



Maddington Town Centre

A VISION FOR TOMORROW



CONCEPT PLAN NOVEMBER 2022

INTRODUCTION

Maddington Town Centre to the east of the railway line is set to become a dynamic urban environment, with a focus on sustainable development and growth. Located 17 kilometres from the Perth Central Business District within the City of Gosnells, it is a prime location to become a vibrant, activated place.

While satisfying the State Government's strategic objectives for Activity Centres outlined in Directions 2031, the Maddington Town Centre will also achieve the community's vision for an area providing a high-quality lifestyle, a strong sense of place and positive identity – a place where people choose to live.

The City's long-term commitment to the redevelopment of the Maddington Town Centre has already involved considerable background planning aimed at maximising the potential of the location. Much of this was achieved through the Maddington Kenwick Sustainable Communities Partnership, between the State Government and the City of Gosnells. A continued collaborative approach, with public and private investment, will be needed to transform the currently under-developed area into an attractive town centre.

MADDINGTON TOWN CENTRE CONCEPT PLAN

The Maddington Town Centre Concept Plan provides a basis for rezoning within the Metropolitan Region Scheme (MRS) and the City of Gosnells Town Planning Scheme (TPS) to facilitate redevelopment. Proposed urban design initiatives will ensure the Maddington Town Centre is developed into an attractive place where people will want to live.

The Maddington Town Centre will include a variety of land uses focused around the Maddington train station, where a dynamic new core will be established. The station provides convenient access to Perth's existing rail network, making the area an attractive prospect for affordable living opportunities.

The Concept Plan aims to strategically improve the town centre's urban design to support pedestrian-friendly Transit-Oriented Development (TOD). For this to occur, local amenity and compatibility between land uses will need to be improved, to allow for innovative growth and infrastructure management.

The Maddington Town Centre will also play an important role in supporting a large residential growth catchment in the adjoining Central Maddington Outline Development Plan area and a large employment hub at the Maddington Kenwick Strategic Employment Area.

The concept plan will transform existing fragmented areas into a dynamic town centre by:

- ▶ Facilitating the redevelopment of public sector landholdings to achieve a high quality and accessible new urban core, with provision for future TOD.
- ▶ Consolidating pedestrian links to achieve better integration with the surrounding areas, including the Canning River.



MADDINGTON TOWN CENTRE CONCEPT PLAN

LEGEND

	Medium Density Residential		Station Square
	High Density Residential		Structure Plan Boundary
	Secondary Centre		Station-Oval Precinct
	Education Institution		Highway-Shopping Centre Precinct
	Public Open Space		Rail Station
	Primary Distributor Road		Bus Station
	Rail Reserve		



LAND USES AND DIVERSITY

Maddington Town Centre will be a complex urban environment, providing opportunity for social and economic growth connecting seamlessly to the broader area. Diverse building types coupled with flexible zonings and policy settings will cultivate a wide range of businesses and land uses.

DWELLINGS AND DEMOGRAPHICS

Maddington Town Centre's proposed residential densities will yield over 3,500 dwelling units and an anticipated permanent residential population of 7,350 when complete, including more than 2,000 residents in the Station-Oval Precinct. Rezoned densities in abutting catchment areas will further boost the local population, helping to support sustained public transport usage and upgrades to infrastructure and services to existing landholdings.

A range of living choices will create a diverse community profile, including apartments, town houses and ground floor units with work-from-home options. Development of fragmented sites elsewhere in the Maddington Town Centre will further diversify dwelling stock and support affordable living options.

RETAIL AND COMMERCIAL

The Maddington Town Centre has considerable additional scope for retail development. Future expansion or redevelopment of the Maddington Central shopping centre will further establish a commercial 'heart' within the town centre and diversify the shopping centre's role and function as a commercial destination.

Within the Station-Oval Precinct, retail activity is important to generate pedestrian movement at Station Square and along the central boulevard and ease of access will support the sustained commercial viability of these areas. Commercial land uses that support activity during and outside office hours will also be encouraged at Station Square.

HIGHWAY-SHOPPING CENTRE PRECINCT

The Highway-Shopping Centre Precinct retains its existing street network and provides a robust framework for mixed-use development. At its centre, Blackburn Street links urban functions and activity zones essential in a diverse and vibrant town centre. The area's urban structure will be improved through:

- ▶ Creation of a strong urban front to Albany Highway.
- ▶ Improved streetscape links at Maddington Central shopping centre, with a potential civic area.
- ▶ Attractive streetscape at Herbert Street to integrate residential catchments and river recreation opportunities.





EMPLOYMENT AND TRAINING

The Maddington Town Centre has considerable scope to generate employment, with new businesses to benefit from the town centre's location, well-integrated transit facilities and urban setting. The Station-Oval Precinct's development potential and proximity to public transport will be particularly attractive for employment generation.

LANDSCAPING AND ENVIRONMENT

Quality landscaping at Station Square, the piazza and open space will significantly lift amenity, with the open space defining entry to the town centre from the north providing an attractive interface to the industrial area.

Intense street tree planting along the central boulevard and feature landscaping will act as a green spine to link the open space, piazza and Station Square, and native vegetation planting will create biodiversity within the town centre and provide an environmental link between the foothills and the Canning River.

STATION-OVAL PRECINCT

The Station-Oval Precinct's location between the Maddington train station and Maddington Oval provides an opportunity for a highly attractive new urban core. This will require integrated design and comprehensive redevelopment of large public sector landholdings:

- ▶ Station Square provides urban focus at the train station and a central boulevard, to generate activity, allow for pedestrian movement and to integrate built form.
- ▶ Historic Canning Park Avenue provides a point of difference to the existing street grid.
- ▶ The central boulevard provides a 'green' link between the train station, piazza and open space.
- ▶ The large expanse of public open space provides a strong recreational focus and a green 'gateway' to the town centre, with development extending into part of the decommissioned Maddington Oval to achieve urban mass, activities and population density to sustain Maddington Town Centre as a 'Secondary Centre'.
- ▶ Blackburn Street will extend to a new bus-rail interchange at Station Square.

Existing street networks at Kitson Place and Pratt Court will extend to Kelvin Road, to strengthen east-west connectivity within the town centre. These streets will likely have restricted access to Kelvin Road, but will facilitate seamless pedestrian and cyclist movement.



TRANSPORT

Proximity to an extensive arterial transport network is another advantage of the Maddington Town Centre. It is relatively close to the Perth Central Business District and accessible to a number of large industrial, commercial and residential growth areas. The international and domestic airports and freight-rail services are also within close proximity to the town centre.

Tonkin, Roe and Albany Highways and arterial connections via the Kenwick Link, Burslem Drive, Olga and Kelvin Roads service the town centre and provide convenient access to large portions of the Perth metropolitan area.

PEDESTRIAN MOVEMENT

An extensive network of attractive streets and public spaces will support pedestrian and cyclist movement. Linking activity nodes through Blackburn Street and the central boulevard will attract movement and contain pedestrian activity within the core Maddington Town Centre area. Pedestrian friendly design of arterial routes is also critical, and improved crossings will allow movement from adjoining residential catchments. Attractive links to the Canning River and South Metropolitan TAFE are particularly important for recreation and to encourage student movement throughout the town centre.

IMPLEMENTATION

The Maddington Town Centre Concept Plan aligns with State planning frameworks, strategies and various local planning principles. The Concept Plan embodies a collective aim for a more compact, liveable and sustainable environment incorporating best-practice urban design and TOD principles.

A future Outline Development Plan (ODP) will be informed by the objectives outlined in *State Planning Policy 4.2 – Activity Centres for Perth and Peel* and *Directions 2031* and will operate in conjunction with the Maddington Town Centre Development Policy and Public Realm Guidelines. The Policy sets out minimum development standards while the Guidelines present a manual of town centre enhancements, including an urban style guide, streetscape treatments and public art strategy.

The MRS and the City of Gosnells TPS already permit town centre development within the majority of the Maddington Town Centre area, however, amendments to both Schemes are required. The vision outlined in this document underpins the rationale for amending the MRS.

Planning Obligations, Incentives and Collaboration

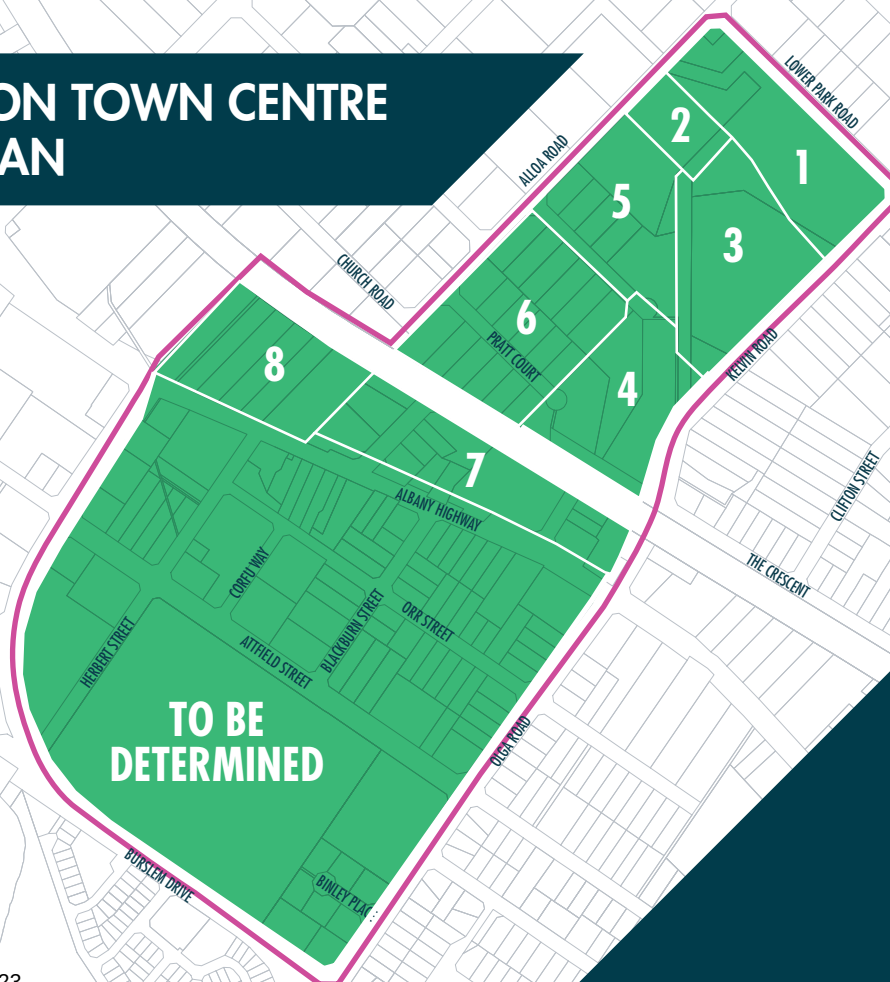
The Maddington Town Centre Concept Plan provides a coherent framework for the creation of the ODP.

Shared ownership of the vision and collaborative involvement in the development of the town centre will be particularly important. Multiple government agencies, service providers, developers and the community have already provided input to a vision for the Maddington Town Centre and their continued involvement will achieve co-ordinated and sustainable outcomes responding to challenges and opportunities in the area.

Staging and Monitoring

The Maddington Town Centre is a long-term project and its realisation will depend on public and private investment, availability of funding, development cycles, market forces and numerous other factors. The key factor likely to determine construction timeframes will be the development of public sector landholdings in the Station-Oval Precinct. The size and scale of these landholdings provides certainty for private capital investment. The nominal Staging Plan reflects the importance of creating amenity in the initial development stages, to leverage a stronger market position for the town centre.

MADDINGTON TOWN CENTRE STAGING PLAN





For more information, please contact
Ian Cowie – Chief Executive Officer
9397 3000 | ICowie@gosnells.wa.gov.au

City of Gosnells
PO Box 662, Gosnells WA 6990
9397 3000
council@gosnells.wa.gov.au
www.gosnells.wa.gov.au

The City of Gosnells acknowledges the Whadjuk (Noongar) people, who are the traditional custodians of this country. We pay respect to their culture, history and their elders past, present and emerging.