



VR-ARRIVAL

Town of Victoria Park - Change of Use Application Supplementary Information

295 Albany Highway, Victoria Park

Synopsis

Virtual reality (VR) delivers a total immersive experience and is ideally suited to the traditional VR markets associated with entertainment and gaming. Technological VR hardware development has intensified over the last two years and there is a trend by leading VR system manufacturers toward VR arcade centres for a complete room-scale experience. This experiential-based entertainment option is currently significantly lacking in Perth. Coupled with this is a significant emerging trend world-wide for the use of VR systems across the spectrum of vocational, training, educational and medical spheres to significantly enhance learning, induction and training opportunities.

The proposed VR Centre will consist of nine individual room-scale areas within the centre that will allow for a maximum of 9 individual clients at any one time, with a typical 1 hour booking period per client. The individual VR systems will include the state-of-the-art for VR systems (HTC Vive Pro) with wireless (untethered) capabilities and will be the most advanced of its kind in Perth. The immersive nature of these systems, with inbuilt headphones, means that noise levels from the centre will be very limited. The fit-out within the premises will be largely open-plan with a modern, family-friendly atmosphere. The proposed VR Centre has the capacity to complement the surrounding businesses.

Operational Details

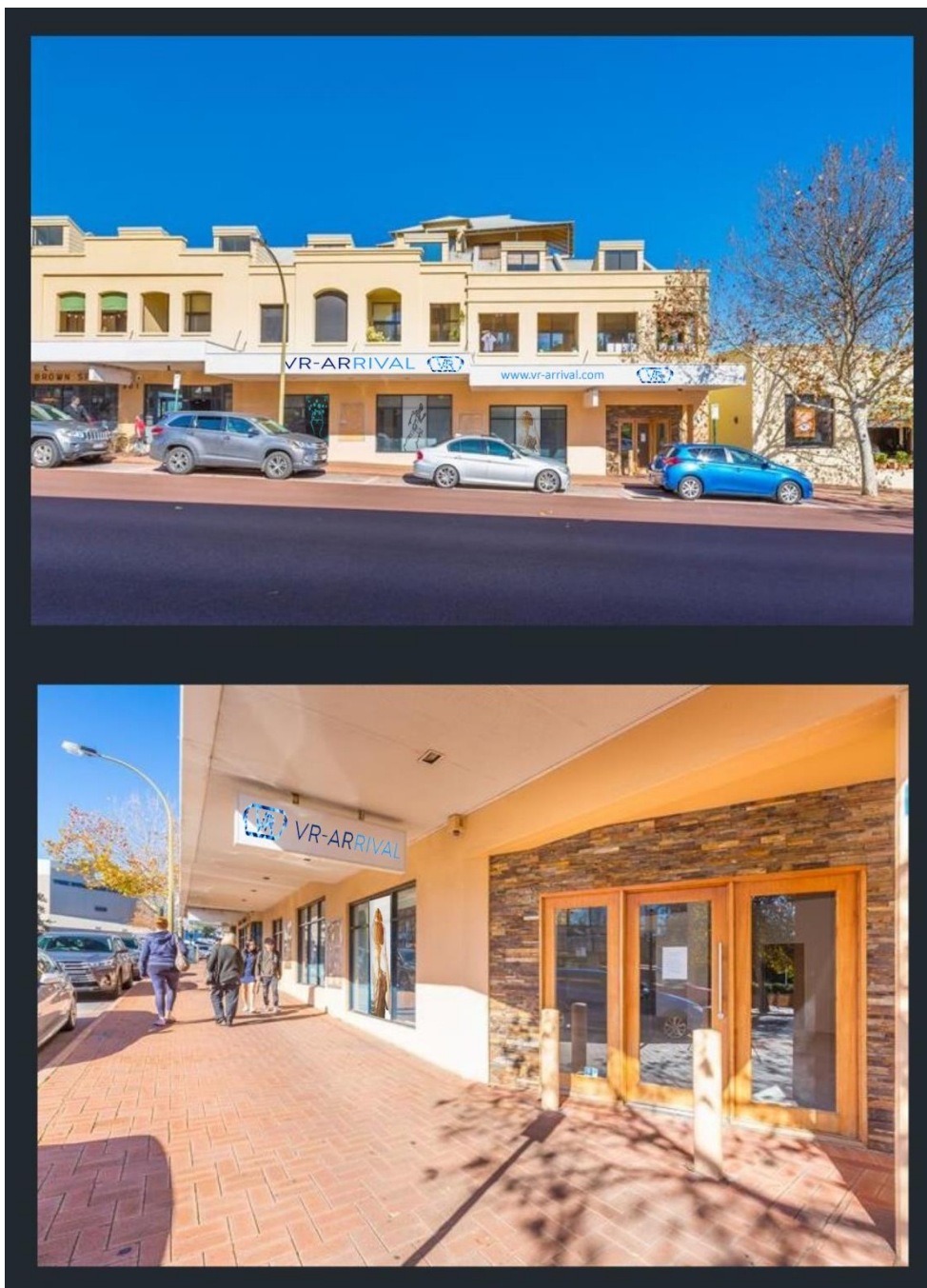
Planned Operating hours: Tuesday-Sunday, with weekday operating hours from 11am-8pm (9pm close on Friday); Weekend hours would be from 10am-9pm. School holiday periods would see the centre open 7 days a week.

Customer Numbers: A maximum of 9 customers can use the centre at any one time with a target relative booking rate of 55% (approximately 45-50 customers per day). Although no adverse side-effects from using VR has been shown for children, the minimum age for use in the centre will be 11 years and older.

Staffing: Up to 2 staff members will be on site at any time. All staff members will be encouraged to use public transport as a mode of commuting to work.

Car Parking: The premises do not have any dedicated car parking bays available for customer parking. However, the venue requirements in terms of customer numbers and parking requirements will not have changed from the previous tenancy (Day Spa). This section of Albany Highway is heavily serviced by public transport with a bus stop just outside the premises which services 7 different bus routes (170,176,177,179,220,284,960). The Victoria Park train station is also an 800m walking distance from the venue. Initial discussions with the owner have indicated that he is open to discussing with the Strata Management the possibility of installing accessible bike racks within the Strata Common Area to also service this mode of transport.

Proposed Representative Signage



Summary

The proposed VR centre (named VR-ARRIVAL) has the capacity to substantially supplement surrounding businesses by providing a complementary attraction (particularly for surrounding restaurants/cafes). The business would fit in with similar hours of operation to many surrounding businesses and the low level of any adverse impact on the surrounding areas, particularly as it relates to any noise impacts, is a key feature of this proposed business. The multi-faceted aspect of this technology and business proposal would see a diverse demographic customer base being attracted to this area as a result. We feel this will further enrich the popularity of this vibrant area.