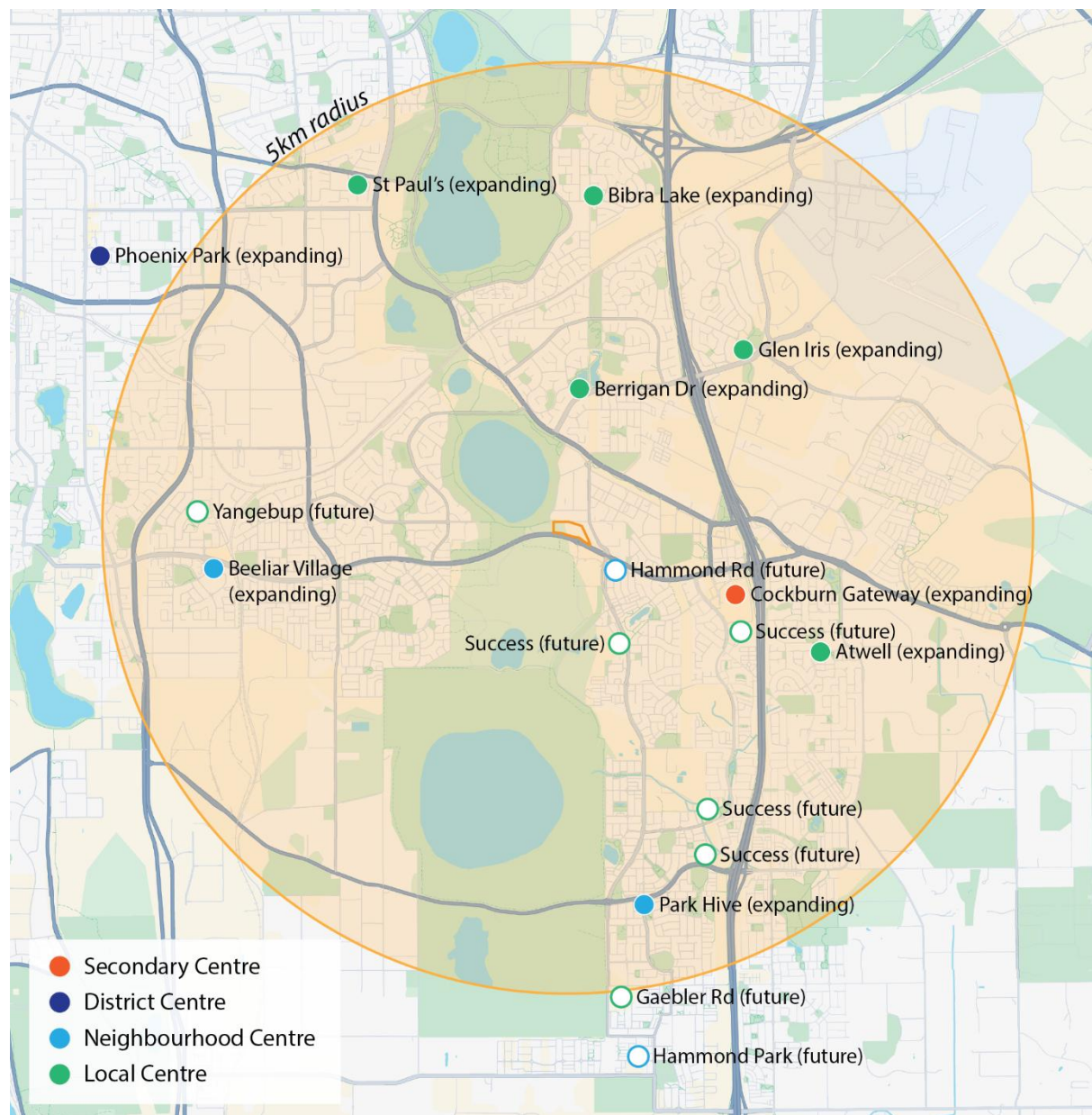


Source: DPLH Land Use and Employment Survey 2015/17, WA Planning Commission 2025), City of Cockburn Local Planning Strategy 2024, Pracsys 2025

## 4.2 Expansions and Planned Developments

A desktop analysis and review of planning documentation within the City of Cockburn was undertaken to identify any planned future Shop/Retail floorspace developments within the trade area and its surrounds (Figure 15).

**Figure 15. Future Trade Area Retail Supply Network**



Source: DPLH Land Use and Employment Survey 2015/17, City of Cockburn Local Planning Strategy 2024, Pracsys 2025

This review, in conjunction with planned developments, identified four new future developments beyond the current supply network in 2025 (Figure 16). These new developments have been considered along with expansions of current centres to measure the long-term ability of the trade area to support the proposed Centre.

**Figure 16. New Activity Centres in the Trade Area**

| Activity Centre                    | Shop/Retail Floorspace (m <sup>2</sup> ) | Assumed Year of Build |
|------------------------------------|------------------------------------------|-----------------------|
| Gaebler Road Local Centre          | 1,041                                    | 2026                  |
| 50701116103 - Success Local Centre | 500                                      | 2026                  |
| 50701116135 - Success Local Centre | 2,385                                    | 2026                  |
| 50701116117 - Success Local Centre | 200                                      | 2026                  |
| <b>Total Floorspace</b>            | <b>4,326</b>                             |                       |

Source: City of Cockburn Local Planning Strategy, DPLH Land Use and Employment Survey 2017/18

The desktop review identified 4,326m<sup>2</sup> of new development floorspace and 71,809m<sup>2</sup> of additional floorspace through expansions in the catchment by 2042 (Figure 17).

**Figure 17. Trade Area Shop/Retail Floorspace Expansions**

| Centre                  | Previous NLA (m <sup>2</sup> ) | Expanded NLA (m <sup>2</sup> ) | Additional NLA (m <sup>2</sup> ) | Year of Expansion                              |
|-------------------------|--------------------------------|--------------------------------|----------------------------------|------------------------------------------------|
| Beeliar Village NC      | 9,223                          | 16,310                         | 7,087                            | 2030                                           |
| Atwell LC               | 2,290                          | 4,001                          | 1,711                            | 2026                                           |
| Cockburn Gateway SC     | 51,322                         | 90,000                         | 38,678                           | 69,322 in 2026 <sup>10</sup><br>90,000 in 2036 |
| Berrigan Drive LC       | 3,178                          | 3,938                          | 760                              | 2026                                           |
| Bibra Lake LC           | 975                            | 1,501                          | 526                              | 2026                                           |
| St. Paul's LC           | 244                            | 424                            | 180                              | 2027                                           |
| Park Hive NC            | 2,913                          | 5768                           | 2,855                            | 4,774 in 2026<br>5,768 in 2031                 |
| Glen Iris LC            | 664                            | 2,500                          | 1,836                            | 1,227 in 2026<br>2,500 in 2031                 |
| Phoenix Park DC         | 19,337                         | 37,513                         | 18,176                           | 21,231 in 2026<br>37,513 in 2028               |
| <b>Total Floorspace</b> | <b>90,146</b>                  | <b>161,955</b>                 | <b>71,809</b>                    |                                                |

Source: City of Cockburn 2024, Pracsys 2025

<sup>10</sup> This expansion has been delayed, as a result it is now being modelled for expansion to 69,322 in 2032 and 90,000 in 2042

## 5 NEEDS ASSESSMENT

This section identifies the potential supportable retail floorspace at the Centre and estimates the potential impact of the Centre on the surrounding activity centre hierarchy.

### 5.1 Gravity Model Calibration

The gravity model estimates of centre turnover have been calibrated against known or modelled turnover data where possible. Cockburn Gateway and Phoenix Park were centres with published turnover (Figure 18). Where centres were near the border or outside of the trade area, the approximate proportion of their expenditure expected to be derived from the trade area was used to adjust their turnover.

**Figure 18. Centres with Available Turnover or Productivity Data**

| Activity Centre     | Turnover (\$) | % Turnover from Catchment |
|---------------------|---------------|---------------------------|
| Cockburn Gateway SC | \$431,790,000 | 70%                       |
| Phoenix Park DC     | \$140,000,000 | 55%                       |

Source: Urbis 2019, Cockburn Gateway 2019, City of Cockburn Local Planning Strategy 2024

Where published data was not available, a scan for outliers (centres where the gravity model may have distributed too much or too little expenditure) was undertaken. Turnover productivity levels were applied in these cases based on benchmarked productivity averages (see Figure 19 for more detail).

## 5.2 Supportable Turnover / Floorspace

SPP4.2 uses Planning Land Use Categories (PLUCs) and defines Shop/Retail floorspace as including supermarkets, clothing stores, liquor stores, fast food outlets, restaurants, cafes and service stations. All relevant proposed uses at the Centre have been included based on this definition for the purposes of this RNA and NB Test.

The viability of Shop/Retail floorspace at the Centre was tested by assessing whether a benchmark level of productivity could be achieved within the allocated floorspace in its expected first year of operation in 2027 and every subsequent 5 years.

Industry standard turnover productivity estimates were used as benchmarks to assess the Centre's viability. A benchmark productivity for the Centre was determined by attributing the proposed land uses to retail categories. The proposed floorspace at the Centre can be considered supportable if its floorspace productivity is around \$11,854 (Figure 19).

**Figure 19. Retail Benchmark Productivity**

| Retail Category             | Benchmark Productivity (\$/m <sup>2</sup> ) | Centre's Composition of Uses (%) |
|-----------------------------|---------------------------------------------|----------------------------------|
| Take Home Food              | \$13,078                                    | 71%                              |
| Take Home Liquor            | \$11,770                                    | 2%                               |
| Dine Out Food               | \$8,500                                     | 13%                              |
| Convenience Retail          | \$9,154                                     | 11%                              |
| Comparison Retail           | \$6,539                                     | 3%                               |
| <b>Assessment Benchmark</b> | <b>\$11,854</b>                             |                                  |

Source: Colliers 2017 escalated to 2025 dollars, Pracsys 2025

The predicted floorspace productivity (\$/m<sup>2</sup>) for the Centre in its first year of operation is \$11,631 in (Figure 20). This is slightly lower than the benchmarked floorspace productivity level of \$11,827 for its proposed mix of uses but is sufficient for the Centre to be viable. The floorspace productivity drops slightly in 2032 due to expansions of other centres; however, it is within 2% of the benchmark measure and is seen to be viable. Turnover growth rapidly increases with the expansion of households and outpaces growth in supply to 2042, and the modelled productivity is far higher than the benchmark. The proposed development is seen as viable in the short and long term.

**Figure 20. Floorspace Productivity Assessment**

| Year                                         | 2027     | 2032     | 2037     | 2042     |
|----------------------------------------------|----------|----------|----------|----------|
| Floorspace Productivity (\$/m <sup>2</sup> ) | \$11,631 | \$11,502 | \$13,802 | \$13,886 |

Source: Pracsys 2025

## 5.3 Modelling Impacts

### Market Share

The impact is calculated using the estimated floorspace productivity of the development in 2027. All centre expansions beyond 2027 were excluded to provide a comprehensive assessment of the impact. In 2027, the Shop/Retail components of the proposed Centre are expected to turn over approximately \$96 million. Turnover from the Centre accounts for just 11% of total Shop/Retail expenditure in the trade area.

### Impact Assessment

Turnover impact represents the reduction in a centre's turnover resulting from new competition. Two scenarios are modelled, one with the Centre and one without. The two levels of turnover across relevant centres are then compared to estimate the impact the developing the proposed Centre.

#### Impact Assessment Steps<sup>11</sup>

- Define the first year of the Centre's operation, estimated to be 2027
- Model Shop/Retail turnover for all centres, excluding expansions and new centres
- Calculate the change in turnover for all centres in 2027 and analyse the change by 2037 and 2042
- Estimate % change in turnover for each centre and compare to SPP4.2 impact levels and how they change over time

The impact on individual centres will depend on several factors, including current performance levels, the degree of dependence between stores, competitive responses, and the availability and variety of Shop/Retail. The impact assessment is therefore representative and an indication of likely turnover declines.

The sustainability of a centre is typically considered significantly impacted when its turnover is reduced by more than 10%<sup>12</sup> (Figure 21).

**Figure 21. Turnover Impact Levels**

| Turnover Impact % | Level of Impact |
|-------------------|-----------------|
| 0-5%              | Low             |
| 5-10%             | Medium          |
| 10% +             | Significant     |

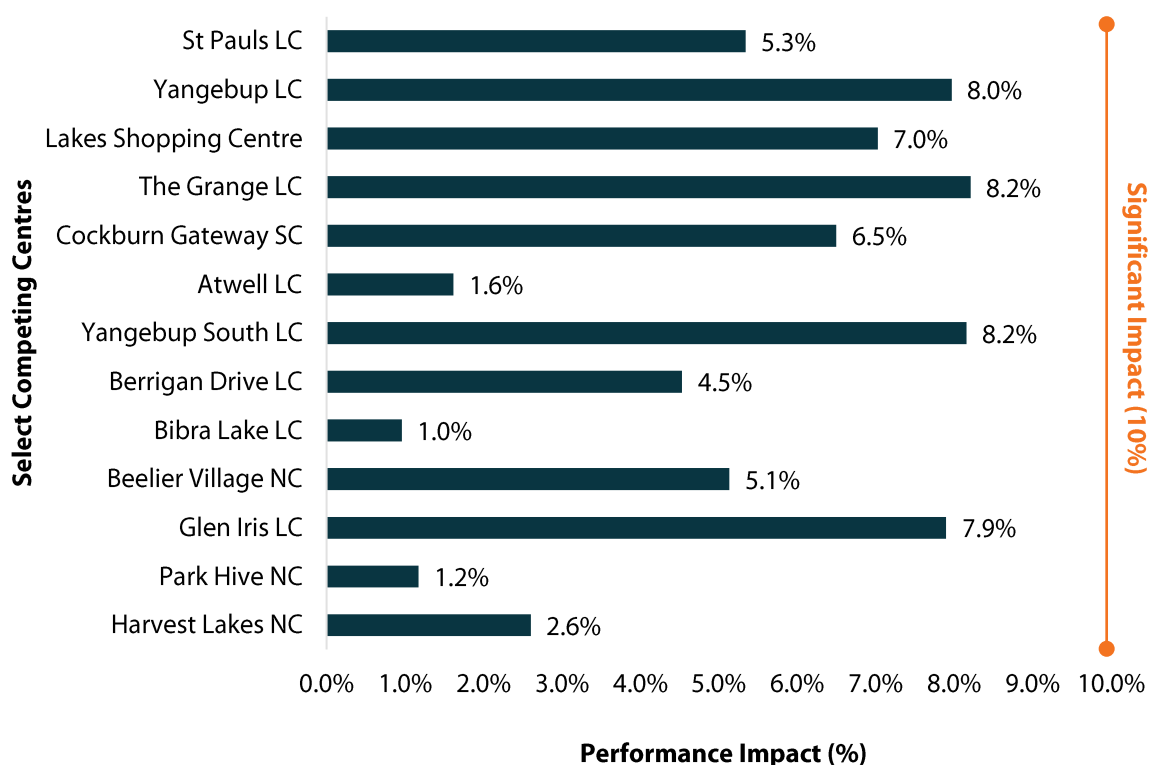
Source: DPLH 2023

<sup>11</sup> For more details on Gravity Modelling specifically, please see Section 9, Appendix 1: Gravity Modelling Methodology

<sup>12</sup> As defined by the SPP4.2 Implementation Guidelines

Figure 22 displays the results of the impact test for the Centre using a gravity model approach. The results reveal the difference in retail turnover owing to the development of the Centre.

**Figure 22. Selected Centres – Impact Test 2027**



Source: Pracsys 2025

The impacts should be interpreted as the change in turnover at a centre based on the turnover drawn from the identified study area. For instance, it is assumed that the Cockburn Gateway draws 70% of its turnover from the trade area; this is the impact of that 70% of turnover, not the total turnover of the Cockburn Gateway. The impact on all centres is below the 10% significant impact threshold identified in the SPP4.2 (2023) Impact Guidelines, with half of the centres impacted at a moderate level, and half of the centres impacted at low level. The nearest competing centres to the Centre, Yangebup LC, Yangebup South LC and The Grange LC, are experiencing the highest impact however, their turnover remains above viable levels at all times<sup>13</sup>.

Over time, the identified impacts are mitigated mainly by population growth and increased expenditure in the trade area, with all centres achieving a reduction in impact by 2032 and an increase in turnover to baseline by 2042. This demonstrates the significant increase in population expected, especially as there are increases in floorspace at competing centres over the period. It also reflects the small scale of the Centre and the extent

<sup>13</sup> These three centres are primarily made up of convenience retail, comparison retail, dine out food and take-home liquor. When compared with the Centre, the overlapping floorspace types make up only a small proportion of their total floorspace. The analysis accounted for the type of uses when measuring and distributing impact to centres.

to which it will draw much of its turnover from the significant population growth in surrounding residential developments (Figure 23).

**Figure 23. Turnover Impact in 2032, 2037 and 2042**

| Activity Centre       | Change in Turnover from 2027 Baseline (%) |      |      |
|-----------------------|-------------------------------------------|------|------|
|                       | 2032                                      | 2037 | 2042 |
| Harvest Lakes NC      | 1%                                        | 5%   | 9%   |
| Park Hive NC          | 0%                                        | 2%   | 4%   |
| Glen Iris LC          | -1%                                       | 8%   | 16%  |
| Beelier Village NC    | 0%                                        | 5%   | 10%  |
| Bibra Lake LC         | 0%                                        | 1%   | 1%   |
| Berrigan Drive LC     | 2%                                        | 8%   | 13%  |
| Yangebup South LC     | 13%                                       | 36%  | 55%  |
| Atwell LC             | 1%                                        | 4%   | 7%   |
| Cockburn Gateway SC   | 5%                                        | 20%  | 31%  |
| The Grange LC         | 14%                                       | 36%  | 56%  |
| Lakes Shopping Centre | 2%                                        | 12%  | 21%  |
| Yangebup LC           | 14%                                       | 36%  | 55%  |
| St Pauls LC           | 2%                                        | 10%  | 17%  |

Source: Pracsys 2025

The impacts show that in the long term, the proposed uses will not affect the viability of surrounding centres, both current and planned, or the vibrancy of the activity centre hierarchy.

## 5.4 Competitive Response

Whether actual impacts on retail centres are similar to estimated impacts largely depends on the competitive response. The competitive response is usually targeted at improving foot traffic and, consequently, turnover of a centre, and can be affected at a centre level or an individual tenant level. At the Centre level, the response can include, but is not limited to, centre refurbishment and redevelopment, tenancy re-mixing, and marketing events. At the tenant level, the response may involve store refurbishment, improving the level of customer service, improving in-store management, advertising and pricing. How competitors respond will naturally affect the level of impact that is experienced as a result of the Centre. All these factors have the potential to significantly reduce the impact of the Centre.

## 6 IMPACT ON COMMUNITY

The construction and operation impact of developing the Centre has been assessed using ABS National Input-Output tables at an Input-Output Industry Group (IOIG) level<sup>14</sup>. The methodology involves estimating the total direct and indirect employment and output arising from the site's development.

### 6.1 Input-Output Tables Methodology

Input-Output tables provide information about the supply and disposition of commodities in the Australian economy, as well as the structure and inter-relationships between industries<sup>15</sup>. The National Input-Output tables were used to derive total multipliers, which consider the total supply chain of goods and services for the activity in question. Impact multipliers were calculated for employment and output. The obtained multipliers were then combined with annual construction expenditure data to estimate the direct and indirect economic effects of the Centre on the economy.

#### Assumptions and Limitations

The following assumptions and limitations apply to the model:

- Results of the model represent the gross impacts in the absence of capacity constraints. This reflects a return to long-term market trends once COVID-19 impacts subside
- National Input-Output table approximates the actual patterns of linkages between industries in the regional economy
- Analysis assumes that the industrial structure of the economy is fixed. Considering the scale of the Centre, it is likely that this assumption stays true
- Employment impact is based on the average output per Full Time Equivalent (FTE) employee. It is likely that a significant component of the impact will result in an increase in the number of hours worked by existing employees, with some additional employment created

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<sup>14</sup> Industry grouping used by the ABS for constructing National Input-Output Tables

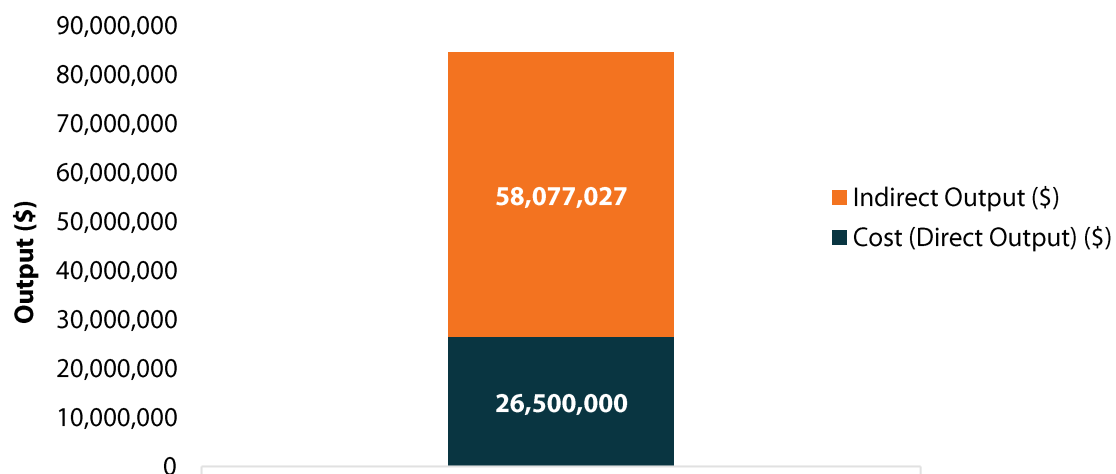
<sup>15</sup> ABS, 1995, *Australian National Accounts: Introduction to Input-Output Multipliers*, Information paper

## 6.2 Economic Benefits

### Construction Employment and Output

Input-output modelling has been used to estimate the construction impact of the Centre. With an estimated construction cost of \$26.5 million, the development is expected to have a total output of \$84.5 million in the surrounding economy, with approximately \$58 million coming through indirect outputs.

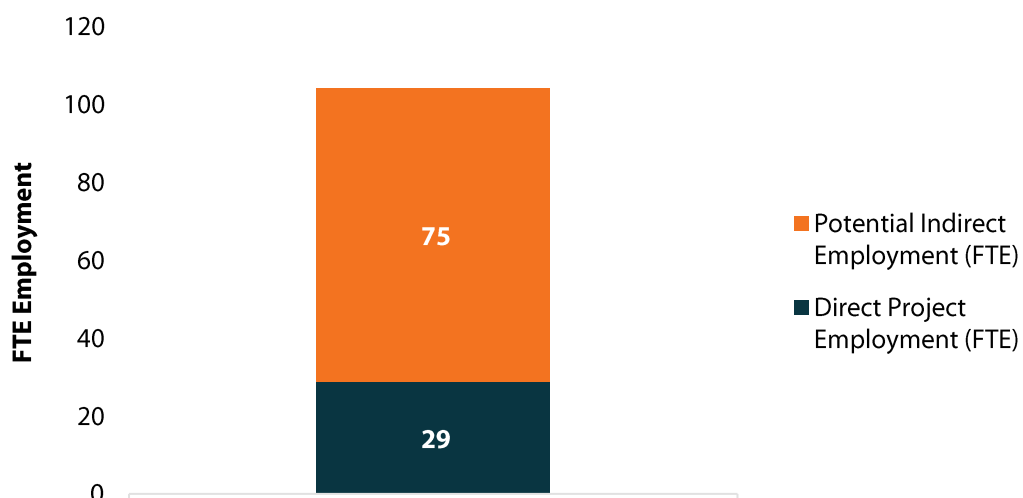
**Figure 24. Construction Output**



Source: Pracsys 2025

It is estimated that the development will support approximately 104 FTE jobs in the construction phase, comprising 29 direct and 75 indirect employment. Some of this employment will be a transfer from within the trade area, while some will reflect new employment opportunities for locals, contributing to sub-regional planning framework objectives such as improved employment self-sufficiency over the short term.

**Figure 25. Employment Output**



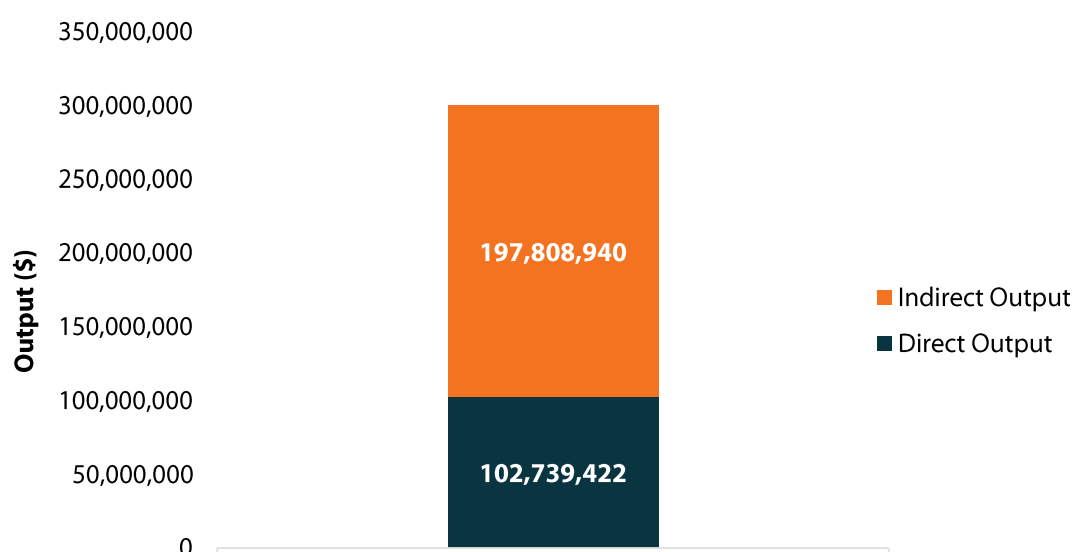
Source: Pracsys 2025

## Operational Employment and Output

In the operation phase, the development will support a mix of services and retail jobs. The City of Cockburn has a floorspace to employment ratio of 26.29 for Shop/Retail and 83.86 for other forms of retail. It is estimated that the Centre will support approximately 255 FTE lower-skilled jobs suited to younger adults. These 255 employment opportunities will contribute to improving the ESS of the region, as the land is identified for employment uses, and needs to be developed for employment uses to meet targets.

The total direct output from the retail component is estimated to be approximately \$102 million annually in the local area, and the overall total output in the greater economy is estimated at \$300 million.

**Figure 26. Operational Output**



Source: Pracsys 2025

## Vehicle trips

The proposed development will reduce the number of vehicle trips and the distance travelled to access Shop/Retail goods and services in the catchment. This will be achieved across different users, including residents and workers in the surrounding mixed business precincts.

Residents will be able to access the shopping centre due to its location along Beeliar Drive, which is a primary connector to the Kwinana Freeway and to Fremantle. This location will enable residents to undertake shopping trips on their commute to and from work and as part of other activities.

Workers will have reduced vehicle trips for work, retail and food/beverage related purchases. The site is surrounded by mixed business precincts that have limited access to retail goods and services. The site will alleviate the need for workers to travel via Beeliar Drive to surrounding centres and will enable walkable access for adjacent businesses.

An additional user group benefiting from the proposed development's location will be parents dropping off and picking up their children from the adjacent high school. This multi-purpose functionality will enable reduced vehicle travel and improved access to retail goods and services.

## **Economic Leakage**

The current provision of floorspace within the defined 5km catchment appears to be lower than the level of demand from residents in the catchment. This is evidenced by the retail floorspace per person of 1.35m<sup>2</sup> for the catchment. For comparison, the Greater Perth Shop/Retail floorspace per person is 1.96m<sup>2</sup> and the national benchmark is 2.2m<sup>2</sup>.<sup>16</sup>

This is particularly low, given that the catchment includes Cockburn Gateway (a secondary centre) and a major component of the catchment is taken up by employment centres and public open space/lakes. There is likely a significant leakage rate (local expenditure leaving the catchment) associated with this under-provision of Shop/Retail goods and services. Where current local centres are supporting higher levels of shopping activity than they normally would, there would be financial gains for the specific centre; however, consumers may experience longer wait times, higher levels of congestion in and around centres, and overcrowding. The Centre will help reduce expenditure leakage from the local economy and contribute to an improved balance in the activity centre hierarchy.

The development will reduce leakage and improve the overall shopping experience for locals. Employment supported by the proposed development is also likely to be additional and not a transfer of economic activity from a neighbouring centre.

## **Road Safety and Strategic Location**

The Centre is located at the intersection of Beeliar Drive and Kemp Road, with an additional access point through Yangebup Road and a private internal road opposite the Kemp Road roundabout. Yangebup Road will provide local access to households west of Yangebup Lake, which is bound by dual carriageways to the west (Spearwood Avenue) and south (Beeliar Drive), and railway lines to the north. This area has access to only two small local centres, which are insufficient to meet the full weekly shopping needs of a household.

Beeliar Drive is an arterial road that plays a key role in linking southwestern suburbs to the Kwinana Freeway and connecting Fremantle to the Armadale Area. The site's location on Beeliar Drive will provide high levels of access to residents within the catchment, as it is the primary connection to the Kwinana Freeway for many households.

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<sup>16</sup> Australian Retail Association, MST Marquee – The Outlook for Retail Rents 2024, <https://www.retail.org.au/news-and-insights/mst-marquee-the-outlook-for-retail-rents#:~:text=Demand%20and%20supply%20imbalance%20to%20impact%20retail,but%20cost%20has%20been%20a%20factor%20too>. Accessed 30/09/2025

## **Worker Expenditure**

The Neighbourhood Centre will also provide greater daily retail and food/beverage shopping options for the surrounding mixed business precinct workers; it is estimated that workers will spend \$139 per week on the types of retail uses that could be expected at the proposed development<sup>17</sup>. It is estimated that the 255 FTE employees at the proposed development would generate \$1.8 million per annum in retail demand, much of which would likely accrue to the proposed development once complete.

## **6.3 Community Benefits**

The Centre is expected to deliver positive benefits to the surrounding community. The Centre will benefit the residents by addressing the under provision of access to retail goods and services within the catchment. This creates balance and equity of access as larger numbers of people are able to access the goods and services they desire in a timelier fashion. The Centre will also encourage healthy competition in the area, benefiting the consumer regarding the price and quality of goods.

### **Equity and Social Inclusion**

The proposed uses will support greater levels of liveability for persons in the surrounding area, particularly for those who can access the site via Yangebup Road from west of Yangebup Lake. The location of the Centre along Beeliar Drive will also support equitable access due to the high levels of passing traffic. The centre will also provide more equitable access for workers to retail and food/beverage options during the workday, reducing the need for these workers to drive to and from other centres such as Cockburn Gateway or Beeliar Village for daily shopping needs.

### **Infrastructure and Services**

Having a mix of retail uses at the Centre will support multi-purpose trips, which is an objective of SPP4.2 (2023). The Centre is also strategically positioned on the corner of Beeliar Drive and Kemp Road, making it a convenient option for a wide range of potential users, including workers and parents taking part in pick-ups and drop-offs of their children from the Secondary School across from the site. The site will also reduce vehicle trips and distance travelled to access retail goods and services for several user groups.

### **Diversity of Products**

The proposed development will include a full line supermarket and an expanded fresh grocer. Independent grocers offer a unique and differentiated variety of goods that complement mainstream supermarket offerings through products that may not be readily available in the area. The Centre has already earmarked a Supermarket/Fresh option that will increase the product offering available to consumers in the catchment.

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<sup>17</sup> Based on Office worker expenditure in a suburban area, adjusted to AUD \$2025.  
<http://www.southfieldcitycentre.com/wp-content/uploads/2012/06/Office-Worker-Retail-Spending-in-a-Digital-Age.pdf>

## 7 ECONOMIC ACTIVATION ANALYSIS

Principles of economic activation have been applied to identify potential locations for supermarkets and other retail uses. Pracsys uses the Six Principles of Economic Activation to assess the relative performance of centres from an economic perspective. This includes how key anchors such as supermarkets drive pedestrian traffic (activation) and suitable locations for less high traffic uses such as other retail. The following table provides a summary of the six principles that can be applied by Windsor Knight for the proposed development.

**Figure 27. Summary of Six Principles of Activation**

| Principle                                                                                                                                  | Summary                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|--------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1. Purpose of Place</b><br>                            | <b>The role of the Centre based on its size and classification:</b> <ul style="list-style-type: none"> <li>Addresses the question – what does this place represent to its target user population (residents, workers, visitors)?</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>2. Access – Arrival Points</b><br>                   | <b>This refers to the means by which centres are accessed and the arrival points:</b> <ul style="list-style-type: none"> <li>Decisions about access begin 5km from the place</li> <li>Transport networks should be planned to travel through centres (not bypass them) – ensure the design funnels people and traffic into the core</li> <li>Congestion and a mix of transport nodes is beneficial</li> <li>It is better to arrive at the “front door” of the place, not around the back</li> </ul>                                                                                                                                                                                                                                           |
| <b>3. Origins – Car Parking and Transport Nodes</b><br> | <b>Origins are areas from which pedestrian movements begin:</b> <ul style="list-style-type: none"> <li>Parking and transport nodes are the drivers of pedestrian movement</li> <li>Strategic distribution of car parks and transport nodes will maximise pedestrian movement <ul style="list-style-type: none"> <li>Location is more important than numbers</li> <li>Space the car parks around the periphery of the Centre</li> <li>Street parking is important (for commercial areas)</li> <li>Use fees to ensure turnover of parking but not so much that consumers do not park</li> <li>Relax time limits in appropriate areas to ensure customers have time to undertake shopping trip relevant to proximate uses</li> </ul> </li> </ul> |
| <b>4. Exposure – Pedestrian Movement</b><br>            | <b>Exposure indicates Active Frontages that are exposed to high levels of pedestrian traffic:</b> <ul style="list-style-type: none"> <li>Economic activation is driven by the frequency and concentration of transactions</li> <li>Channel movements <ul style="list-style-type: none"> <li>Concentrate transactions by pushing people past as many shop windows as possible</li> <li>Rents and sales are directly related to pedestrian traffic (e.g.: Butcher will pay higher rent to be at supermarket entry)</li> </ul> </li> <li>Minimise possible routes from origin to destination points (e.g. car park to main attraction) as architectural “permeability” is not always a good thing</li> </ul>                                     |
| <b>5. Destinations – Major attractions</b>                                                                                                 | <b>Destinations are areas that attract high concentrations of customers/people:</b> <ul style="list-style-type: none"> <li>Identify main destination – what will bring users into the core?</li> <li>Assess user behaviour</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |

| Principle                                                                                                                | Summary                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|--------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                         | <ul style="list-style-type: none"> <li>○ Number of visits</li> <li>○ Timing of visits (time of day, seasonality)</li> <li>• Give major destinations special treatment <ul style="list-style-type: none"> <li>○ Understand what they need</li> <li>○ Build a centre around them</li> </ul> </li> <li>• Amplify the impact of attractions by creating support amenities and infrastructure to maximise frequency, length of stay and expenditure</li> </ul>                                                                                                                                                                                                                                                                                                                                             |
| <b>6. Control – Strategic Sites</b><br> | <p><b>Key Sites are locations that could be considered as future destinations and/or suitable sites for anchor tenants (i.e. supermarkets). Tenure control is a significant advantage for overall development success</b></p> <ul style="list-style-type: none"> <li>• Tenure control is vital for overall development success – determine which sites (supporting what uses) must stay in public ownership</li> <li>• Identify active frontages and take control of key sites or implement appropriate planning measures (i.e. a set of preferred uses for a site)</li> <li>• Corner sites drive uses on either side (more appropriate for high turnover uses such as a café where there is high pedestrian traffic)</li> <li>• Not all areas in a place need to be active – be selective</li> </ul> |

Source: Pracsys 2025

## 7.1 Location Implications

The location of the Centre, on the corner of Beeliar Drive and Hemp Road provides some advantages and barriers that need to be emphasised and mitigated to maximise economic activation and help the Centre reach its full economic potential.

### Advantages

The Centre provides the Centre with high visibility and traffic exposure for increased passing trade. Peak traffic in the morning and evenings will be opportunities for attracting trade as motorists travel to and from work. Adjacent mixed business precincts will provide working hour activation through worker expenditure on retail and food/ beverage products and services. The secondary school just south of the Centre complements these user groups with pick-ups and drop-offs.

The site will support both vehicle access by residents and some pedestrian access by the adjacent workforce. Some level of public transport access is available with bus stops to the south and east of the site, providing access to three bus routes.

The design needs to ensure that there is a high level of visibility to passing traffic from the Centre and pedestrian access for the surrounding mixed business precincts.

### Constraints and Mitigation

The centre is separated from residential areas by mixed business uses and public open space, including lakes. This being said, it provides access to an enclosed under provisioned catchment west of Yangebup Lake through Yangebup Road.

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Public transport options are also limited, with only three stops that are not central to the centre, unsheltered and without seating. This could be addressed through the development by working with DoT to provide new stops with improved amenities.

## 8 CONCLUSION

This report assesses the Centre at Beeliar Drive, its trade area and competition to estimate the potential impacts on the retail network and consider whether there is sufficient demand for the proposed uses at the subject site.

The quantum of uses proposed by Windsor Knight are within the Local Planning Strategy and Structure Plan allocations for the Centre. The proposed expansion and current uses combined do not exceed the 8,100m<sup>2</sup> of Shop uses planned for the site. The mix of proposed uses aligns with the Retail Need Assessment undertaken for the Hammond Road North Structure Plan.

There is a clear need for the proposed uses in the catchment, with an apparent undersupply of retail uses. Over the 10 years following the construction of the Centre, the trade area population is expected to grow significantly through new residential developments around the Centre. Furthermore, the income distribution of the catchment population is likely to support increased disposable expenditure for retail items.

There are a number of proposed expansions and developments to be completed in the trade area, along with the Centre at Beeliar Drive. This retail floorspace supply expansion will occur alongside an increase in demand for retail floorspace from additional population growth surrounding the Centre, allowing current centres to maintain their viability and reducing expenditure leakage out of the catchment area. The Centre is predicted to achieve a productivity level that is considered viable in 2027 (the year of opening), further demonstrating the need for retail uses.

This report also provides a Net Benefits Test to assess the sustainability of the retail hierarchy with the introduction of the Centre in accordance with SPP4.2. The results have shown that the estimated impacts over time are not significant, and the sustainability of the Centre hierarchy will be preserved. A number of factors contribute to this finding, including:

- The Centre is located in an under provisioned catchment
- The development is central to a catchment with significant future residential development

The Centre is likely to bring both economic and community benefits by providing employment, reducing travel time, encouraging healthy competition and creating equitable access. It is estimated that the development will reduce the distance travelled to an activity centre for residents and workers in the catchment.

The retail component of the Centre aligns with SPP4.2 Implementation Guidelines objectives to provide for multi-purpose visits. Considering the potential turnover impacts with significant population growth and identified benefits, the Centre is expected to achieve a positive net benefit for the community.

## 9 APPENDIX 1: GRAVITY MODELLING

### METHODOLOGY

Gravity models allow for the measurement of spatial interaction as a function of distance to determine the probability of a given customer shopping at a centre and provide an approximation of trade area and sales potential for a development. This modelling technique uses the distance between a household and each centre, along with a measure of 'attractiveness', to define the probability model. The 'attractiveness' of a centre has been defined by the total floorspace and the distance has been calculated by measuring straight-line distances between each centre and population. The gravity model probability formula is shown in Figure 28.

**Figure 28. Gravity Model Probability Formula**

$$P_{ij} = \frac{\frac{A_{jk}^a}{D_{ij}^\beta}}{\sum_{j=1}^m \frac{A_{jk}^a}{D_{ij}^\beta}}$$

$P_{ij}$  = Probability of customer living/working in statistical area i shopping at complex j.  
 $A_i$  = Area of floorspace in centre, j in square metres, according to the type of supply, k.  
 $D_{ij}$  = Distance between statistical area of households, i and complex j.  
 $a$  = Area exponent  
 $\beta$  = Distance exponent  
 $k$  = Type of supply or expenditure, either Convenience or Comparison  
 $i$  = Statistical area ( $i=1, \dots, n$ )  
 $j$  = Complexes ( $j=1, \dots, m$ )

Source: Carter, C (1993) 'Assumptions Underlying the Retail Gravity Model', Appraisal Journal, Vol 61, No 4, pp510; Pracsys (2020)

**Figure 29. Gravity Model Demand Formula**

$$D_{kj} = \sum_{i=1}^n (P_{ij} * E_i)$$

$D_{kj}$  = Demand for retail category k, at centre j.  
 $E_i$  = Expenditure pool of statistical area i.

Source: Carter, C (1993) 'Assumptions Underlying the Retail Gravity Model', *Appraisal Journal*, Vol 61, No 4, pp510; Pracsys (2020)

Figure 29 shows that the demand for retail category k<sup>18</sup>, at centre j, is equal to the sum of the probabilities of customers living in statistical areas i to n, multiplied by the expenditure pool of statistical area i. In other words, the demand for retail is a function of the probability of customers from a particular statistical area attending the Centre multiplied by the expenditure pool of that statistical area. The expenditure pool is derived through the population multiplied by its income distribution.

In its core form gravity modelling provides a clearer, reproducible outcome that can be easily assessed. However, it does not consider local factors, including:

- The comparative value proposition of centres (e.g. the presence of an 'anchor' attractor that draws significant market share);
- The brand preference of users; or
- The efficiency of transport networks, as well as geographical barriers (e.g. in some cases it may be easier for customers to access a centre that lies physically further away).

## 9.1 Drivers of Retail Floorspace Supply and Demand

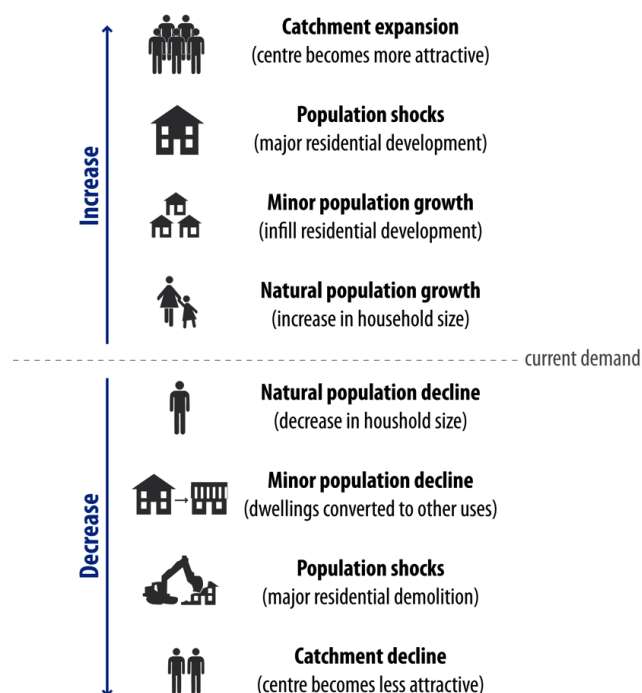
Demand changes can result in increased or decreased expenditure. The potential causes of demand changes are shown in Figure 30. These largely show that an increasing population increases demand, and vice versa. There are significant amounts of commercial floorspace, especially office floorspace, flagged for the central sub-region of Perth and beyond. There will also be significant numbers of new dwellings provided across Perth. This increase in residents has the potential to boost demand for goods and services in the area.

Demand can also increase from rising incomes, or wealth because people have more disposable income to spend on retail. Demand can also be increased by reducing leakage. Leakage for retail is largely caused by online retail, as well as travelling.

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<sup>18</sup> Retail categories are determined by their PLUC code and whether they are convenience or comparison goods. Convenience goods are day-to-day items such as groceries, pharmaceuticals and fast food. Comparison goods are items where consumers are willing to travel further distances, and are bought less frequently such as clothing, furniture, electronics, or other household items.

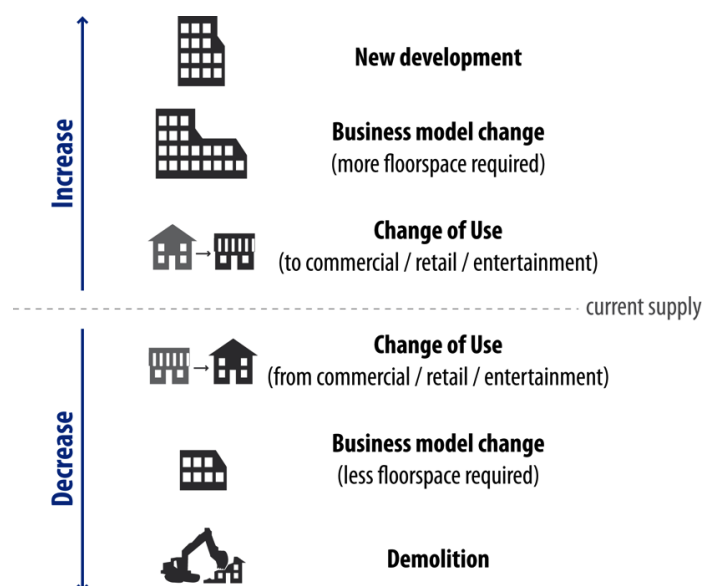
**Figure 30. Drivers of Retail Floorspace Demand**



Source: Pracsys 2025

Supply changes can result in increased or decreased retail floorspace. The potential causes of supply changes are shown in Figure 31.

**Figure 31. Drivers of Retail Floorspace Supply**



Source: Pracsys 2025



# Windsor Knight

Beeliar Drive Retail Needs Assessment and  
Net Benefits Test – Supporting Document

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## **Excluding Unproductive Floorspace from Retail Assessments**

Retail assessments utilise Net Lettable Area (NLA) as a unit of measurement for floorspace. State Planning Policy 4.2 2023 (SPP4.2) states that NLA includes all floors in the internal finished surfaces of permanent walls, however it excludes areas such as lobbies between lifts, service areas, public spaces/thoroughfares and spaces for the provision of servicing the floor or building amongst a range of other areas. Back-of-house is assumed to be additional to NLA estimates of retail floorspace.

### **Shop Definition according to TPS3**

The Hammond Road North Structure Plan allows for 8,100m<sup>2</sup> NLA of retail floorspace to the proposed Centre. If this retail allowance was aligned with the definition of Shop uses according to the City of Cockburn Town Planning Scheme No. 3 (TPS3), then the Structure Plan's allowance would be inclusive of:

- Convenience stores
- Lunch bars
- Shops
- Home stores

According to this definition, proposed uses such as the service station, café, restaurants, fast food outlets, and liquor store would be excluded from the allowance as they align with different TPS3 use categories such as Entertainment. Existing and proposed Shop uses are well within the allowance, totalling to 6,010m<sup>2</sup> NLA of the 8,100m<sup>2</sup> NLA allowance.

### **Shop/Retail Definition according to SPP4.2**

If the 8,100m<sup>2</sup> retail allowance was aligned with the definition of Shop/Retail under the State Government's Planning Land Use Codes (PLUC), then the Structure Plan's allowance would be inclusive of almost all proposed uses. The Shop/Retail definition includes most of the uses excluded under TPS3's Shop definition; service station, café, restaurants, fast food outlets and liquor store.

Proposed Shop/Retail uses amount to 6,075m<sup>2</sup> NLA and the existing Shop/Retail uses amount to 1,350m<sup>2</sup> NLA. The total future Shop/Retail uses are well within the allowance, totalling to 7,425m<sup>2</sup> NLA of the 8,100m<sup>2</sup> NLA allowance.