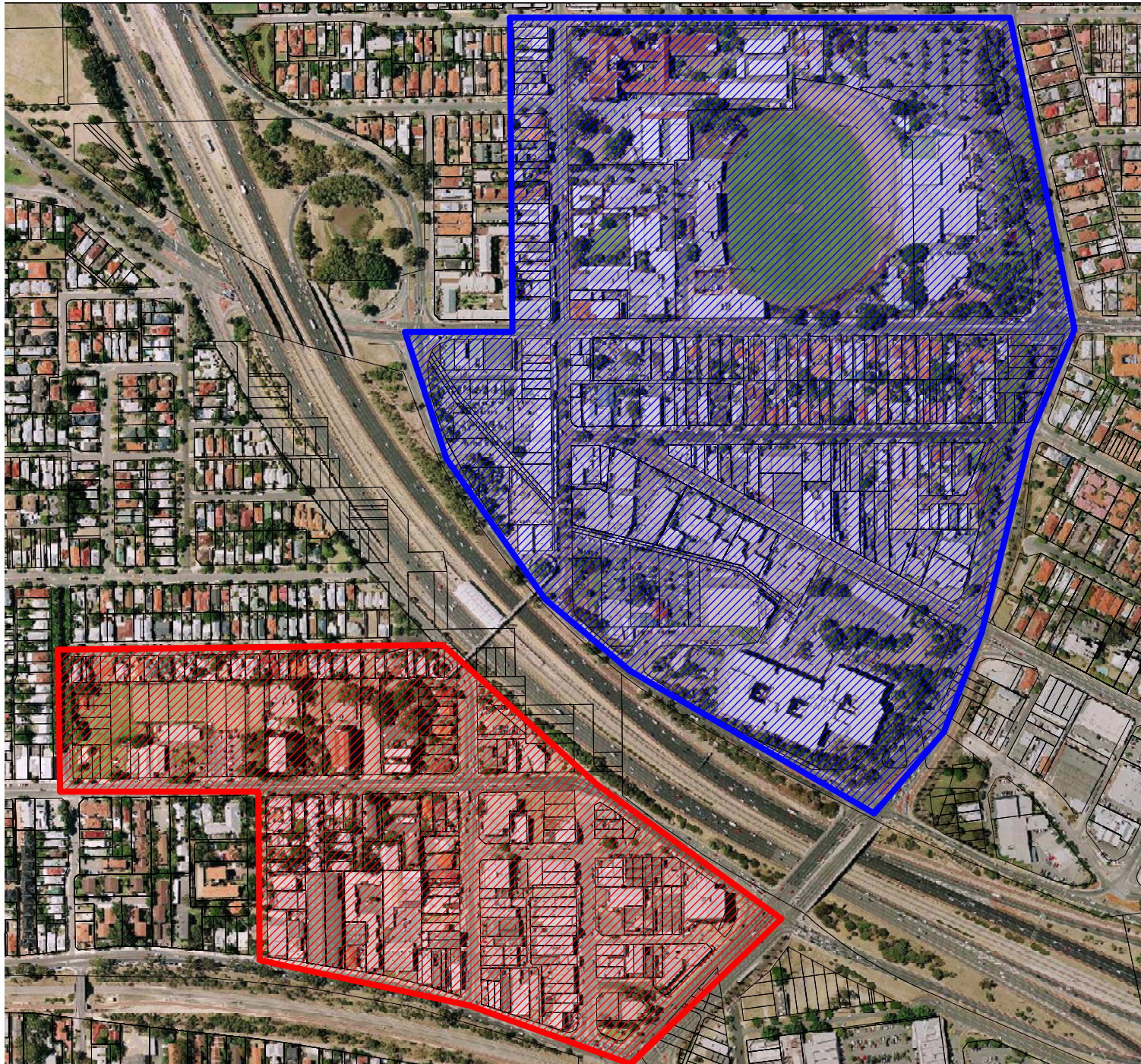


# Appendix A

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Map: Leederville redevelopment (DPI 2007)



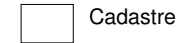


Department for  
Planning and Infrastructure

Leederville Redevelopment

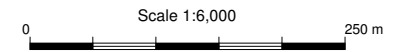
Blue: Masterplan Study Area

Red: W/Leederville Area



Cadastre

2007 Metro Peel Aerial Photography



Prepared by: bekent

Prepared for: Alix Rhodes

Date: Monday, March 17, 2008 14:13

Plot identifier: P20080317\_1413



**DPI INTERNAL USE ONLY**



# Appendix B

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Land use and demographic data (DPI 2008)

## Background Notes

### 2.1.1 Land use and demographic information

#### *User Population*

<b>User Segment</b>	<b>Now</b>	<b>New</b>	<b>Ultimate</b>
Residents (dwellings)	1472	890	2362
Workforce (and students)	2233	3931	6254
Visits	450000	150000	600000

#### *User Expenditure*

<b>User Segment</b>	<b>Now</b>	<b>New</b>	<b>Ultimate</b>
Residential	6,131,174	5,560,542*	14,757,303
Workforce (and students)	3,902,640	6,604,080	10,506,720
Visits	9,000,000	4,500,000^	18,000,000
<i>Total</i>	<i>19,033,814</i>	<i>24,230,209</i>	<i>43,264,023</i>

\* +3,065,587, ^ +4,500,000

#### *Employment*

<b>Worker Segment</b>	<b>Now</b>		<b>New</b>		<b>Ultimate</b>	
	Floorspace sqm	Jobs	Floorspace sqm	Jobs	Floorspace sqm	Jobs
Office	35,268	1,763	72,612	3,631	107,880	5,394
Retail	22,389	560	12,000	300	34,389	860
<i>Total</i>	<i>57,657</i>	<i>2,323</i>	<i>84,612</i>	<i>3,931</i>	<i>142,269</i>	<i>6,254</i>

#### *Residential catchment*

<b>Catchment Area</b>	<b>Dwellings</b>	<b>Residents</b>
Leederville	1472	2741
West Leederville (part)	1064	2055
<i>Total</i>	<i>2536</i>	<i>4796</i>

### *Residential Impact*

<b>Residential</b>	<b>Current</b>	<b>Fully Utilised</b>	<b>New Zoning</b>	<b>% Increase</b>
Dwellings	2536	3110	3426	36%
Resident Pop	4793	5909	6509	
Expenditure <sup>^</sup>	\$35,209,824	\$43,179,240	\$47,566,584	
<i>Increase</i>		<b>\$7,969,416</b>	<b>\$12,356,760</b>	

<sup>^</sup> \$267 per week

### *Expenditure Estimates*

Average household weekly earnings: \$943

Weekly expenditure (in local catchment) on food catering, convenience, some comparison goods and entertainment: \$267

Daily worker expenditure: \$14

Average visitor expenditure: \$20

### *Retail Impact*

Base retail space: 22,389m<sup>2</sup>

The mid rise plot ratio in four retail zones increases retail area to 44,100m<sup>2</sup>, even though IGA, Community Building and Luna Cinemas aren't expected to increase their plot ratio

A mid/high plot ratio of 2.5 over possible retail zones results in total area of 63,845m<sup>2</sup>

### *Mixed-Use Impact*

Base area for mixed use tenancies: 5.901m<sup>2</sup>

Two sites face on to Carr Place, receiving less retail exposure as Oxford Street competitors. Carr Place could support a mix of retail and commercial offices.

*Plot Ratio*

Type	Ratio	Space	% Increase
Mid	1.5	14,752m <sup>2</sup>	250%
Mid/High	2.5	24,587m <sup>2</sup>	416%

*Weekly visitor levels*

	M	T	W	T	F	S	S	weekly
Day	300	300	400	400	500	1000	200	3100
Night	200	200	1000	1000	1500	1500	200	5600
Total	500	500	1400	1400	2000	2500	400	8700
Yearly Total								450,000

*Visitor impact*

Estimated Number	Estimated Rate	Period	Expenditure Pool	Retention Rate	Expenditure in Leederville
450,000	\$20	per visit	\$9,000,000	100%	\$9,000,000

*Expected increase in visitor levels and expenditure*

30% increase: 600,000 visits

60% increase: 750,000 visits

\$10/week increase: \$30/week (due to increase in goods and services)

Visits	Estimated Number	Expenditure Rate	Period	Expenditure Pool	Retention Rate	Expenditure in Leederville
Low	600,000	\$30	p/visit	\$18,000,000	100%	\$18,000,000
High	750,000	\$30	p/visit	\$22,000,000	100%	\$22,000,000

*Town-Owned Land*

Type	Floorspace	% NLA	NLA Floorspace	Sqm per employee	# of employees
Retail	6,400 m <sup>2</sup>	84%	5,357 m <sup>2</sup>	35	153
Comm/Edu	4,300 m <sup>2</sup>	84%	3,599 m <sup>2</sup>	15	240
Total	10,700 m <sup>2</sup>		8,956 m <sup>2</sup>		393

*West Perth Extension - Residential*

<b>Zoning</b>	<b>Buildings</b>	<b>Floors</b>	<b>Dwellings</b>
R 250	3	6	288
R 100	10	3	180
R 60	10	2	160
<i>Total</i>	<i>23</i>	<i>11</i>	<i>628</i>

Gross hectares: 9.5

Net hectares (70%): 6.6

Develop (70%) 5.0

*West Perth Extension - Commercial*

<b>Function</b>	<b>Floors</b>	<b>Floorspace (m<sup>2</sup>)</b>
Office	6 - 9	20,000
Retail	1 - 2	2,000
<i>Total</i>		<i>22,000</i>