



MADDINGTON TOWN CENTRE VISIONING DOCUMENT

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JUNE 2013

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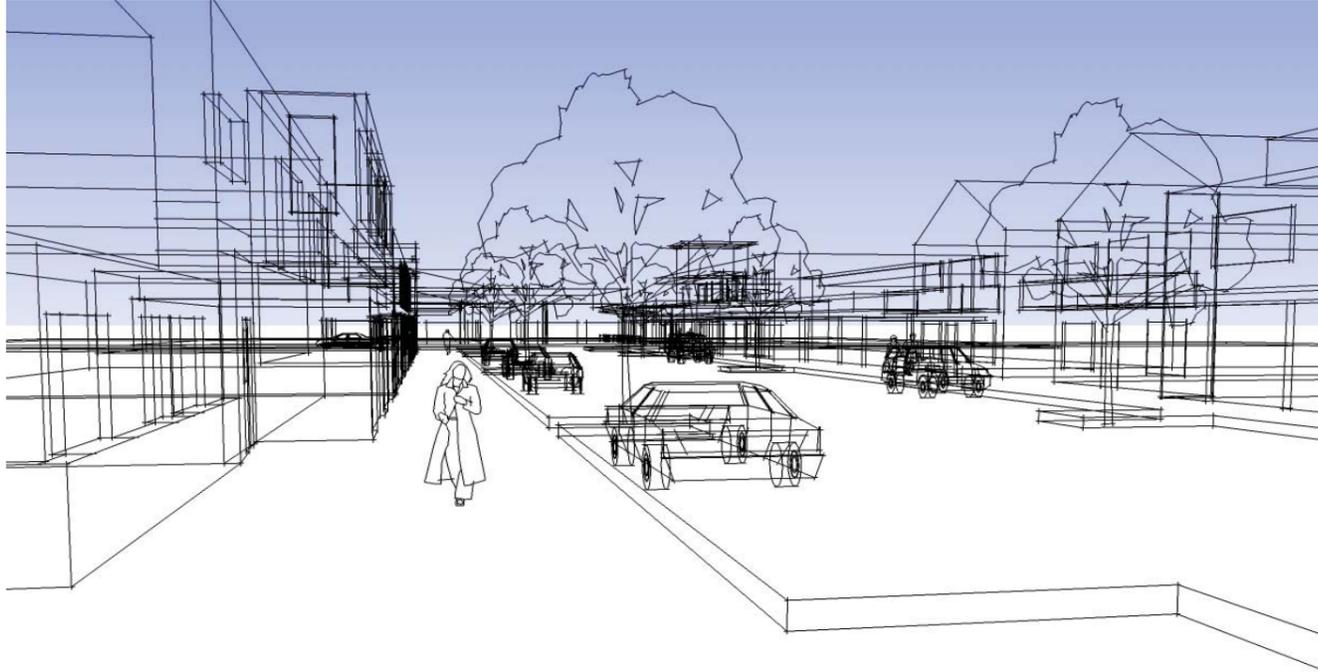
APPENDICIES

introduction



1

1 introduction



Maddington Town Centre urban focus

Maddington Town Centre is set to become a dynamic urban environment that is the focus to the area's sustainable development and growth. Located 17 kilometres from the Perth Central Business District within the City of Gosnells it possesses the infrastructure, services and activities required to create a vibrant and activated place. In addition, the Maddington Town Centre has exceptional opportunity to achieve a high quality urban core on large government landholdings adjacent to the Maddington train station.

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 a high quality of life, strong sense of place and positive identity...a place where people choose to live.

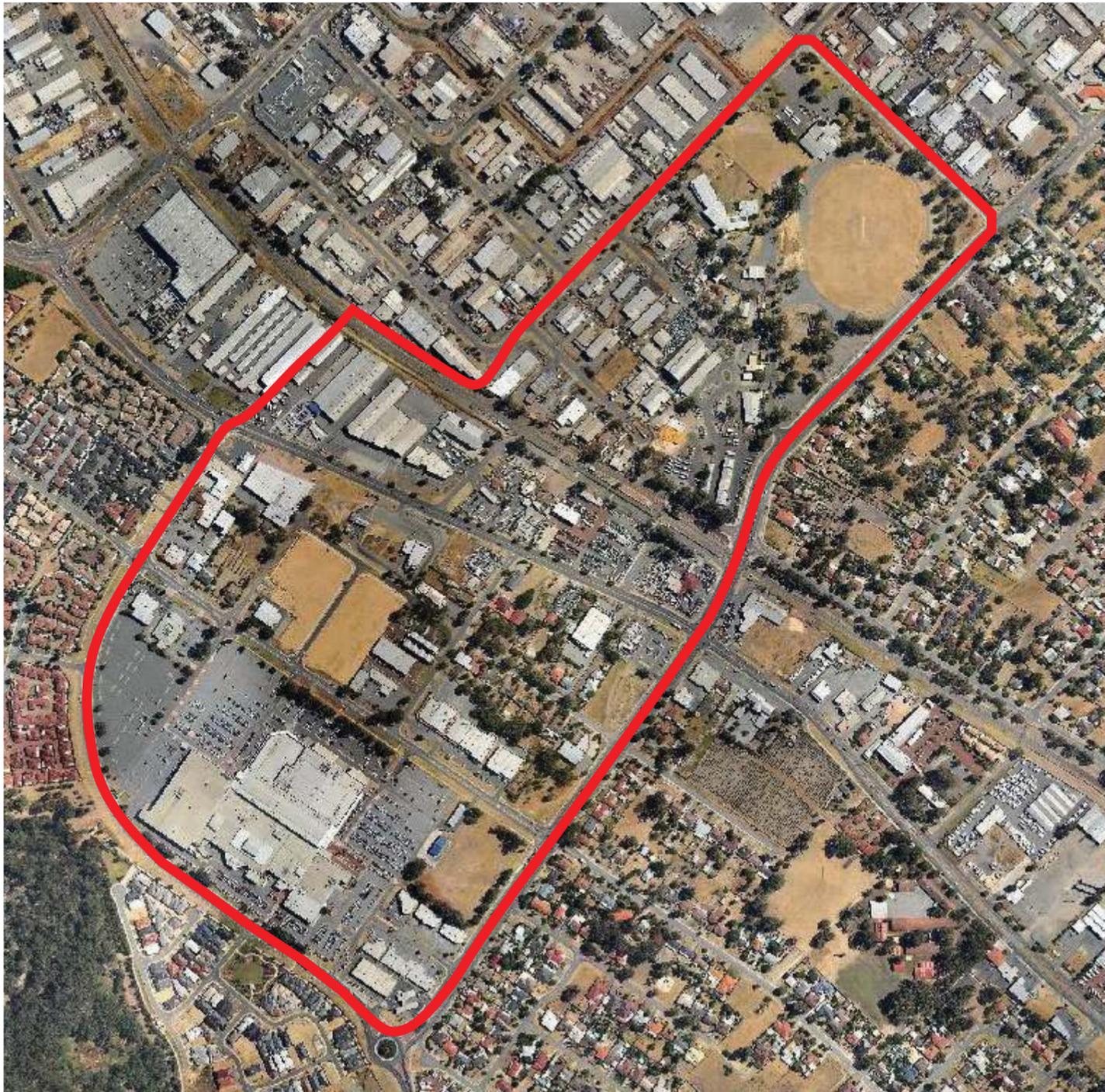
Opportunities

The Maddington Town Centre's location and diverse character provides many opportunities for the establishment of a dynamic urban environment and the City's long-term commitment to the redevelopment of the town centre has already resulted in considerable pre-planning and design outcomes.

Much of this was achieved through the Maddington Kenwick Sustainable Communities Partnership (MKSCP) between the State Government and the City of Gosnells. A continued collaborative implementation and investment approach between all stakeholders will be required to further capitalise on the town centre's opportunities.

- **A Vibrant Centre**
The Maddington Town Centre is intended to become a well-integrated place that fully utilises its substantial local assets. Long-term public and private investment will be required to transform the existing under-developed environment into an attractive town centre.
- **Business, Employment & Training**
Maddington's diverse land uses and activities provide a strong basis for sustainable social and economic development. Innovation and strengthened synergies will be required for transformative growth.
- **Infrastructure & Servicing**
The Maddington Town Centre has sufficient base level infrastructure and servicing to facilitate more intense land use development. Best-practice management procedures and strategic asset upgrades will be essential for sustainable urban growth.

1 introduction



MADDINGTON TOWN CENTRE
ACTIVITY CENTRE BOUNDARY

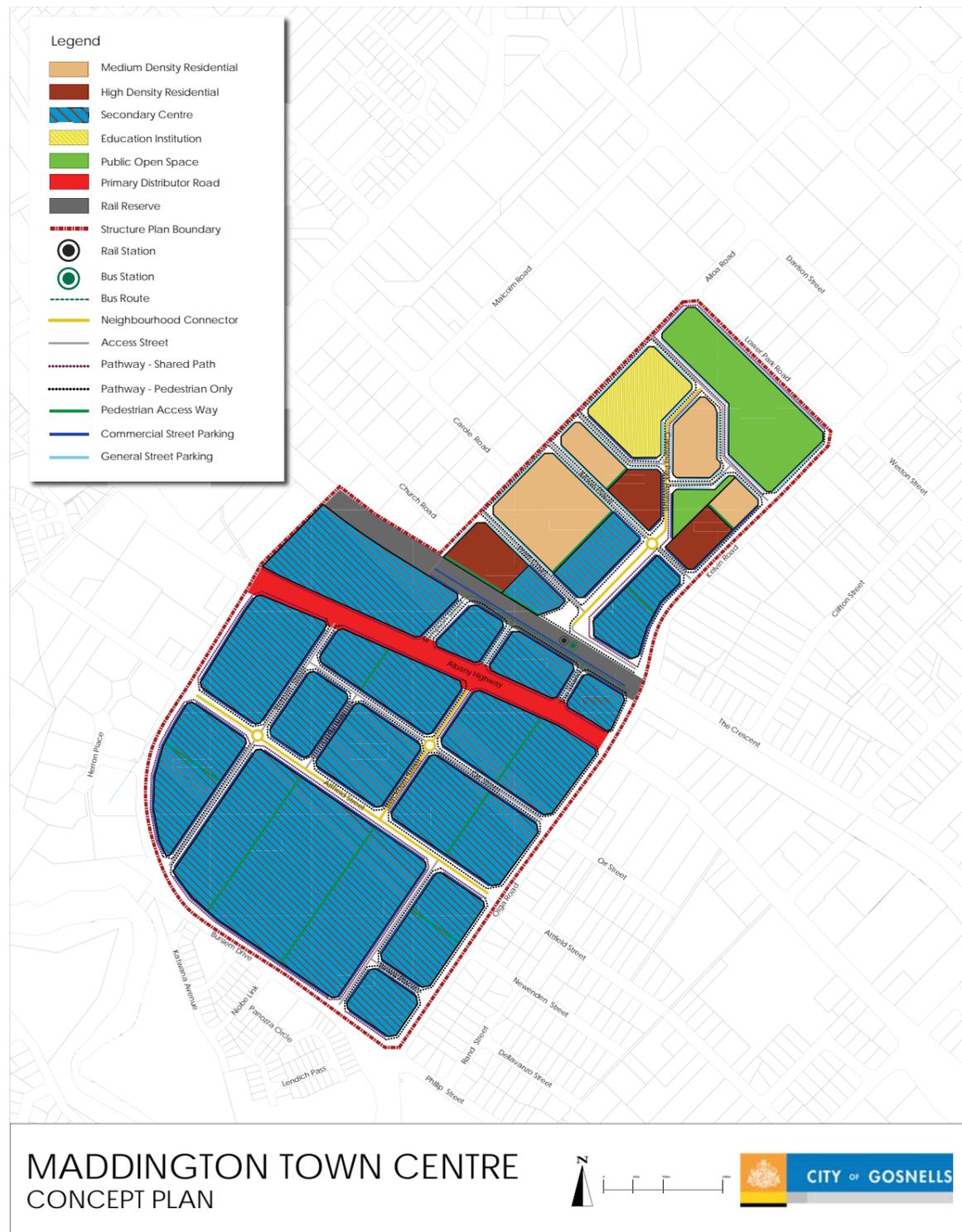


Maddington Town Centre Area

The Maddington Town Centre Activity Centre area includes a variety of land uses and assets focussed around the Maddington train station, where a dynamic new core will be established as illustrated in an artist's impression below.



1 introduction



Maddington Town Centre Concept Plan

The Maddington Town Centre Concept Plan provides a basis for the rezoning of both the Metropolitan Region Scheme (MRS) and the City of Gosnells Town Planning Scheme (TPS).

The Concept Plan represents an important step towards realising the vision for the Maddington Town Centre. The Concept Plan builds on the vision formed through the MKSCP enquiry-by-design workshop conducted in 2004.

Urban design refinement has since occurred to provide a layering of measures that will ensure quality development of the Maddington Town Centre. The Concept Plan directly addresses the Town Centre's opportunities and challenges to create a place of lasting beauty where people want to live.



site & context
analysis

2

2 site & context analysis

Maddington's Heritage

Maddington's character has evolved through waves of development that have transformed the area's social, economic and natural heritage.

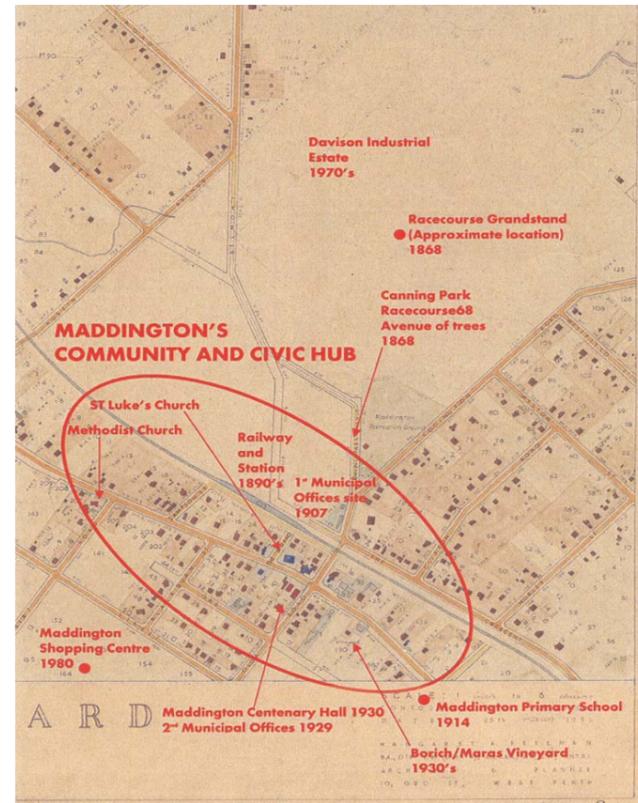
Maddington was the focus of indigenous communities prior to 1829 and subsequent colonial settlement. The area remained agricultural at the urban fringe until the 1950's when it was absorbed into the expanding metropolitan area through large scale suburban and industrial estate style development.

Though Maddington has substantially altered, a sense of its early heritage persists through traces of landscape, artefacts and living memory. Significant heritage features in the Maddington Town Centre and adjoining area include the Maddington Homestead, Canning Avenue historic street axis, Maddington Primary School, the Borich/Maras vineyard and the Canning River.

The Department of Indigenous Affairs' Register of Aboriginal Sites reveals the Maddington Town Centre Activity Centre area is not in direct contact with any aboriginal heritage sites. However, the Canning River, which is particularly important to the town centre's recreational scope and environmental setting, does have aboriginal significance that will need to be respectfully considered.

The Maddington Town Centre development imperative now provides opportunity to reinforce Maddington's heritage and express an evolving sense of urban identity within an amenable, well-integrated townscape.

Maddington has long had a well established activity hub within walking distance of the train station. The 1959 land map shows a rich array of community facilities and attractions within an agricultural setting, however, rapid urbanisation post 1970 has seen the loss of many of these features.



Maddington Town Centre (c.1959).



Maddington Homestead (c.1830) is Heritage Trust listed.



Former Canning Park Race Course grandstand.

Urban Condition

The Maddington Town Centre is characterised by segregated zones of differing land uses and developments. It contains a permanent public transport infrastructure node (Maddington train station), an industrial estate, vehicle sales yards, highway commercial land uses, low density residential development, residential areas zoned for higher density and a large box shopping centre. Under-utilised areas of open space abutting Canning River and the decommissioned Maddington Oval occur at the periphery of the Maddington Town Centre Activity Centre area.

The fragmented, underdeveloped and contrasting nature of the area has resulted in an environment that lacks pedestrian scale and amenity. Although the area has developed on a 'drive-to' basis, its fundamental urban structure is robust and adaptable to achieving a higher urban quality.

The Maddington Town Centre Concept Plan strategically improves the town centre's urban design in support of pedestrian-friendly Transit-Oriented Development (TOD). Significant improvement to amenity, compatibility between land uses, innovative growth and infrastructure management is required for Maddington to evolve into a vibrant and activated town centre.

Centre Context

The Maddington Town Centre is a dedicated 'Secondary Centre' under State Planning Policy 4.2 *Activity Centres for Perth and Peel* and is a strategic project aligned with *Directions 2031*. Its central location within a string of rail-connected activity centres in Perth's south-east corridor reinforces the importance of the Maddington Town Centre as a 'Secondary Centre'. It is particularly advantaged by convenient access to regional movement networks, exceptional urban development scope and affordable living for those who in the future want to live in a place that reflects its true spirit.

In addition to local servicing, the Maddington Town Centre will play an important role in supporting large residential and employment growth catchments in the adjoining 'Central Maddington' Outline Development Plan area and nearby industrial development at the Maddington Kenwick Sustainable Employment Area (MKSEA). Furthermore, the town centre, already serviced by *Maddington Centro* shopping centre has the scope for increased growth in retail floor space.

Finally, educational facilities are well catered for both within the Maddington Town Centre with the Australian Trade College (ATC) and nearby with Polytechnic West (formerly TAFE) as well as the Maddington Primary School.



project vision

3

3 project vision

Urban Structure

The Maddington Town Centre's well established street grid is intended to be extended to form a legible, well-integrated urban growth framework. The existing fragmented areas will be fundamentally transformed into a dynamic town centre by:

- Entrenching and consolidating pedestrian linkages throughout the Maddington Town Centre to achieve better integration with surrounding areas including the Canning River.
- Redeveloping Maddington train station and the adjoining public sector owned landholdings to achieve a high quality and accessible urban core that creates an opportunity for a coherent Transit-Oriented Development (TOD).

Key Nodes

Within the town centre framework focus will be achieved through the establishment of an attractive centrally located spine of activity nodes, public spaces and movement linkages that include:

- The extension of Blackburn Street in support of cross-urban connection between the southern and northern portions of the Maddington Town Centre and improved accessibility to the train station.
- Consolidated pedestrian movement networks within the town centre that integrate with surrounding areas and the recreational opportunities provided by the Canning River.

A high quality public realm will define the Maddington Town Centre's urban core through the following design elements:

- The provision for a formal civic space at the entrance to the train station.
- A large expanse of generously proportioned open space along Lower Park Road that will provide an active recreation focus as well as serving to act as a visual and acoustic buffer to the industrial land use activities to the north of the town centre.
- Boulevard connection between the Maddington train station and the open space that provides a series of pedestrian friendly moments including a piazza.
- Canning Avenue heritage interpretation and retention of existing mature trees that provides a strong connection from the boulevard to the town centre's Education Precinct.

This sequence of spaces and experiences will provide the basis to a rich urban environment that offers amenity, variety and lifestyle choice. It is critical to integrate existing and proposed land uses to achieve a coherent public realm. Considerable opportunity also exists to reinforce the meaning of place through a layering of heritage interpretation, environmental enhancements and the inclusion of additional identity forming design elements.

The Maddington Town Centre Public Realm Guidelines provide a manual of transformative urban improvements which include an 'urban style guide' of streetscape treatments and a public art strategy.



Built Form and Street Interface

A dense mixed-use urban environment is required for Maddington Town Centre to achieve a dynamic urban environment and the Maddington Town Centre Development Policy has been formulated to guide appropriate development in support of this objective. The Policy incorporates best practice urban design and includes principles consistent with Transit-Oriented Development (TOD), *Liveable Neighbourhoods* and *Creating Places for People*.

The Policy requires future development to be designed with pedestrian movement and safety to be given the greatest regard including the provision of active frontages with direct connection to the public realm; covered footpaths; building placement on street boundaries and co-ordinated parking to the rear; minimum two storey development and high quality built form with articulated and detailed facades. Corner definition and design attention to lot facades that present to the public realm including civic and open space is emphasised because it is recognised that streetscape character is achieved through diversity in street interfaces.



Landscaping

Maddington Town Centre's townscape will be improved through the higher profile treatment of natural assets and streetscapes and will be designed to improve the Maddington Town Centre at the broader urban level as well as the finer pedestrian scale.

Of particular importance is the town centre's re-connection to the Canning River and the creation of high quality open space. These design elements will make a substantial difference to the Maddington Town Centre's recreational opportunities, provide attractive urban framing and reinforce an urban identity that is both contemporary and heritage rich.

Streetscape enhancements will also improve recreational linkages and movement between key assets.

3 project vision

STATION-OVAL PRECINCT

Urban Structure

The Station-Oval Precinct provides exceptional opportunity to achieve a sizeable and highly attractive new urban core. Its prominent location between the Maddington train station and Maddington Oval makes this portion of the town centre particularly strategic to marking the town centre's transformation and enhanced imagery. Integrated design, comprehensive redevelopment and improvement of the large public sector owned landholdings will ensure a high quality public realm is achieved.

The urban structure has been designed for high amenity impact, legibility and permeability and the urban core is achieved through the following design elements:

- The station square provides urban focus at the train station and the central boulevard. It is a pivotal component in the structure of the Maddington Town Centre in terms of generating activity, pedestrian movement and built form integration.
- The central boulevard anchors streets and open spaces within the urban core and provides a high amenity vegetated linkage between the train station, piazza and open space.
- The historic Canning Avenue is reinstated to diversify the town centre's spatial configuration and provide a point of difference to the prevailing orthodoxy of the street grid. A piazza marks its convergence with the central boulevard and will provide an attractive urban connection to the Education Precinct.
- The large expanse of open space to the north of the Station-Oval Precinct provides a strong recreational focus to the new urban core. Development extends into part of the decommissioned Maddington Oval to achieve the necessary critical urban mass, activities and population density required to sustain Maddington Town Centre's role as a 'Secondary Centre'. The central boulevard strategically integrates and supplements the open space by ensuring accessibility and prominence within the urban core.
- The extension of Blackburn Street to a new bus-rail interchange at the station square.
- The existing street networks of Kitson Place and Pratt Street are proposed to be extended to Kelvin Road to strengthen east-west connectivity within the town centre. While these streets are likely to have restricted access to Kelvin Road, they play an important role in creating sightlines and facilitating pedestrian and cyclist movement.

Key Nodes

A distinctive sequence of public spaces promotes activity for a broad range of end-users of the Maddington Town Centre.

1. Station Square

This prominent public space at the Maddington train station is fundamental to achieving a lively urban core. Multi-purpose use and activity in this area will generate a well-surveilled and welcoming gathering place. The final configuration of the station square is yet to be resolved, however, it is intended that a number of buildings will take advantage of the commercial exposure to be gained from its visibility within (and centrality to) the Maddington Town Centre. Landmark buildings framing the station square are particularly important to heightening public awareness of the square's civic importance.

2. Central Boulevard

The central boulevard will provide a fine-grained pedestrian environment within an elegant urban streetscape. The proposed 40 metre wide corridor provides sufficient space for a rich public realm to be arranged to encourage movement both along and across the boulevard. Design elements that define sightlines, vista ends, activity nodes and connections will build complexity and character into the town centre's urban core.

The boulevard will possess a number of activity spaces ranging from small intimate places to larger areas for the community to gather. Furthermore, the boulevard will be characterised by intensive tree planting, landscaping, public art, street furniture and on-street parking. Active commercial frontages and residential interfaces at ground level will be important to the boulevard's vitality and sense of place.

3. Canning Avenue

A modestly proportioned piazza at the central boulevard's juncture with Canning Avenue provides an activation node that expresses the multi-faceted nature and attractiveness of the station-oval precinct. It marks the connection point to the Education Precinct and provides transition from mixed-use urban land uses to the more residential character of development surrounding the large expanse of open space.

The piazza is an important 'stepping stone' to the open space and it extends the amenity and recreational opportunities of the open space deeper into the town centre's urban core. Dynamic street views and close proximity to various urban areas will attract students, workers and residents, as well as attracting pedestrian movement from adjoining areas. The piazza's ultimate function is to generate local community activity, which by virtue of its central location, is key to the precinct's overall viability.

4. Open Space

The open space will provide significant amenity within the Maddington Town Centre and it has a critical role in diversifying the town centre's recreational and lifestyle scope. The open space is intended to contain landscape features, facilities and innovative multi-purpose design to attract broader user groups from the wider catchment area. In addition, considerable opportunity exists for heritage interpretation throughout the open space.



3 project vision

Built Form and Street Interface

The Station-Oval Precinct's urban character will initially be established through comprehensive redevelopment of the large public sector landholdings north of the rail reserve and incremental redevelopment of properties within the existing industrial area.

In addition to the Maddington Town Centre Redevelopment Policy, it is likely design guidelines will be required to steer development with an interface to the central boulevard to ensure built form is co-ordinated and carefully scaled to achieve a pedestrian-friendly streetscape. Together with innovative energy efficient and environmentally responsive design with appropriate architectural styling, the town centre's sense of place will be positively transformed. The urban core will be defined by a range of design elements:

1. Station Square

A vibrant activity hub will be created around the station square through prominent mixed-use development, ideally containing office and commercial uses on the lower floors and residential on the upper floors. Desirable building heights are generally 4 to 6 storeys and higher.

2. Central Boulevard

A mixed-use and highly urban living environment will be created to frame the central boulevard and development closer to the station square should reflect the streetscape character described above.

Development closer to the open space would ideally be 3 to 4 storeys in height, with a predominance of residential uses and adaptable ground floors for non-residential land uses.

3. Canning Avenue

A dynamic Education Precinct on Canning Avenue will provide streetscape and activity integration between the urban core, industry, training and employment places. The Education Precinct will be focussed on the Australian Trades College (ATC) and incorporate a built form style that complements development along the central boulevard.

4. Open Space

An amenable landscaped area of open space will provide the leverage to create a highly desirable living environment. Built form should be 3 to 4 storeys in height with adaptable ground floor designs that accommodate non-residential land use activities.

5. Established Streets

The established streetscapes and private landholdings adjoining the town centre's urban core will be incrementally transformed through progressive redevelopment and streetscape upgrades.

- **Pratt Street & Kitson Place** Innovative architectural responses that reflect and harmonise with the area's contrasting industrial character are key to achieving urban 'fit'. Development closer to the central boulevard should stylistically relate to the urban core of the town centre to achieve streetscape continuity.

- **Lower Park Road & Alloa Road** Appropriately scaled built form on landholdings that interface with the Maddington Town Centre are the project's long-term objectives.
- **Rail Reserve** Built form fronting the rail reserve will be required to achieve high standards of aesthetic quality as this is of particular importance to addressing the physical barrier the rail reserve represents.

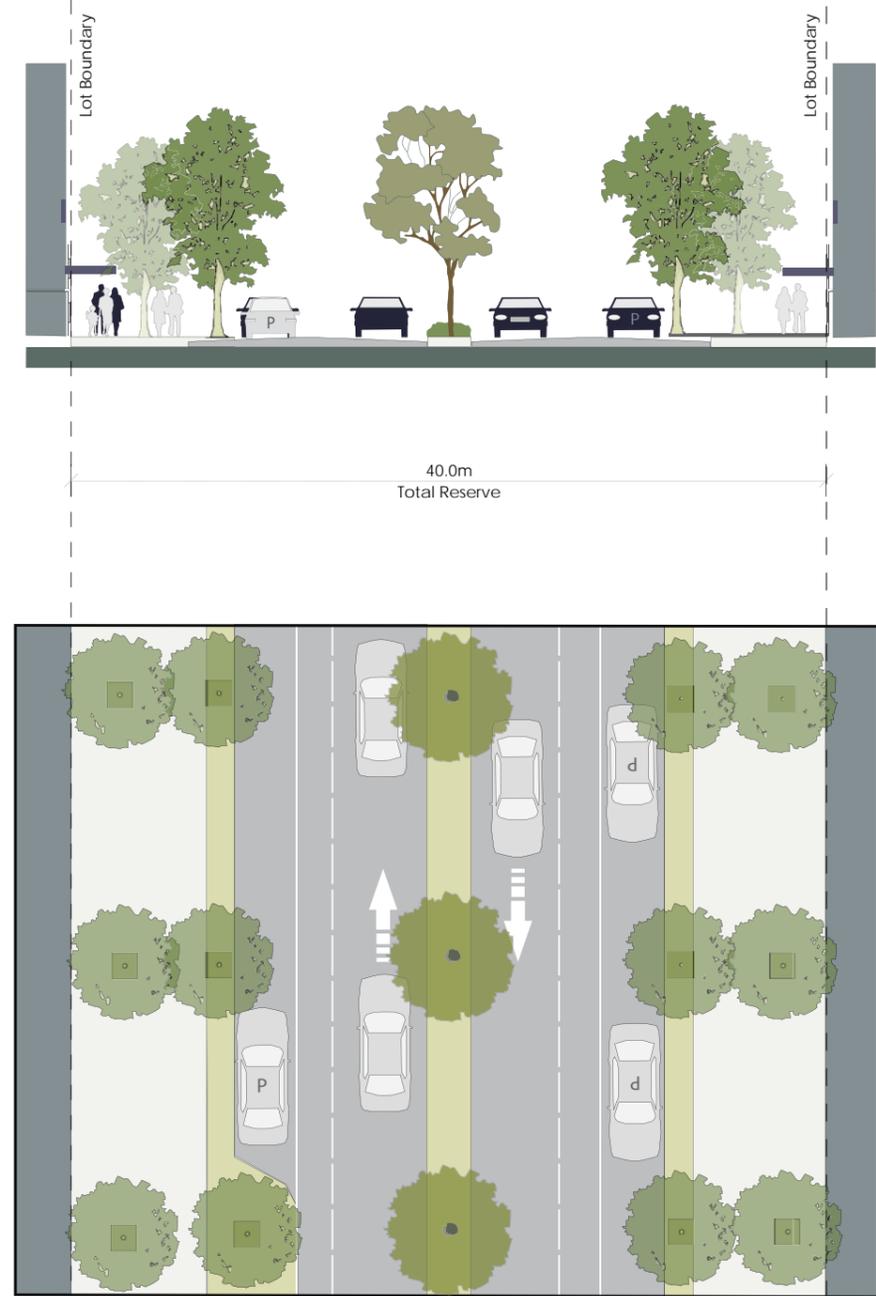
Landscaping and Environment

A focus on quality landscaping at the station square, piazza and the open space will transform the Maddington Town Centre and significantly lift the amenity of the broader Maddington area. The open space will define entry to the town centre from the north and provide a strong amenity anchor at the intersection with the urban core.

Intense street planting along the central boulevard and feature landscaping will strengthen the quality of the public realm in the town centre and act as a green spine to link the open space, piazza and station square and is critical to achieving pedestrian interest and urban living amenity. Native vegetation planting also has the potential to create biodiversity within the town centre and provide an environmental link between the Foothills and the Canning River.



Street connection, attractive development and streetscape treatments that promote pedestrian movement support co-ordinated growth.



Maddington Town Centre
Central Boulevard Road Typology

3 project vision

COMMERCIAL PRECINCT

Urban Structure

The Commercial Precinct essentially retains its existing street network and provides a robust development framework that has at its centre a high quality main street environment along Blackburn Street intended to link a number of urban functions and activity zones that are essential to achieving a diverse and vibrant town centre.

It is proposed to improve the urban structure of the Maddington Town Centre Commercial Precinct through:

- The creation of a strong urban front to Albany Highway.
- Improved streetscape linkage at the *Maddington Centro* shopping centre that may include a civic area and attractive streetscape connection at Herbert Street, which is important to integrating residential catchments and river recreation opportunities at the town centre's periphery.

Key Nodes

The southern leg of the Maddington Town Centre's amenity axis runs through the Commercial Precinct along Blackburn Street and comprises the following design elements:

1. Blackburn Street

A high quality public realm will be created through distinctive paving, street furniture, textural changes, hard and soft landscaping as well as public art. It is suggested that a civic space is embedded into the final design at the Blackburn and Orr Street intersection to provide a place for recreation and rest.

In addition, once Blackburn Street is extended to the rail reserve the view line will terminate on the high quality built form that frames the station square.

2. Albany Highway Interface

High visibility development along Albany Highway is essential to expressing and marketing the town centre's new urban identity. The consistency of built form, complementary architecture, thoughtful detailing and active frontages to the public realm will consolidate and achieve an attractive and unified townscape. These design elements are important to overcoming the barrier posed by the Albany Highway movement corridor.

The Maddington Town Centre Development Policy requires attractive built form and feature design of all corner buildings and considered architectural outcomes along Albany Highway is essential to marking urban connection between the Station-Oval Precinct and the Commercial Precinct of the town centre.

3. Civic Space

A modestly proportioned town square is proposed to be incorporated into the urban fabric of the town centre at the intersection of Orr Street and Blackburn Street to establish a focal point within the Commercial Precinct. The design objectives of the town square are to provide:

- A highly attractive and welcoming space that supports town centre activity and pedestrian movement, while also providing a gathering and meeting place.
- An opportunity for a landmark design feature.
- Built form, landscape and activity connection between Attfield Street and the *Maddington Centro* shopping centre to overcome the urban gap that is imposed by existing setbacks to built form
- An opportunity to express heritage and natural environment themes to express the town centre's identity.

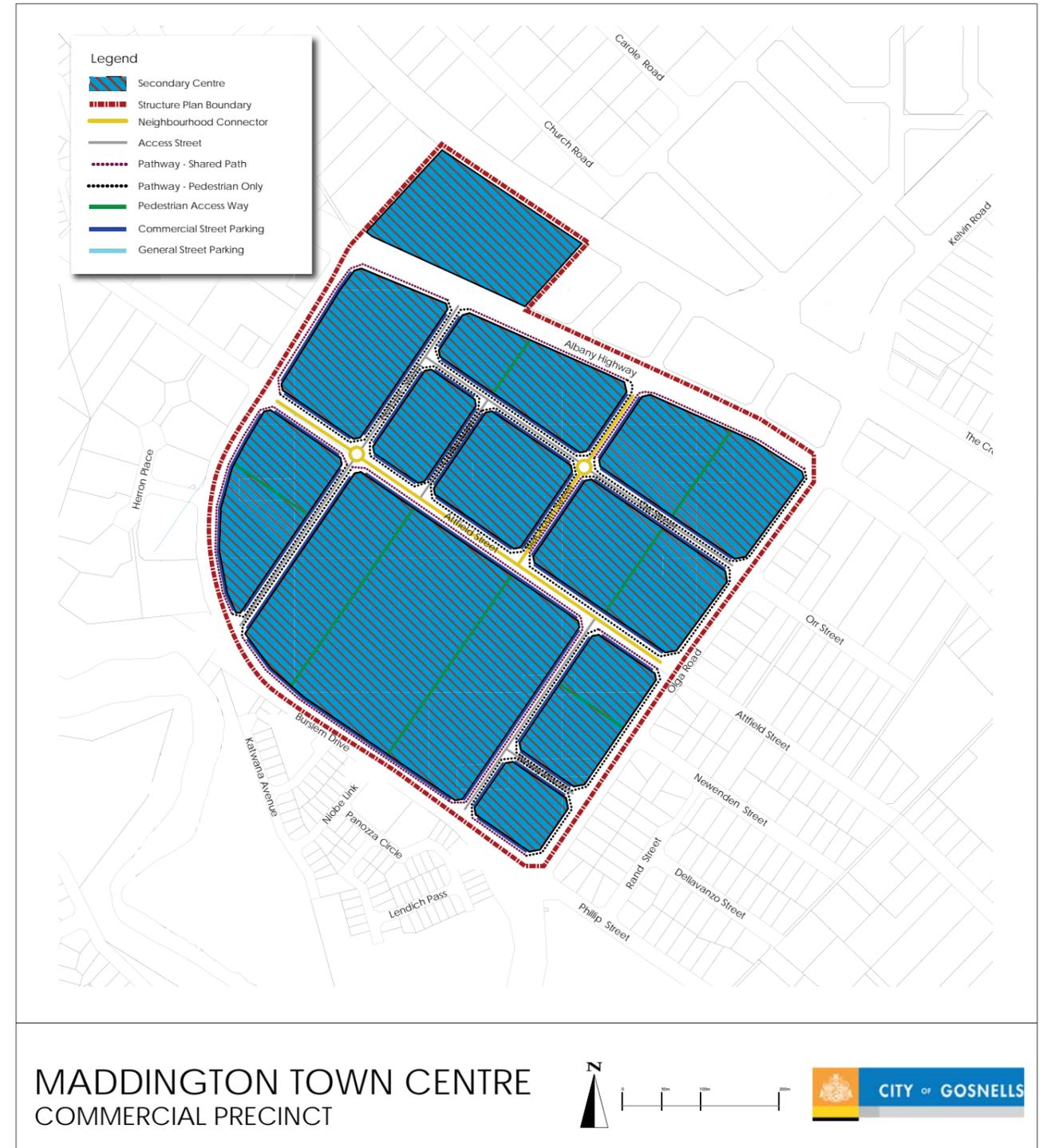
Built Form and Street Interface

An attractive, fine grained urban environment will incrementally evolve under the Maddington Town Centre Development Policy as individual landowners redevelop. In addition to appropriate streetscape presentation and various amenity objectives, the Policy also encourages integrated parking facilities within street blocks and a variety of built form styles and street interfaces.

A stronger public interface with the town centre is required at the existing *Maddington Centro* shopping centre. While the proposed town square is considered essential to anchoring the shopping centre, appropriately scaled sleeve development with active frontages is also required for effective pedestrian linkages. It would be desirable for all future development of the shopping centre to lead to the establishment of nodes and frontages that are publicly accessible. These should progressively create legible connection with the adjoining urban environment.

These improvements may occur in any number of ways including expansion of the shopping centre, staged restructuring and land use diversification.

hin an elegant urban streetscape. The proposed 40 metre wide corridor provides sufficient space for a rich public realm to be arranged to encourage movement both along and across the boulevard. Design elements that define sightlines, vista ends, activity nodes and connections will build complexity and character into the town centre's urban core.



MADDINGTON TOWN CENTRE
COMMERCIAL PRECINCT



3 project vision

Landscaping and Environment

Maddington Town Centre's amenity, recreational scope and lifestyle options will be significantly enhanced through appropriate management of the Canning River and associated natural assets. The Maddington Town Centre Public Realm Guidelines identify a number of townscape improvement opportunities to strengthen the connection with the Canning River including:

1. Herbert Street

Major recreational linkage to the Canning River will be achieved at the Herbert Street intersection with Burslem Drive, where significant frontage and open view lines to the river occur. Considered civic design will heighten awareness of the river and generate amenity impact.

In the longer-term, the vision for this area includes a tree-top walk style pedestrian bridge (replacing the existing underpass), welcoming forecourt and special landscaping treatments with riverine planting will define the node and streetscape improvements on Herbert Street will facilitate direct urban connection through to the *Maddington Centro* shopping centre.

2. Activity Nodes

The Maddington Town Centre section of foreshore between the Burslem Drive and Herbert Street bridges is most critical to attracting movement to the river and promoting its recreational scope. High quality facilities, environmental interpretation and various attractions will ultimately be provided to encourage recreational activity. However, the lack of useable land directly abutting the Canning River in this location and other environmental restrictions will necessitate complementary recreational development of other nearby portions of the river. Important activity nodes, feature places and linkages include:

- **The Thornlie Community Centre** which is located within walking distance of the Herbert Street river crossing is well placed for various community gatherings and riverside activities, including direct access to the Canning River.
- **Polytechnic West** is a major generator of pedestrian movement along the river and as the Maddington Town Centre development progresses, the facility will be encouraged to 'open' its campus to the river by developing its landscape and recreational opportunities.
- **The Wilkinson Homestead & Gosnells Homestead** provide a rich heritage interpretation network along the length of this portion of the Canning River.

3. Burslem Drive and Bridge

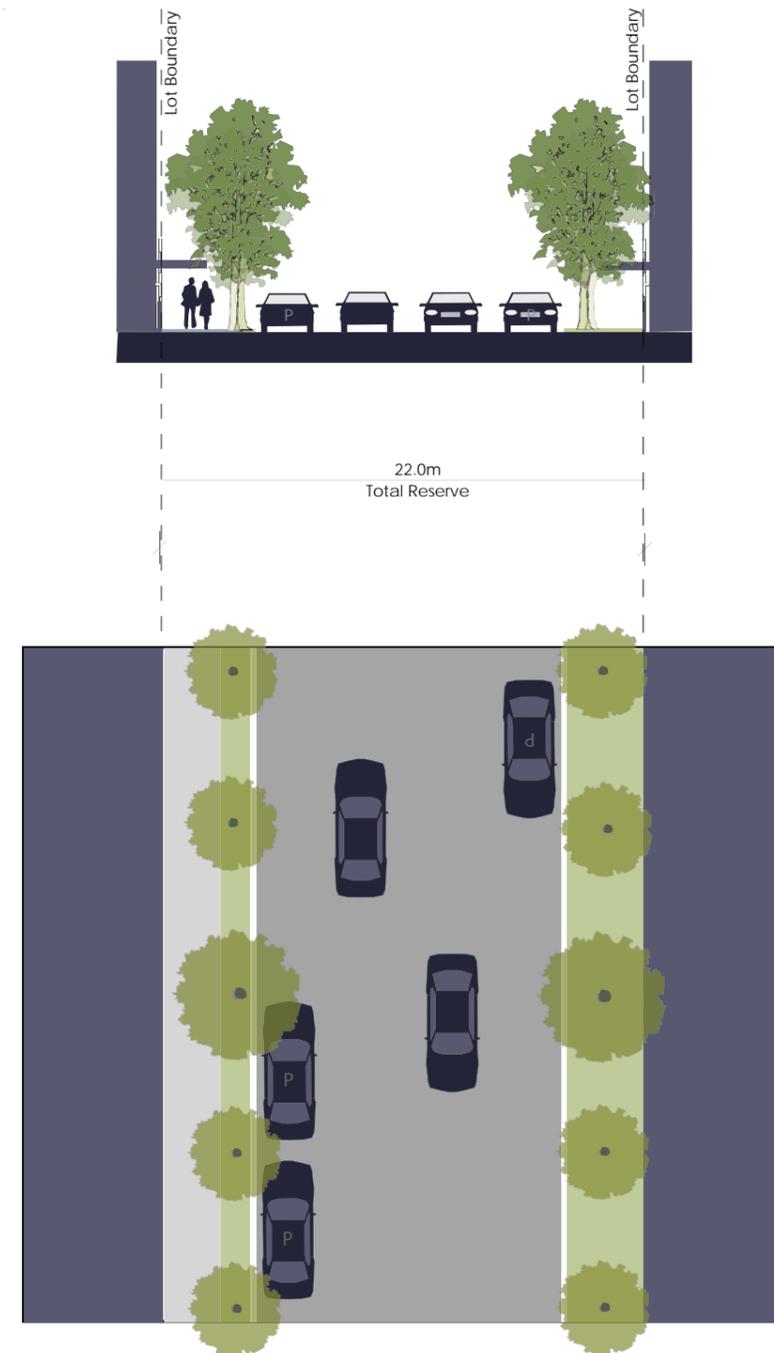
A dynamic landscape gateway to the Maddington Town Centre will be created at Burslem Bridge and the adjoining sections of Burslem Drive. The planned duplication of Burslem Bridge provides opportunity to achieve high quality civic design with recreational connection to the Canning River, a new dual-use path network that incorporate viewing nodes and resting stations, landscaping sympathetic to the environmental needs of the river's ecosystem, public art and 'way-finding' signage.

Landscape enhancement of the Southern River (from Corfield Street to the Burslem Bridge) will also strengthen the Maddington Town Centre's riverside context, while intensified street tree planting within the town centre will achieve improved landscape flow.

4. Albany Highway 'Gateways'

The Albany Highway approaches to the Maddington Town Centre house landscapes and features that express the area's natural and agricultural heritage.

- The western approach at the Kenwick Link contains the monumental tree sculpture and a riverine environment that can be enhanced through relatively simple landscaping measures.
- The eastern approach from the Gosnells Town Centre, contains many heritage landscapes which culminate at the wine sales building and vineyard. Future enhancement or redevelopment of this area should retain significant features and maintain landscape continuity as much as possible.



Maddington Town Centre
Blackburn Street Road Typology



business
employment &
training

4

4 business, employment & training

Land Uses and Diversity

The Maddington Town Centre will be a complex urban environment that provides opportunity for social and economic growth and change over time. While diversifying the existing environment, it is proposed to create a seamless interface with adjoining land uses.

The urban structure outlined in this document provides a robust framework for a variety of activity possibilities. Diverse developments, building types and uses across the town centre will cultivate a wide range of businesses and capitalise on the multitude of synergies that exist within the Maddington area. This will be achieved through flexible zoning and policy requirements that facilitate adaptable built form outcomes and flexible land use activities.

As previously mentioned, a consolidated linkage of activity nodes along Blackburn Street and the central boulevard provides focus to the overall town centre structure and will also play an important role in strengthening the synergies between existing and new land uses.

A range of facilities are required to achieve a critical mass of residents, workers and visitors to the Maddington Town Centre and its long-term viability as a sustainable Transit-Oriented Development (TOD) relies on a sufficiently dense residential population to support streetscape vitality, place activation, passive surveillance, employment growth and local commerce viability.

Dwellings and Demographics

Maddington Town Centre's proposed residential densities are predicted to yield in excess of 3500 dwelling units with an anticipated permanent residential population of 7350 residents at project completion. Densification and rezoning of abutting catchment areas will further boost the local population in the long-term. These residential density targets are more than sufficient to support sustained public transport usage, the upgrade of infrastructure and services to existing landholdings and overall town centre vitality.



The Station-Oval Precinct alone is anticipated to house in excess of 2000 residents at the project completion of the precinct. The well co-ordinated, high quality urban environment will provide a broad range of living choices and opportunities to create a diverse community profile. These include apartments, town houses and ground floor units with 'work-from-home' options. Development of fragmented sites elsewhere within the Maddington Town Centre will further diversify Maddington's dwelling stock and support affordable living options.

It is understood and accepted the broader Maddington population is likely to be reliant on the Maddington Town Centre for much of its servicing. The existing demographics of the area show a relatively young population, higher rates of unemployment, relatively low levels of education and income, lower car ownership rates and greater dependence on public transportation by comparison with other Perth Metropolitan areas.

The Maddington Town Centre will play a key role and have a strong community development function in addressing these demographic characteristics. The Station-Oval Precinct provides enormous opportunity for a variety of community facilities which will be identified through future development scoping and detailed design phases of the project.

However, it is already understood that a dynamic station square will make a strong civic statement and create considerable pedestrian activity and surveillance at the Maddington train station. Furthermore, facilities within the public open space will provide more casual gathering and recreational opportunities. While facilities promoting business innovation and commercial growth could possibly occur in partnership with stakeholders such as the Australian Trade College (ATC).

Retail and Commercial

The Maddington Town Centre has considerable additional scope for retail development, according to the City of Gosnells *Draft Activity Centres Planning Strategy*. New commercial development will need to actively support the town centre objectives for consolidated, well-integrated pedestrian-friendly streetscapes.

Future expansion or redevelopment of the *Maddington Centro* shopping centre will need to achieve an improved urban interface through a variety of measures. These future improvements are essential to creating a commercial 'heart' within the town centre and to diversify *Centro's* role and attraction as a commercial destination.

Within the Station-Oval Precinct retail activity is particularly important to generating pedestrian movement at the station square and along the central boulevard and Kelvin Road. To this end, high visibility and ease of access will support the sustained commercial viability of these areas. Pedestrian focussed commercial activity that supports activity both during and outside office hours will be encouraged at the station square.

Albany Highway requires prominent, highly urban development that expresses its urban transformation and diversifying activity scope. Its high level of commercial exposure is likely to be attractive to a wide range of business activities. Regardless, their use, adaptable built form and defined and detailed urban spaces must support a pedestrian-friendly environment.



Employment and Training

The Maddington Town Centre has considerable employment generating scope that will arise out of its urban transformation and relationship to adjoining land uses.

As previously mentioned, the increased resident, worker and visitor population to the Maddington Town Centre as a result of the redevelopment will generate considerable servicing activity. New businesses and employment generators will benefit from the town centre's location, well-integrated transit facilities and attractive urban setting. The Station-Oval Precinct will be particularly attractive from an employment generation perspective because of considerable development scope, access to public transport and the existing synergy the precinct shares with adjoining industrial land use activities. Furthermore, complementary businesses servicing the Education Precinct and the core industries are also anticipated to develop within this portion of the Maddington Town Centre.

Extensive opportunities also exist for the town centre to positively engage with and promote local business innovation and employment growth in the adjoining industrial and commercial areas.

In addition to economic benefits, the relationship between the community and industry may be strengthened through targeted facilities and training, mentoring, skills sharing and professional development programs. Where possible various stakeholder partnerships involving local industry and community groups will be encouraged to develop such initiatives. To this end the Australian Trade College (ATC) will play a key role and it is anticipated the facility will grow in the near future to create a campus-like setting and anchor the Education Precinct within the Maddington Town Centre.





infrastructure
provision

5

5 infrastructure provision

Transport

The Maddington Town Centre is well placed for redevelopment due to its convenient location and exceptional servicing by an extensive arterial transportation network. It is situated within relatively close proximity to the Perth Central Business District and is accessible to a number of large industrial, commercial and residential growth areas. Both the international and domestic airports as well as 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 a high degree of accessibility to large portions of the Perth metropolitan area. The town centre's urban structure is legibly connected to these key roads networks and also support safe pedestrian and cyclist movement.

A transport study of the Maddington Town Centre (attached to this report) confirms the Concept Plan provides a well serviced, permeable network that can be effectively managed and improved over time.

Various infrastructure upgrades will be triggered as regional traffic volumes increase and the Maddington Town Centre matures. However, critical movement network improvements required to support town centre redevelopment include the following:

- The upgrade of Albany Highway that includes road widening, median islands, turning pockets and an improved pedestrian environment.
- Bus-rail interchange development.
- The extension of Blackburn Street to provide a 'main street' linkage to the bus-rail interchange.
- Station-Oval Precinct development to consolidate the existing street network.

The Perth-Armadale commuter rail service connects the Maddington Town Centre to a broad range of activity centres within relatively short time frames: Perth City (20 minutes), Cannington and Armadale subregional centres (10 and 15 minutes respectively) and local centres between Gosnells and Beckenham (2 to 3 minutes). In addition, buses feed into the town centre to provide effective local servicing.



The Maddington Town Centre's convenience, accessibility and urban development scope provides the basis for a strong secondary activity centre role within this network. While being complementary to the centres, the Maddington Town Centre will also become a destination in its own right. A well-designed, seamlessly integrated bus-rail interchange is critical to promoting transit use and convenience of the town centre.

An integrated parking management plan will be required to assist Maddington's transition from its currently underdeveloped, car dependent form. The *Maddington Town Centre Development Policy* encourages co-ordinated access and shared use of parking facilities at parking provision rates that are more compatible with quality built form outcomes consistent with Transit-Oriented Development (TOD) principles.



Pedestrian and Cyclist Movement

Pedestrian and cyclist movement will be supported by an extensive network of amenable streets and public spaces. The Blackburn Street/central boulevard linkage of activity nodes is essential to attracting movement and containing pedestrian activity within the core Maddington Town Centre area. Pedestrian friendly design of arterial routes is also critical to extending this movement network and improved crossing facilities will support movement from the adjoining residential catchments. Attractive connection to the Canning River and Polytechnic West is particularly important for recreational linkage and to support student movement throughout the town centre.

While cyclist movement in the town centre will generally be integrated on streets designed for slow movement, an interconnected pathway system will also support movement to the Maddington Town Centre and recreational opportunities. A recreational shared pedestrian-cycle path network already exists on the southern side of the Canning River and a shared path network will be provided on the northern bank and in local streets upon redevelopment of river fronting properties in the adjoining Central Maddington ODP area. Furthermore, a cross-suburban commuter cycle path, known as a Principle Shared Path (PSP), runs along the rail line and connects to the Maddington train station.

5 infrastructure provision

Drainage and Infrastructure

The Maddington Town Centre is currently adequately serviced to accommodate more intense urban development according to the servicing investigation report (attached to this report).

The report indicates the Maddington Town Centre area has existing services with sufficient capacity to support the proposed development. The assessment assumes maximum achievable densities to ensure servicing robustness for various development scenarios. However, certain infrastructure may need to be upgraded in some areas as critical development occurs and it is anticipated the relevant servicing authorities will address these issues at the time subdivision applications are lodged. Progressive placement of aerial power lines underground will enable landscaping enhancement for much of the area.

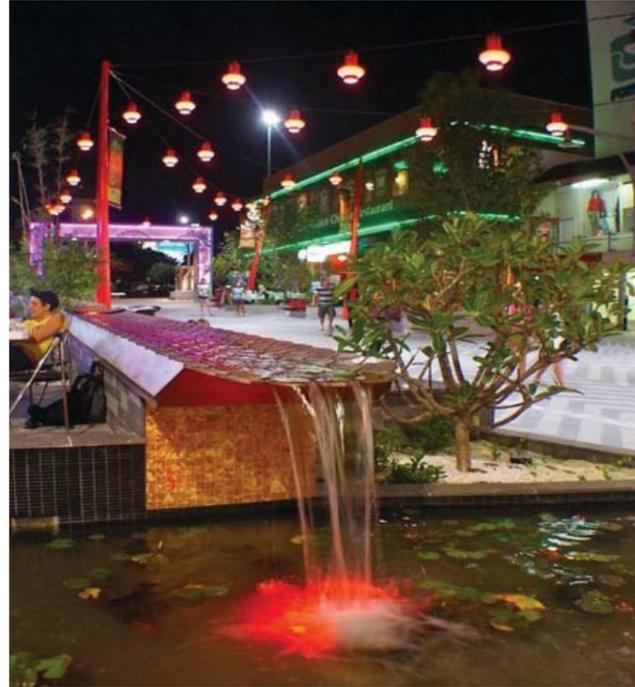
It is also expected that the Maddington Town Centre will be a leading example of water conservation and efficiency. An integrated urban water management system will minimise total water use, protect infrastructure and assets from inundation and flooding, manage groundwater levels to protect infrastructure and assets and protect environmental values of receiving water bodies. In particular, co-ordinated development of the Station-Oval Precinct provides great opportunity for innovative storm water management and infrastructure provision through considered design.

Due to limited drainage capacity of Maddington's existing system and soils, the drainage strategy requires stormwater run-off to be contained on site using a combination of measures. These include pits with additional storage capacity below the pipe invert, rainwater tanks, bio-retention swales, plus retention basins and open space for major events. A detailed Local Water Management Strategy (LWMS) has been prepared and is attached to this report.

Water quality will be managed through a treatment-train approach to run off using best practice water sensitive urban design management. A water monitoring program during construction and post-development will ensure the management measures for stormwater quality meet the objectives stipulated in the LWMS.

The main challenges to be overcome in developing the Maddington Town Centre area are contamination and water quality issues associated with historic land uses (particularly where industrial), design constraints created by poorly draining soils and the protection of downstream water and groundwater dependent ecosystems.

The LWMS offers strategies and design criteria to assist developers in overcoming these challenges.



Energy, Materials and Waste

Sustainable development and management is an imperative for developments within the Maddington Town Centre. In addition to water harvesting, other sustainable resource initiatives are supported including energy efficiency and generation, efficient heating and cooling, natural ventilation and lighting. While some aspects can be managed through the development control process, others require proactive programs and collaborative action.

The City of Gosnells already has a number of sustainability initiatives that have targeted a broad range of stakeholders and facilities including industrial and commercial operations, schools, households and City owned assets. To this end, it is likely the Station-Oval Precinct has considerable potential to show case energy and resource efficient development.



5 infrastructure provision

Natural Assets

A number of existing landscape attributes contribute to a unique and identifiable character for the Maddington Town Centre. Notably, the Darling Ranges escarpment provides a dramatic backdrop, while the Canning River and tributaries meander past the town centre with gallery forest of Flooded Gums and Paper Barks along the river banks.

The relationship between the Maddington Town Centre and these natural assets will be strengthened through improved landscape linkage in streets, public open spaces and built form development. Biodiversity and ecological corridors will be established using indigenous vegetation, best practice resource management, environmental rehabilitation and facilities that promote compatible recreational use and community guardianship of assets.

As discussed, the landscape and recreational prominence of the town centre's open space and the Canning River are critical to achieving amenity which will primarily be achieved through:

- Landscape linkages between the open space, Bickley Brook and the linear Peace Court Park to support landscape connection between the Maddington Town Centre, the broader Maddington suburb and the escarpment.
- The Canning River, Southern River and their tributaries will be enhanced in support of the Swan River Trust's environmental and recreational objectives outlined in *The Land and Waterway Use Plan*.

While only a small proportion of the natural assets outlined above actually adjoin the Maddington Town Centre, holistic management and design is critical to achieving attractive townscape framing, environmental amenity and recreational linkage.





implementation

6

6 implementation

Planning and Design Framework

The Maddington Town Centre Concept Plan aligns with state planning frameworks and strategies, various federal government principles and local planning objectives. Their collective aim for a more compact, liveable and socially sustainable environment are embodied within the Concept Plan.

State Planning Policy 4.2 *Activity Centres for Perth and Peel* is an implementation mechanism to achieve the stated objectives outlined in *Directions 2031* and will be used in the next phase of the project to develop an Outline Development Plan (ODP) over the area. Notwithstanding, best practice urban design and Transit-Oriented Development (TOD) principles have already been incorporated into the Concept Plan to ensure a responsive, dynamic and well integrated town centre is delivered.

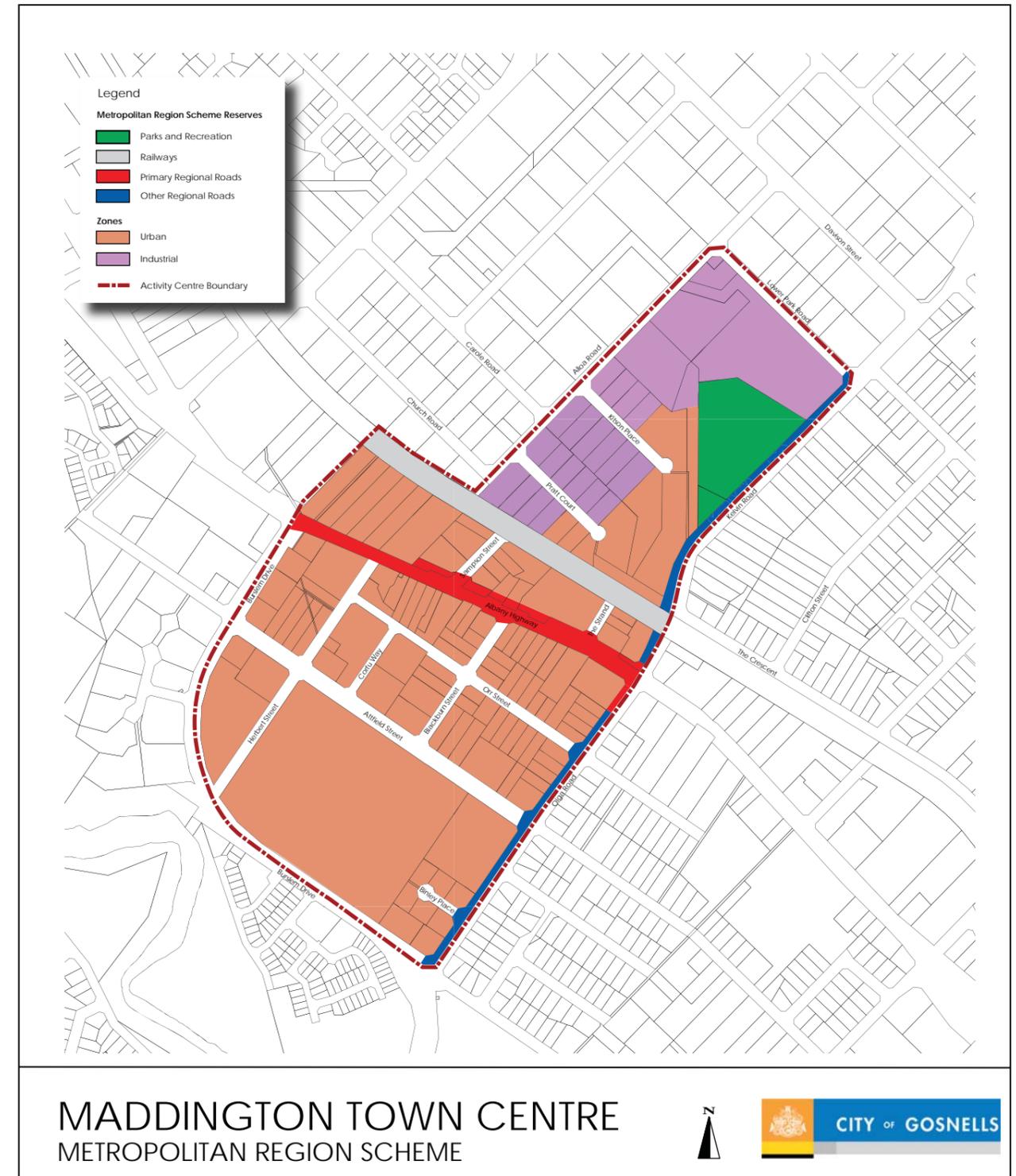
The Metropolitan Region Scheme (MRS) and the City of Gosnell's Town Planning Scheme No.6 (TPS6) already enable town centre development for the majority of the Maddington Town Centre area, however, for coherent town centre development to occur amendments to both the MRS and TPS6 are required.

It is proposed to rezone the entire Maddington Town Centre Activity Centre area 'Urban' under the MRS and 'Development' under TPS6.

The future ODP will operate in conjunction with the *Maddington Town Centre Development Policy* (LP5.1) and the *Maddington Town Centre Public Realm Guidelines*. LP5.1 provides statutory development requirements, while the Guidelines present a manual of town centre enhancements including an urban style guide, streetscape treatments, public art strategy and townscape improvement briefs.

All three documents provide guidance for attractive town centre development and reflect the development principles outlined in the early visioning undertaken through the *Maddington Town Centre Enquiry by Design Workshop Outcomes Report* (July 2004).

The Maddington Town Centre Concept Plan provides the necessary information for the aforementioned MRS and TPS6 rezonings to occur while providing a framework for further investigations, detailed design, environmental upgrading and other implementation considerations to be addressed through the ODP.

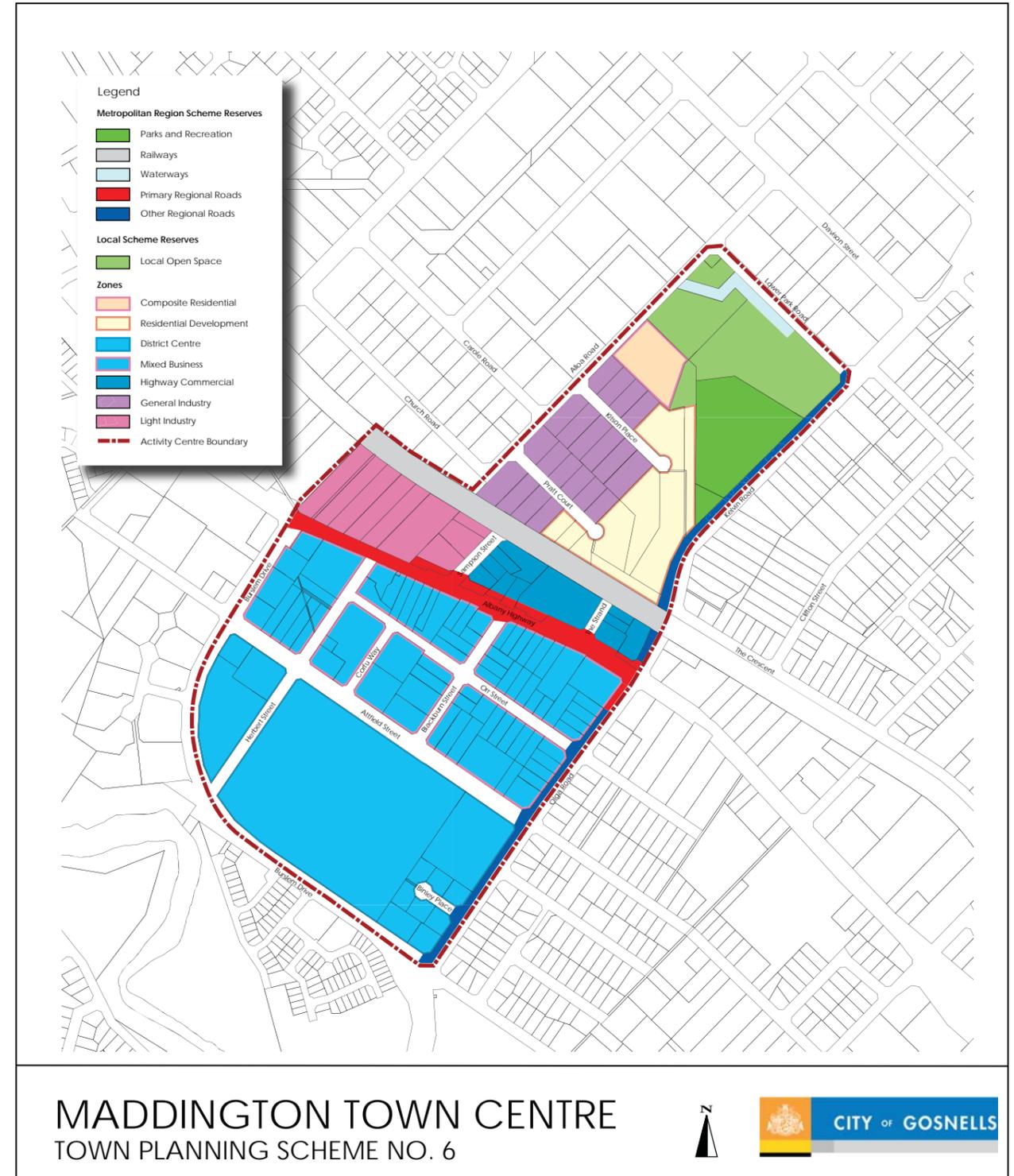


6 implementation

Planning Obligations, Incentives, and Collaboration

The Maddington Town Centre Concept Plan provides a coherent framework for the creation of the ODP and the vision outlined in this report provides direction for quality development with flexibility for innovation.

The successful delivery of the Maddington Town Centre will be a shared responsibility of all stakeholders with ownership of the vision and collaborative involvement in the development of the town centre being particularly important given the lack of focus within the precinct at the moment. Various government agencies, service providers, developers and the community have already taken part in visioning, technical enquiries, planning and design for the Maddington Town Centre and continued involvement will achieve co-ordinated and sustainable outcomes that are responsive to the challenges and opportunities particular to Maddington Town Centre.



6 implementation

Staging and Monitoring

The Maddington Town Centre is a long-term project that will require a number of years to become fully established. Its realisation will be dependant on public and private investment, availability of funding, development cycles, market forces and numerous other factors.

However, the key factor that is 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 will assist in overcoming market and investor inertia and provide more certainty for private capital to be invested. Development of these landholdings may be undertaken in partnership with various stakeholders, including Landcorp and staged in a number of ways. The nominal Staging Plan shown here reflects the importance of creating amenity in the initial development stages from which to leverage a stronger market position for the town centre.

The significance of amenity provision in the early stages of the project cannot be over-emphasised as the success of town centre development is utterly dependent on the quality of the public realm. Accordingly, residential development is likely to commence around the open space, however, funding, marketing and infrastructure issues will necessarily need to be given due consideration.

The future upgrade of Water Corporation infrastructure within the Albany Highway road reserve is a potential constraint to the extension of Blackburn Street and its role as a 'main street' as well as the bus-rail interchange that is critical for transit use and the implementation of Transit-Oriented Development (TOD) principles.

The balance of the Maddington Town Centre within the Commercial Precinct is essentially in fragmented private land ownership and is likely to develop incrementally, subject to investment interest and development cycles. As the critical mass of urban development accrues, streetscape improvements will be undertaken to define and link the evolving urban nuclei. However, environmental improvement is critical to achieving stakeholder support for the town centre project and to stimulating further investment.

As the development of the Maddington Town Centre progresses the monitoring of the various delivery phases will ensure that investment, development and statutory mechanisms achieve a socially, economically and environmentally sustainable place. The monitoring process should include the ongoing refinement of the Maddington Town Centre's vision and continued stakeholder engagement.

