



Noise

The outdoor rear courtyard that is uncovered will significantly increase noise to the adjoining properties

The rear courtyard forms only a small portion of our premises. We propose to construct the area of materials which will dampen noise such as artificial turf and limit outside amplified noise after 10pm. Similar facilities in the area such as the Cabin which has a large outdoor area in the form of a balcony on the corner of Coogee and Scarborough Beach Road have not had an impact on the amenity or noise to the local area despite its even closer proximity also to residents.

Opening Hours

The proposed seven days/week opening ours will impact on the residential amenity of neighbouring properties

7 day trading has been de-regulated state wide in recent legislative changes. The adjacent bottle shop and Hywoods Pharmacy previously at the location have traded for a number of years for 7 days without incident.

Antisocial behavior

Concern regarding anti-social behavior associated with alcohol consumption and its impact on residential amenity of the immediate locality

Our proposed development and business conducted thereafter plans to follow the Vincent Accord for the Responsible Service of alcohol. Applicant Paul Mavor of New Frontier Pty Ltd has completed a Responsible Service of Alcohol course (certificates attached as evidence) and is a Manager of Licensed Premises. This basically prohibits us from serving drunks or tolerating rowdy behavior. As part of our management plan all bar staff will attain the responsible service of alcohol certificate before commencing employment.

Appropriateness of Land Use

The property is currently zoned 'Local Centre' and is restricted to land uses such as 'small scale shops to serve day-to-day conveniences of local residents' only, as per the relevant planning policy, 3.1.1 Mount Hawthorn Precinct Policy. The proposal clearly contravenes the planning policy that controls development in this location.

A bar would be far better suited to a high density residential or mixed-use area that could draw upon a higher catchment population within walking distance, as opposed to a quiet residential area with low key commercial activities that currently operate on Green Street. A café use is a far better suited to this location. A bar is not considered as a 'day to day convenience for residents' as stipulated by the relevant planning policy.

The subject site has been commercial in nature since it was first developed in the 1950s. A bar would be a good fit in the subject site and is supported by the large majority of residents. This is evidence by the many letters of support and the 275 page petition. A cafe/small bar would be well utilized by locals.

With regards to section 3.1.1 of the Mt Hawthorn Precinct planning and building policy there are many precedents such as bottle shop, hairdressers (3), florist, fancy



dress shop, denture prosthesis, home helpers, takeaway food, gp surgery, store and photographer that also serve the day to day needs of residents.

Amenity

General noise levels will significantly increase with up to 120 patrons frequenting the proposed bar, particularly from the open alfresco area at the rear of the property, and vacating the establishment during late night hours. In addition, we expect there to be significant noise during the night from the disposal of glass bottles at the rear of the property.

The quiet and family-orientated nature of this area is at stake. Anti-social behavior, noise from patrons and music, loitering and littering within the car park area, streets and laneway will pose a threat to the general amenity of Dunedin Street, London Street and Green Street residents alike.

Whilst the immediate area would benefit from an injection of more vibrant uses, such as a cafés and restaurants, situating a bar in this location would pose more of a detriment to the residents with regard to parking, late night traffic and patron movements and associated noise by comparison. General amenity concerns such as associated noise, hours of operation, potential anti social behavior is not acceptable in this predominately residential location. The operation of a bar 6-7 nights a week until midnight, with up to 120 patrons plus staff, is completely inappropriate in a location so close to family orientated residents.

The premises is being fitted out with acoustics in mind. Sound absorbing baffles, soft furnishings and soundproofing insulation are an essential part of the fit out of the proposed extension. We do not plan on playing loud music and will have background music of such a level to encourage conversation. Occasionally we will have local acoustic musicians eg from WAPPA playing Jazz and other easy listening music up until a self imposed curfew of 10pm.

Late night disposal of glass bottles into external bins will have a self imposed curfew of 10pm. It is part of our proposed business management plan to conduct regular staff patrols of the immediate vicinity monitoring rubbish and graffiti and rectifying them where possible.

We will be targeting a market of mature professionals with a demographic of over 30s and do not expect rowdy behavior. As per the 2011 census the suburb of Mt Hawthorn is reasonably affluent and not a crime hotspot.

The license category of small bar has been developed by the Department of Racing, Gaming and Liquor to encourage the responsible service of alcohol in a small, controlled setting with food.

There is adequate parking at the rear of the premises with the 5 bays created as well as the largely unused Dunedin St Car Park. The increase in car levels using the area will only be minor and a very small percentage of current levels on Green St. We don't anticipate any traffic jams. The premises will be marketed very heavily to local residents with foot traffic encouraged. The area is well serviced by public transport.

The respondent supports a restaurant/café use for the area. Clearly there is a demand for this in this strip shopping centre. We expect the service of food to be a

big draw card to our proposed facility. There will be a large range of non alcoholic drinks on offer such as water, tea/coffee and soft drinks.

The proposed facility plans to be 100% smoke free. As part of our license there will be no sales of takeaway liquor, RTDs (ready to drinks) or shooters. There will be a significant amount of seating in the venue with table service and our staff will be able to monitor patrons.

A small bar/café at the subject site will be compatible with the amenity of the area and will contribute to the streetscape and vibrancy. It will provide a social meeting point in the area for residents and workers to meet colleagues, clients and friends where currently there is none. There is presently one takeaway food outlet in the vicinity.

The venture will serve to contribute to the diversity, vibrancy and amenity of Joondanna and Mount Hawthorn. There is no equivalent facility in Joondanna and those excellent facilities already operating in Mount Hawthorn are on the other side of the suburb. The development offers a cosy alternative to the “Beer Barn” style drinking offered by other bigger venues such as the Paddington Alehouse or the The Oxford Hotel.

The following quote taken from the foreword of City of Vincent Strategic Community Plan 2011-2021 taken from www.vincent.wa.gov.au sums up without question how a small bar/cafe will fit into the locality “*Riding in tandem with the increasing popularity of inner city living, the City’s shopping precincts have thrived and become popular cafe strips for residents and visitors alike. The City’s population has also developed into a wonderfully rich melting pot of cultures and nationalities, which has contributed to its unique diversity.*”



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Statement of Attainment

A statement of Attainment is issued by a Registered Training Organisation when an individual has completed one or more units of competency from nationally recognised qualification(s)/course(s)

This is a statement that

Paul Mavor

has attained

Provide Responsible Service of Alcohol (SITHFAB009A)

National Provider number 4748

Neil Randall
President
Australian Hotels Association (WA)

Bradley Woods
CEO/Executive Director
Australian Hotels Association (WA)



Course Date: 21 Jan 2013
Issue Date: 21 Jan 2013
Certificate Number:
ORSA130121046252



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Statement of Attainment

A Statement of Attainment is issued by a Registered Training Organisation when an individual has completed one or more accredited units

This is a statement that

Paul Mavor

has attained

**Manage legislative responsibilities for the sale, supply and
service of liquor (MLP1)**

which is a partial completion of

**Course in Management of Licensed Premises
(52473WA)**

National Provider number 4748



Neil Randall
President
Australian Hotels Association (WA)



Bradley Woods
CEO/Executive Director
Australian Hotels Association (WA)

Course Date: 29 January 2013
Issue Date: 29 January 2013
Certificate Number:
CMLP1130129082391


Training Accreditation Council
WESTERN AUSTRALIA

