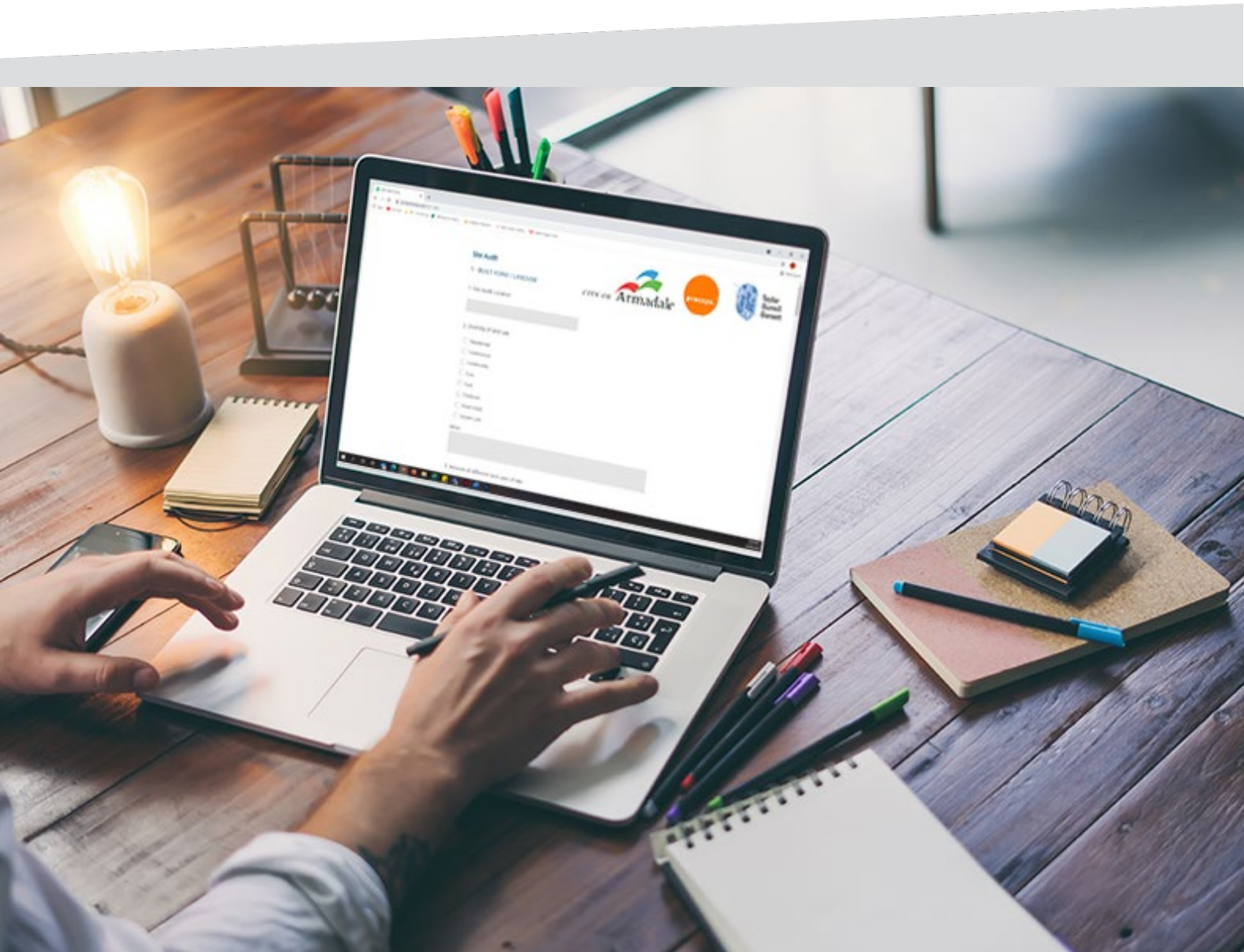


# Kelmscott District Activity Centre Precinct Plan

## Online Survey Outcomes Report



# Document History & Status

**Kelmscott District Activity Centre  
Precinct Plan**

**Online Survey Outcomes Report**

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Revision	Reviewer	Date Issued
20/053 – Rev 0	RC	15 September 2021



# Table of Contents

1.0	Introduction	2	Technical Appendices
1.1	Project Scope	2	APPENDIX A Community Online Survey Questions
1.2	Engagement Process	2	APPENDIX B Business Operator Online Survey Questions
1.2.1	Stage 1: Community and Business Online Surveys	2	APPENDIX C Community Online Survey Outcomes
1.3	Structure of this Report	3	APPENDIX D Business Operator Online Survey Outcomes
2.0	Online Community Survey	5	
2.1	Community Survey Purpose	5	
2.2	Community Survey Format	5	
3.0	Online Business Survey	9	
3.1	Business Survey Purpose	9	
3.2	Business Survey Format	9	

Section

# 1.0

## Introduction

# 1.0 Introduction

## 1.1 Project Scope

Taylor Burrell Barnett (TBB), in collaboration with Emerge Associates, Pracsys, Flyt and The Civil Group has been engaged by the City of Armadale to prepare a Precinct Plan and supporting Amendment to Town Planning Scheme No. 4 (TPS 4) for the Kelmscott District Activity Centre. The changes to the planning framework for the centre will be supported by an Implementation/Recommendations Report which will include strategies and recommendations for placemaking, economic development, public realm improvements, servicing upgrades, and policy and governance changes

Planning for the Kelmscott District Centre is required to accommodate not only future growth of the centre, but also a changing appreciation for the urban form of the centre with a greater emphasis on inner city and higher density living in close proximity to public transport, commercial precincts and town centre locations.

The Precinct Plan will help guide the future planning and development for the District Centre and will be supported by strategies, such as Place Plan, Retail and Employment Strategy, Movement, Transport and Car Parking Strategy, Local Water Management Strategy, BAL Assessment/Bushfire Management Plan, Road and Rail Noise and Ground Vibration Management Plan and Servicing Report

## 1.2 Engagement Process

Stakeholder engagement will be a pivotal component of the project to encapsulate as many of the stakeholder's practical and viable aspirations as possible. TBB has been commissioned to conduct stakeholder and community engagement during the preparation of the Precinct Plan.

The engagement process is outlined in the Engagement Strategy and includes a variety of engagement activities such as online community and business owner surveys, landowner and business owner workshops and formal public advertising of a proposed Precinct Structure Plan. An overview of the engagement process and methods is summarised below:

- Stage 1: Community and Business Online Surveys
- Stage 2: Study Area Landowner and Business Operator Workshops
- Stage 3: Council considers Draft Precinct Structure Plan for advertising for public comment.
- Stage 4: Advertising of Precinct Structure Plan for public review and comment

### 1.2.1 Stage 1: Community and Business Online Surveys

Two surveys were prepared by the City's consultant team (TBB & Pracsys) to understand the views of business owners and the community at the early stages of the project. The feedback and ideas received will help the City understand opportunities, improvements and associated values for the centre and the nature of commercial activities and business operator's future intentions.

The surveys were conducted via Survey Monkey. A link was provided on the City's website and via mail-out to approximately 1,700 landowners, business owners and residents in the study area, within 200m of the study area boundary and (if not already included) within the 400m radius of the two catchment boundary points.

Respondents were provided with three weeks to respond (closing date 16 July 2021). As a result of issues with the mail-out to some community members, the survey response period was extended by a further three weeks (closing 18 August 2021) for those affected.

The outcomes of the surveys are contained in this report.

## 1.3 Structure of this Report

This report is presented in three sections:

- **Section 1** provides the introduction;
- **Section 2** explains the purpose, outcomes and analysis of the Community Survey; and
- **Section 3** explains the purpose, outcomes and analysis of the Business Survey.

The appendices to this report contain copies of the online survey questions and detailed survey outcomes/analysis. Raw survey data can be provided upon request.



Section

# 2.0

Community Online  
Survey

## 2.0 Community Online Survey

### 2.1 Community Survey Purpose

The purpose of the community survey was to understand how the local community and landowners in the Kelmscott Town Centre (and surrounds) would like the Town Centre to look and feel. The outcomes of this survey have been used to finalise the issues and opportunities plans and to inform the rest of the project engagement activities, such as the Place Vision Workshop with landowners and business operators.

A separate survey was prepared for business owners within the Town Centre as discussed under Section 3.0 of this report.

### 2.2 Community Survey Format

A survey was produced with questions requiring either a written or tick-box answer. The survey was structured around key themes of Public Realm, Built Form, Movement Network and Land Use seeking feedback on key opportunities and improvements for the Town Centre. Respondents were also asked to confirm their values associated with the Town Centre and how they like to use the Town Centre uses and spaces.

The survey consisted of 16 questions. A full copy of the community survey questions can be found in **Appendix A**.

### 2.3 Summary and Analysis of Outcomes

A total of 54 responses were received. A summary and analysis of the key themes and messages that have emerged through the online survey is summarised in **Table 1** below. This feedback was used to assist in the development of the issues and opportunities plans and to inform the rest of the project engagement activities, particularly the subsequent Place Vision Workshop held on 31 August 2021.

It should be noted that the summary below does not include all responses received however the full extent of feedback provided in the survey responses is included at **Appendix C** and will be taken into consideration in the preparation of the Place Ideas Plan/s.

Table 1: Community Online Survey Outcomes

Key Theme	Outcomes
<b>Values</b>	Top 3 responses: <ol style="list-style-type: none"><li>1. Parks / River</li><li>2. Retail / Food &amp; Beverage</li><li>3. Ease of Access</li></ol>
<b>Opportunities/Issues</b>	
Public Realm	<ul style="list-style-type: none"><li>• Improve facilities/open spaces/street tree provision</li><li>• Improve linkages/access within Town Centre and to river</li><li>• Improve lighting/safety</li></ul>
Built Form	<ul style="list-style-type: none"><li>• Improve building and streetscape appearance</li></ul>
Movement	<ul style="list-style-type: none"><li>• Improve pedestrian/cyclist connections (especially to the river)</li><li>• Improve quality of pedestrian environment (e.g. street trees)</li></ul>
Land Use	<ul style="list-style-type: none"><li>• Improve diversity/mix of land uses</li></ul>

Key Theme	Outcomes
	<ul style="list-style-type: none"> <li>Improve redevelopment outcomes</li> </ul>
<b>Use of Town Centre and Spaces</b>	<p>Why do you visit the Kelmscott Town Centre? Top 3 responses:</p> <ol style="list-style-type: none"> <li>Shopping (41%)</li> <li>Food and Beverage (16%)</li> <li>Public Transport (11%) &amp; Community Facilities/Services (11%)</li> </ol>
	<p>Where do you prefer to visit for shopping, dining and social activities? Top 3 responses:</p> <ol style="list-style-type: none"> <li>Stargate Shopping Centre Kelmscott (59%)</li> <li>Shopping Centres outside of the Kelmscott Town Centre (48%)</li> <li>Other shops or places in the Kelmscott Town Centre (38%)</li> </ol>
	<p>What would make you visit the Kelmscott Town Centre and its outdoor spaces more frequently? Top 3 responses:</p> <ol style="list-style-type: none"> <li>Other (specified) (68%)</li> <li>Street lighting (57%)</li> <li>Children's play areas (29%)</li> </ol>





Section

3.0

Business Online Survey

## 3.0 Business Online Survey

### 3.1 Business Survey Purpose

The purpose of the business survey was to help the City understand the nature of commercial activities and business operator's future intentions. The outcomes of this survey will be used to assist in developing the Retail and Employment Strategy supporting the Precinct Plan that identifies the Town Centre's advantages and barriers through data analysis and feedback from local businesses. The outcomes will also be used to inform the rest of the project engagement activities, such as the Place Vision Workshop with landowners and business operators.

A separate survey was been prepared for community and landowners within the Town Centre as discussed under Section 2.0 of this report.

### 3.2 Business Survey Format

A survey was produced with questions requiring either a written or tick-box answer. The survey was structured around identifying advantages and barriers for businesses within the Town Centre and ideas/opportunities that would support business owners/operators to overcome these barriers.

A full copy of the business operator survey questions can be found in **Appendix B**.

### 3.3 Summary and Analysis of Outcomes

A total of 12 responses were received, 11 of which were business owners/operators located within the Kelmscott Town Centre. **As such, these survey findings represent a very small sample size and should be viewed with caveats regarding their validity.**

A summary and analysis of the key themes and messages that have emerged through the online survey is summarised in the **Table 2** below. This feedback was used to assist in the development of the issues and opportunities plans and to inform the rest of the project engagement activities, particularly the subsequent Place Vision Workshop held on 31 August 2021. The key ideas/opportunities identified will also be used to inform the strategies and recommendations of the Retail and Employment Strategy in support of the Precinct Plan.

It should be noted that the summary below does not include all responses received however the full extent of feedback provided in the survey responses is included at **Appendix D** and will be taken into consideration in the preparation of the Place Ideas Plan/s.

Table 2: Business Online Survey Outcomes

Key Theme	Outcomes
<b>Respondent Characteristics</b>	<ul style="list-style-type: none"><li>• All small and medium-sized enterprises (SME)</li><li>• Average revenue: \$2.3 million</li><li>• Number of employees:<ul style="list-style-type: none"><li>○ 5-19 employees: 42%</li><li>○ 2-4 employees: 25%</li><li>○ 20-49 employees: 17%</li><li>○ 50-199 employees: 17%</li></ul></li></ul>
<b>Industry and Customers</b>	<ul style="list-style-type: none"><li>• All population driven industries</li><li>• 50% of respondents in Retail or Food Services</li><li>• 33% of respondents identified tourists as part of their customer base</li></ul>

Key Theme	Outcomes
<b>User Behaviour</b>	<ul style="list-style-type: none"> <li>• Saturday averages highest for customer throughput</li> <li>• The majority of respondents reported mornings as busiest on all days</li> <li>• Very few respondents reported evenings as their busiest period</li> <li>• 83% of respondents indicated their business was not seasonal</li> </ul>
<b>Advantages and Barriers</b>	<p>Top 3 advantages:</p> <ol style="list-style-type: none"> <li>1. Proximity to passing traffic</li> <li>2. Proximity to residential population</li> <li>3. Internet Speed</li> </ol> <p>Top 3 barriers:</p> <ol style="list-style-type: none"> <li>1. Access to skilled workforce</li> <li>2. Proximity to similar businesses</li> <li>3. Access to parking*</li> </ol> <p>*also listed as an advantage</p>
<b>What could the City do to overcome barriers?</b>	<p>Top 5 opportunities for the City:</p> <ol style="list-style-type: none"> <li>1. Improved Parking</li> <li>2. Improved regulatory/planning processes</li> <li>3. Greater information and business support</li> <li>4. Marketing of local industry capabilities</li> <li>5. Improved transport connections</li> </ol>
<b>Potential projects/ opportunities</b>	<ul style="list-style-type: none"> <li>• 33% of respondents are planning future investment in the Town Centre</li> <li>• Average investment of \$2.8 million</li> </ul>

# APPENDIX A

## Community Online Survey Questions



Q1 Please provide your contact details (OPTIONAL)

Q2 What is your current age?

Q3 What is your gender?

Q4 What do you value within the Kelmscott Town Centre (e.g. parks and recreation areas, the river, retail and food & beverage offerings, community facilities, pedestrian and cyclist connections, public transport services, the history and culture)?

Q5 Thinking of the Public Realm (including public places like streets and parks, landscape architecture, plantings, pavement surfaces, lighting and installations), please list up to three opportunities and up to three issues for the Kelmscott Town Centre.

Q6 Thinking of Built Form (for example, the appearance and design of buildings, now and into the future) please identify up to three opportunities and up to three issues for the Kelmscott Town Centre

Q7 Thinking of Movement Networks (relating to vehicles, cyclists, pedestrians, roads, footpaths, cycle paths, and public transport), please identify up to three opportunities and up to three issues for the Kelmscott Town Centre. In asking this question, we acknowledge the ongoing works by MetroNet to complete the Denny Avenue Level Crossing Removal Project and associated road and servicing upgrades. This question seeks your thoughts for the future beyond the completion of the works.

Q8 Thinking of Land Use (such as the types and placement of commercial activities, residential development, shops and community services), please identify up to three opportunities and up to three issues for the Kelmscott Town Centre

Q9 How often do you visit the Kelmscott Town Centre

Q10 Why do you visit the Kelmscott Town Centre?

Q11 Where do you prefer to visit for shopping, dining and social activities

Q12 Do you regularly walk and/or cycle to/within the Kelmscott Town Centre?

Q13 What would make you visit the Kelmscott Town Centre and its outdoor spaces more frequently? (Please tick the appropriate box. You may select more than one response)

Q14 Are there any opportunities for other businesses or local services in the Kelmscott Town Centre? (Please tick the appropriate box. You may select more than one response)

Q15 Are there any additional community facilities that would encourage you to visit the Kelmscott Town Centre more frequently? (Please tick the appropriate box. You may select more than one response.)

Q16 As someone who visits and spends time in the Kelmscott Town Centre, is there anything else you would like to comment on?

# APPENDIX B

## Business Operator Online Survey Questions

# Kelmscott Town Centre - Business Preferences Survey

## 1.0 Introduction

The City of Armadale is developing an Activity Centre Structure Plan to support the long term vision for the Kelmscott Town Centre. In order to support the plan, the City has engaged Urban and Regional Economic specialist Pracsys to assist in developing a Retail and Employment Strategy that identifies the Town Centre's advantages and barriers through data analysis and feedback from local businesses.

It is essential that we understand your reasons for doing business in the Town Centre and surrounding areas and incorporate your feedback to ensure the plan is relevant to your needs. This Business Preferences Survey will help identify the changes that will support your business and how we can assist in achieving the desired change.

## 2.0 Your Business.

This section tells us a bit more about your organisation / business.

### **1. Where is your organisation / business located in the City of Armadale (please select one)?**

- ☐ Kelmscott Town Centre
- ☐ Armadale City Centre
- ☐ Other Town/Commercial Centre in the City of Armadale
- ☐ Industrial Centre in City of Armadale
- ☐ Multiple Centres in the City of Armadale
- ☐ My business is not located in the City of Armadale
- ☐ Other (please specify)

### **2. Which of the following best describes your organisation / business?**

- ☐ Small Enterprise (0 - 19 employees)
- ☐ Medium Enterprise (20 - 199 employees)
- ☐ Large WA only Enterprise (200+ employees)
- ☐ Large National Enterprise (200+ employees)
- ☐ Multi-National Corporation (200+ employees)

### **3. Approximately how many people does your organisation / business employ within the City of Armadale?**



- ☐ 1 (Sole Trader)
- ☐ 2 - 4
- ☐ 5 - 19
- ☐ 20 - 49
- ☐ 50 - 199
- ☐ 200 - 499
- ☐ 500+

**4. How would you describe the main industry in which your organisation / business operates?**

**5. Please describe your service or product offering (e.g. grocery store operation - max 200 characters)**

**6 What is your organisation's / business's annual revenue?**

- ☐ Less than \$100K
- ☐ \$100K to \$249K
- ☐ \$250K to \$499K
- ☐ \$500K to \$999K
- ☐ \$1M to \$2.49MM
- ☐ \$2.5M to \$5M
- ☐ \$5M to \$10M
- ☐ \$10M or more

**7 Please indicate your usual business hours.**

- ☐ 9AM to 5PM Weekdays
- ☐ Working hours vary across the week

**8. If your work hours vary, please indicate the days and times that they vary.**

### 3.0 Who You Do Business With.

This section provides us information about your customer / client base.

**9. Which of the following best describes your customer base? (select all that apply)**

- ☐ Town of Kelmscott Residents
- ☐ Passing traffic along Albany Highway

- ☐ Tourists
- ☐ Other Businesses
- ☐ Local, State or Federal Government
- ☐ Not for Profit Organisations
- ☐ Overseas export market

#### 4.0 Who You Do Business With.

This section provides us information about your customer / client base.

**10. If your key customer base is other businesses / organisations, please specify what industry they are in, and their primary location (select all industries that apply)**

**11. How do you deliver your goods or services to customers? (select all that apply)**

- ☐ Road Freight
- ☐ Rail Freight
- ☐ Air Freight (domestic)
- ☐ Air Freight (international)
- ☐ In person / at the premises
- ☐ Digitally
- ☐ Other (please specify)

#### 5.0 Business Opportunities and Barriers

The following questions help us understand the pros and cons of operating a business in the Kelmscott Town Centre.

**12. Please indicate whether the following factors are advantages, barriers or not relevant for the operation and growth of your organisation / business within the Kelmscott Town Centre**

**13. Are there any other advantages to doing business within the Kelmscott Town Centre that you would like to highlight? (max 500 characters)**

**14. Are there any other barriers to growth and investment attraction in the Kelmscott Town Centre that the City should consider addressing? (max 500 characters)**

**15. The City wants to understand how it can contribute to improving the Kelmscott Town Centre. Please rate the importance of addressing the following factors in improving the Kelmscott Town Centre (from 'Unimportant' to 'Critical for Improvement'):**

## 6.0 Investment Opportunities.

This section helps us understand your investment plans.

**16. Does your enterprise have investment or project plans within the Kelmscott Town Centre?**

- ☐ Yes
- ☐ No

## 7.0 Investment Opportunities.

This section helps us understand your investment plans.

**17. What do you intend to invest in (i.e. more employees, new premises, etc.)?**

**18. How much does your organisation / business plan to invest over the next five years?**

- ☐ \$0 - \$250,000
- ☐ \$250,001 to \$500,000
- ☐ \$500,001 to \$1 million
- ☐ \$1 million to \$5 million
- ☐ \$5 million +

## 8.0 Key Projects.

This section helps us identify projects of importance for the Kelmscott Town Centre.

**19. Are there any additional industry attraction opportunities you can identify as important to supporting business growth in the Kelmscott Town Centre?**

Opportunity 1	<input type="text"/>
Opportunity 2	<input type="text"/>
Opportunity 3	<input type="text"/>
Opportunity 4	<input type="text"/>

## Opportunity 5

### Thank You.

We appreciate the time you have taken to complete this survey. Your responses will be used to inform the development of the Kelmscott Town Centre Activity Centre Structure Plan.

# APPENDIX C

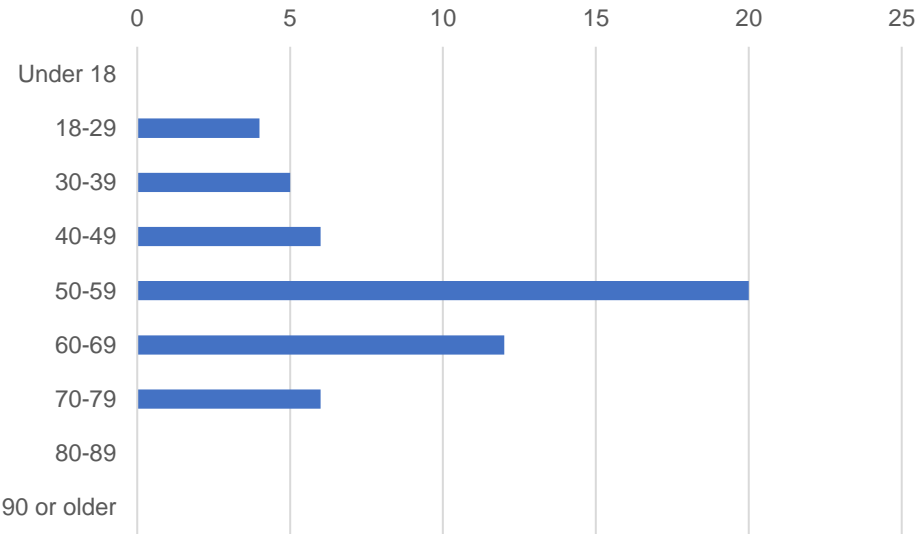
## Community Online Survey Outcomes

# Community Survey Feedback

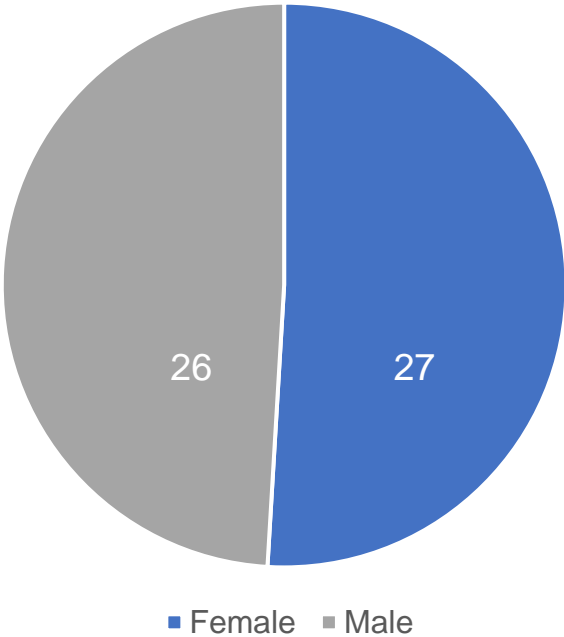
## Background Information

Answered: 53    Skipped: 1

What is your current age?



What is your gender

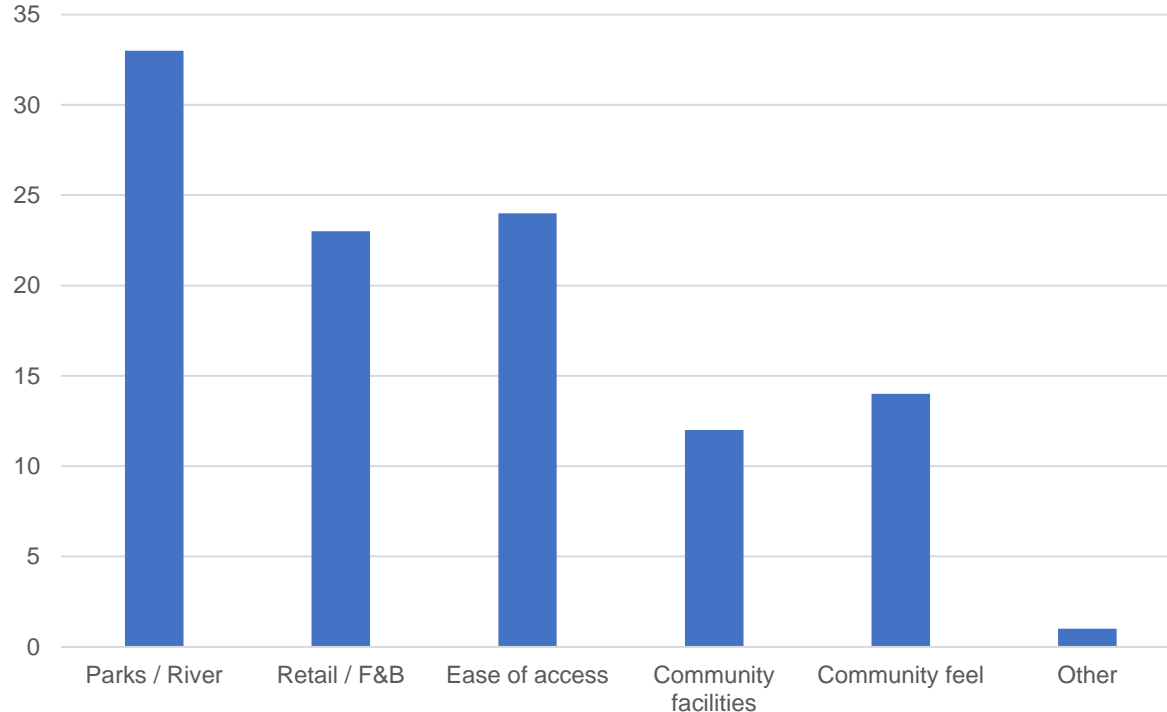


# Community Survey Feedback

## Feedback Results

Open end responses – trending topics

### 1. What do you value within the Kelmscott Town Centre



*“Integrated village style urban planning, open space and playgrounds incorporated with cafes and residential lifestyles with public transport access.”*

*“Huge variety of food outlets and easy access to multiple supermarkets, plus the library!”*

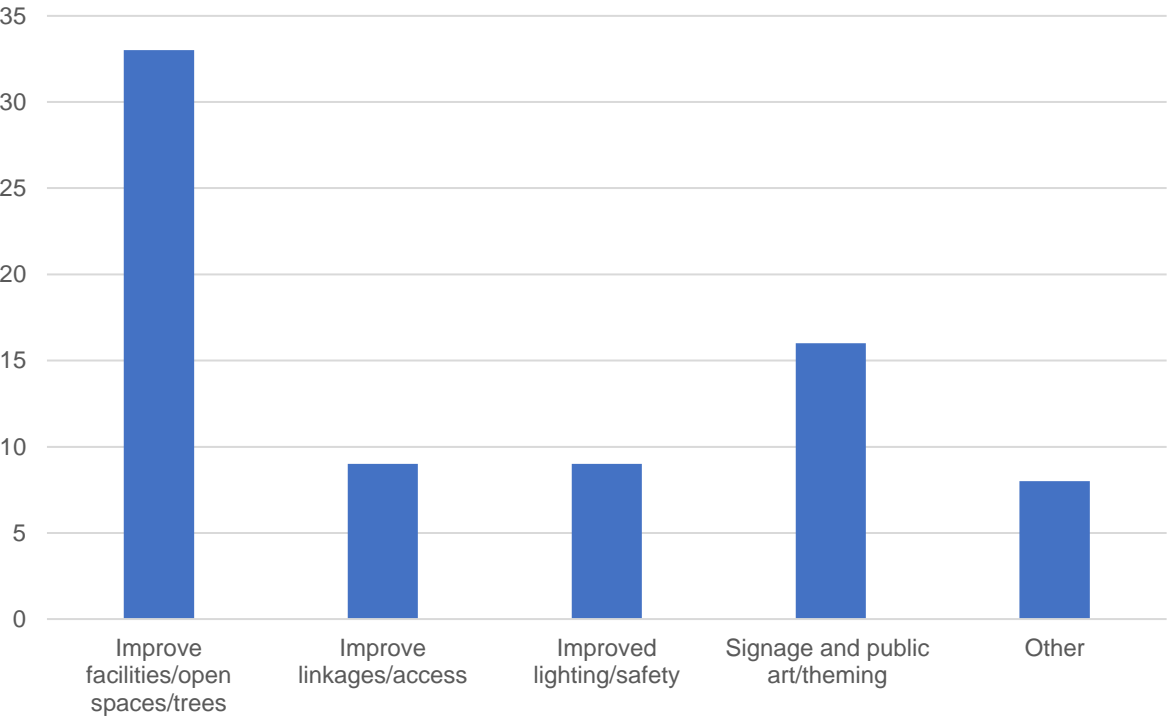
*“The river & bushlands including parks and recreation areas linked so closely with the historic and cultural aspects of Kelmscott*

# Community Survey Feedback

## Feedback Results

Answered: 28    Skipped: 26 (open ended)

### 2. Public Realm Opportunities



“Cultural monument to acknowledge Indigenous heritage

“Renewable energy supported facilities

“Area where sizzlers was to be developed for something useful. Cinema complex to bring people to the area.

“Incorporate and connect the vacant town land off Merrifield Avenue into the plan with Albany Hwy

“Public artworks & focal points instead of ugly shopping sprawl

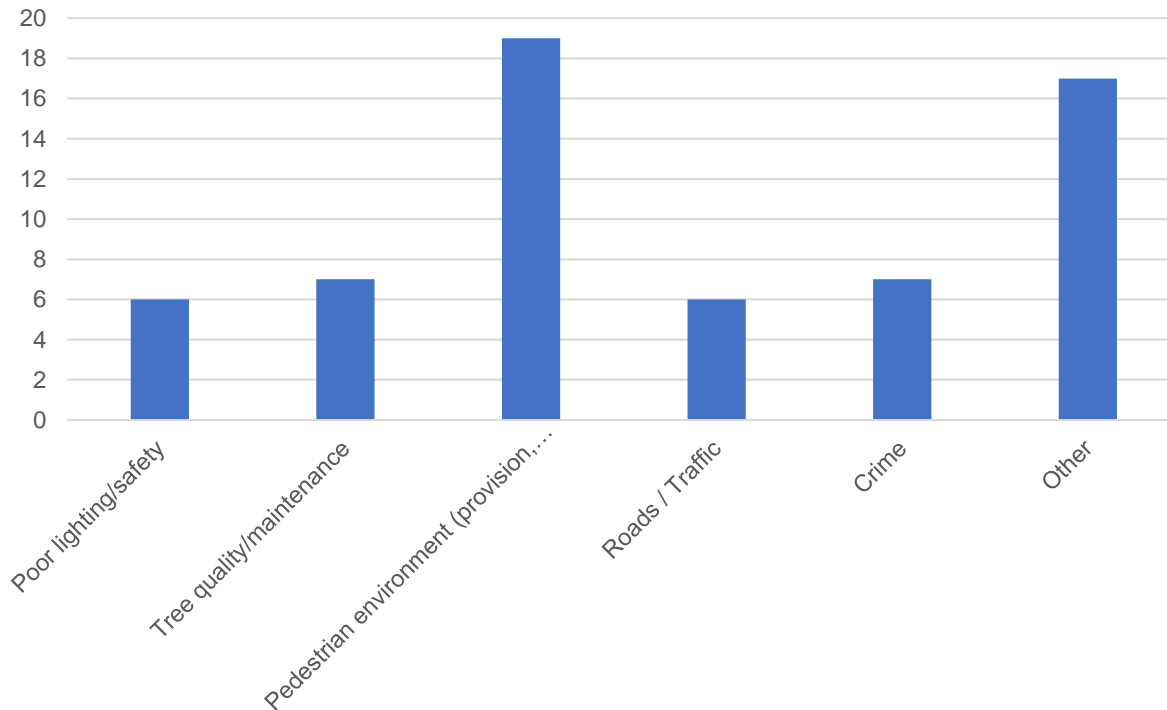


# Community Survey Feedback

## Feedback Results

Answered: 26 Skipped: 28 (3 issues each, total 63 answers)

### 3. Public Realm Issues



*“Kelmscott shopping centre should be fully leased for vibrancy*

*“footpath and pedestrian surfaces have a lot of trip hazards*

*“Lack of street trees and understory planting*

*“Difficulty providing safe crossing of Albany Highway to pedestrians travelling from station to river area*

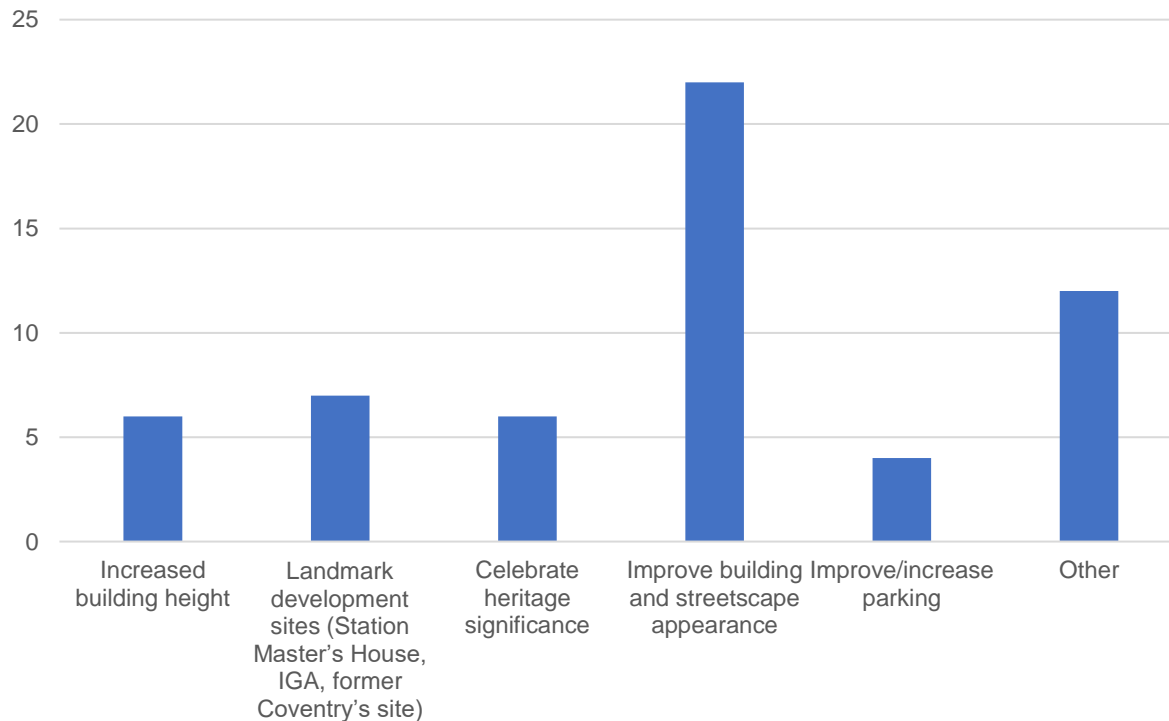
*“Kelmscott Pool area could be upgraded- tidied cleaned up*

# Community Survey Feedback

## Feedback Results

Answered: 24 Skipped: 28 (3 opportunities each, total 75 answers)

### 4. Built Form Opportunities



*“Buildings can integrate renewable energy such as solar on the roof*

*“Encourage earth tones in construction*

*“Develop a look and feel for Kelmscott town centre*

*“Create a modern feature building as a business hub*

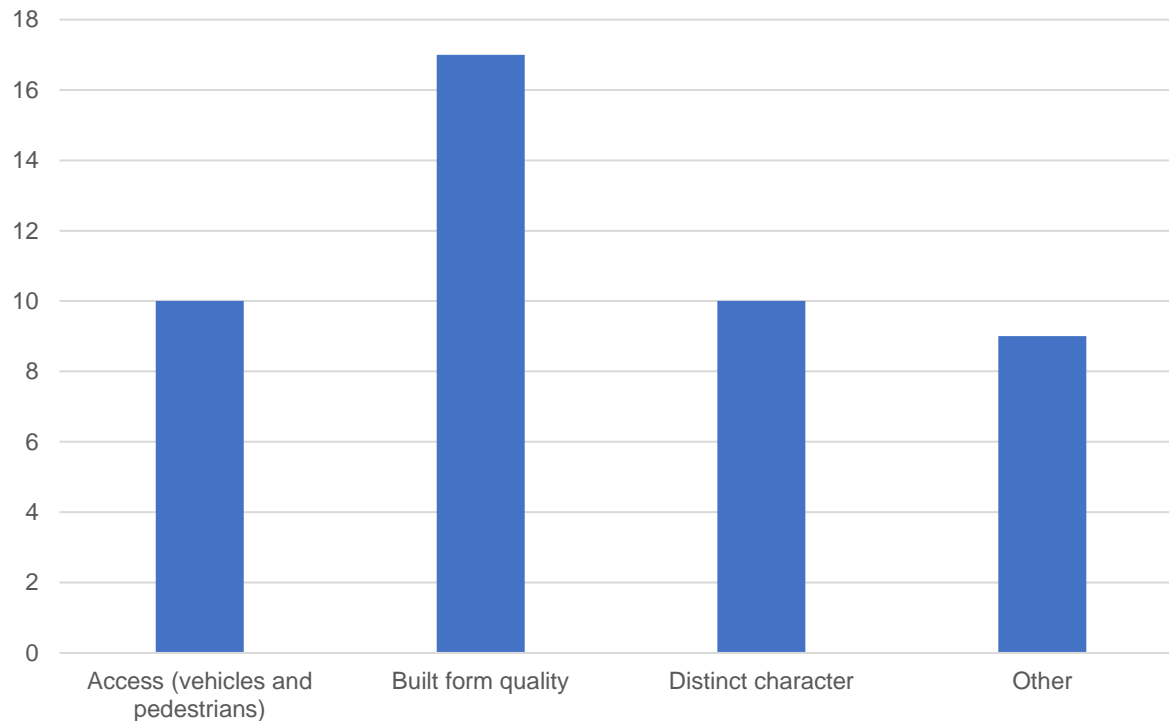
*“create railway museum with arcade for cafes and shops*

# Community Survey Feedback

## Feedback Results

Answered: 26 Skipped: 35 (3 issues each, total 63 answers)

### 5. Built Form Issues



*“Difficult to access - in lots of different shopping centres*

*“ad hoc appearance of building form at present*

*“The area in front of Spud Shed, bordered by Albany Hwy & Denny Ave needs beautifying - really ugly!*

*“Owners of buildings need to invest in the upkeep of shops and carparks to stop them becoming worn and dirty*

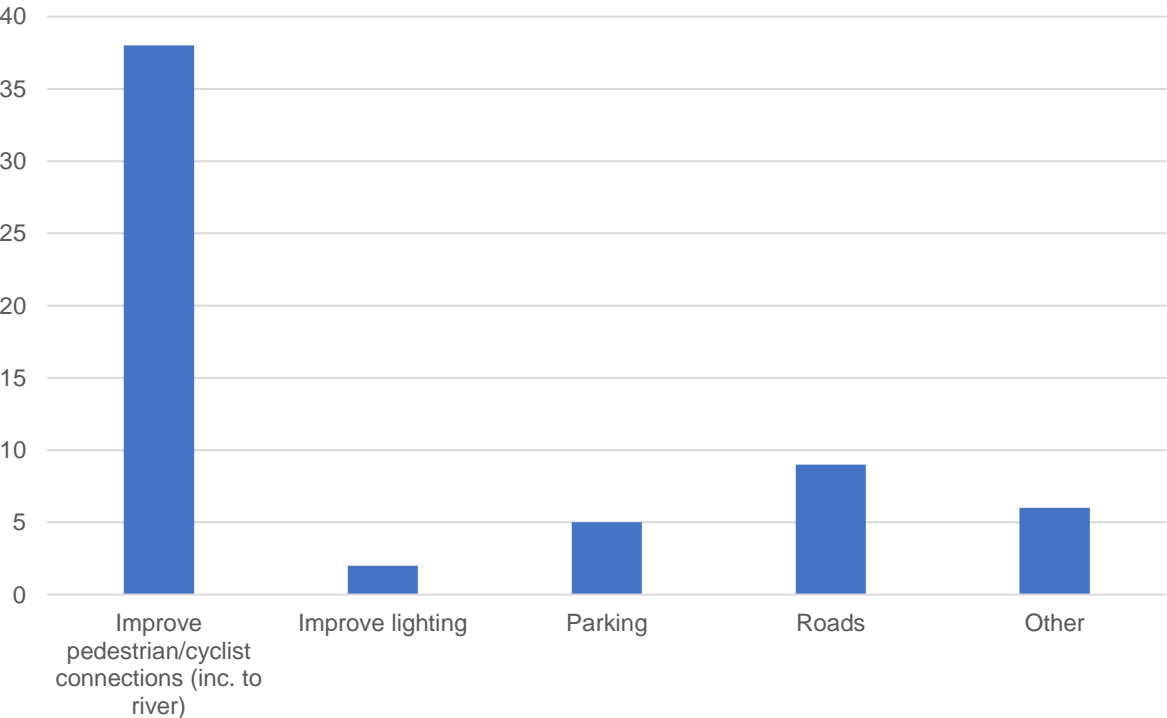
*“Setting a standard for unit and high rise buildings rather than building to the lowest price*

# Community Survey Feedback

## Feedback Results

Answered: 26    Skipped: 28 (3 opportunities each, total 61 answers)

### 6. Movement Opportunities



“ potential to beautify the railway station/flyover area with signage and artwork reflecting the local history/environment

“ Off-road dedicated cycle lane needed along Albany Highway and wider shared paths

“ More cycleways and walkways with landscaping

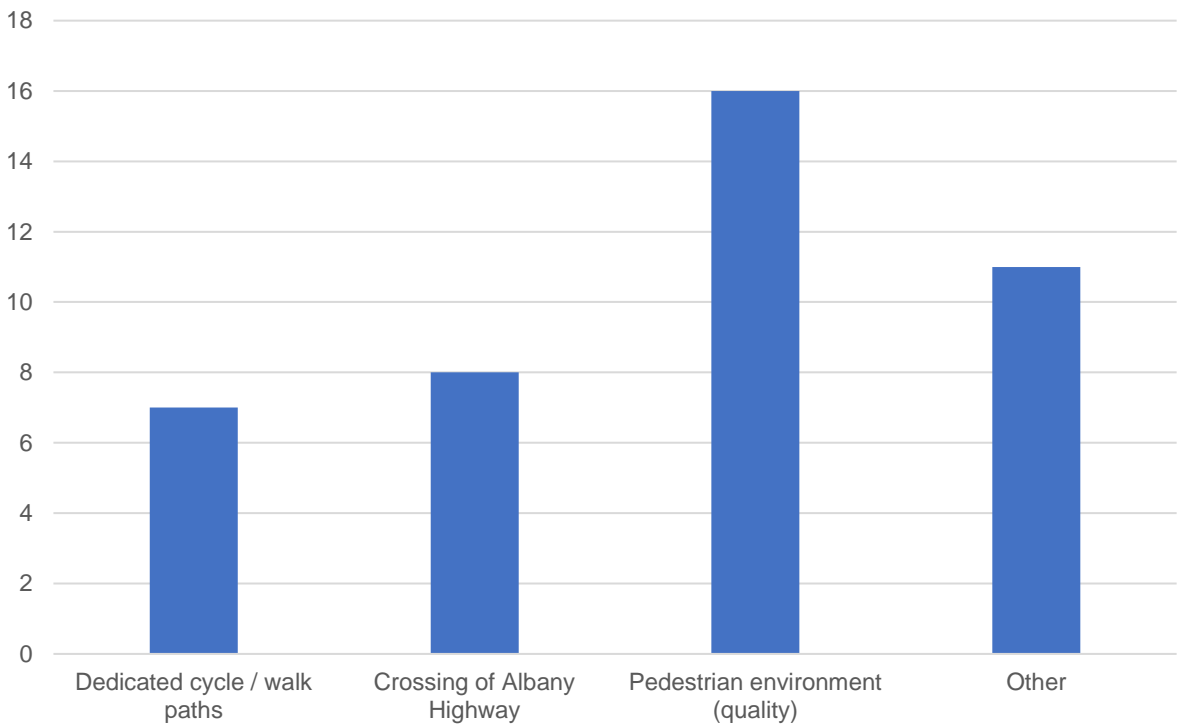
“ Areas for flying drones in the future

# Community Survey Feedback

## Feedback Results

Answered: 20    Skipped: 34 (3 issues each, total 43 answers)

### 7. Movement Issues



*“Make all pathways and road crossings suitable for the disabled*

*“An overwhelming reliance on vehicle transport means cycling and walking are not as safe as they could be*

*“Antisocial behaviour spoiling public open spaces*

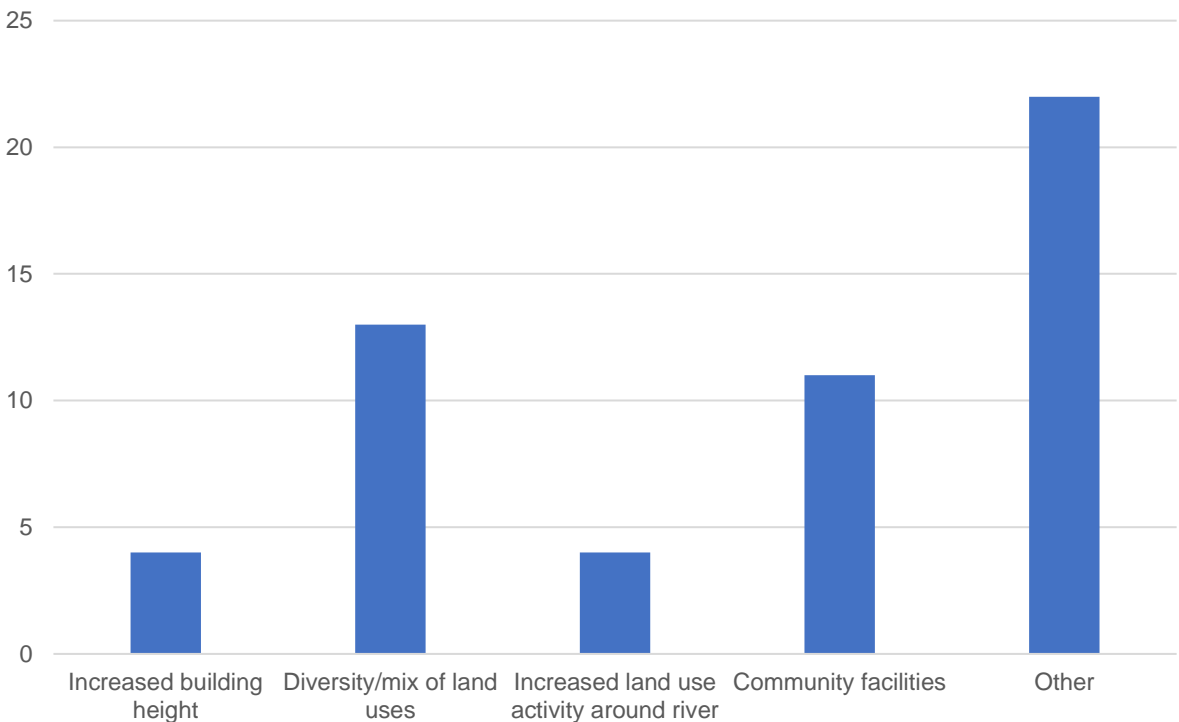
*“that cyclists are given separate lane space away from footpaths*

# Community Survey Feedback

## Feedback Results

Answered: 23    Skipped: 31 (3 opportunities each, total 54 answers)

### 8. Land Use Opportunities



*“Stop the haphazard development that has been going on. Little thought seems to have been put into the image that has been created by recent activity*

*“The core of the Town should be a mixture of services and types*

*“Central hub around train station*

*“Multistorey development with mixed use design needed (i.e. ground floor retail and upper floor residential)*

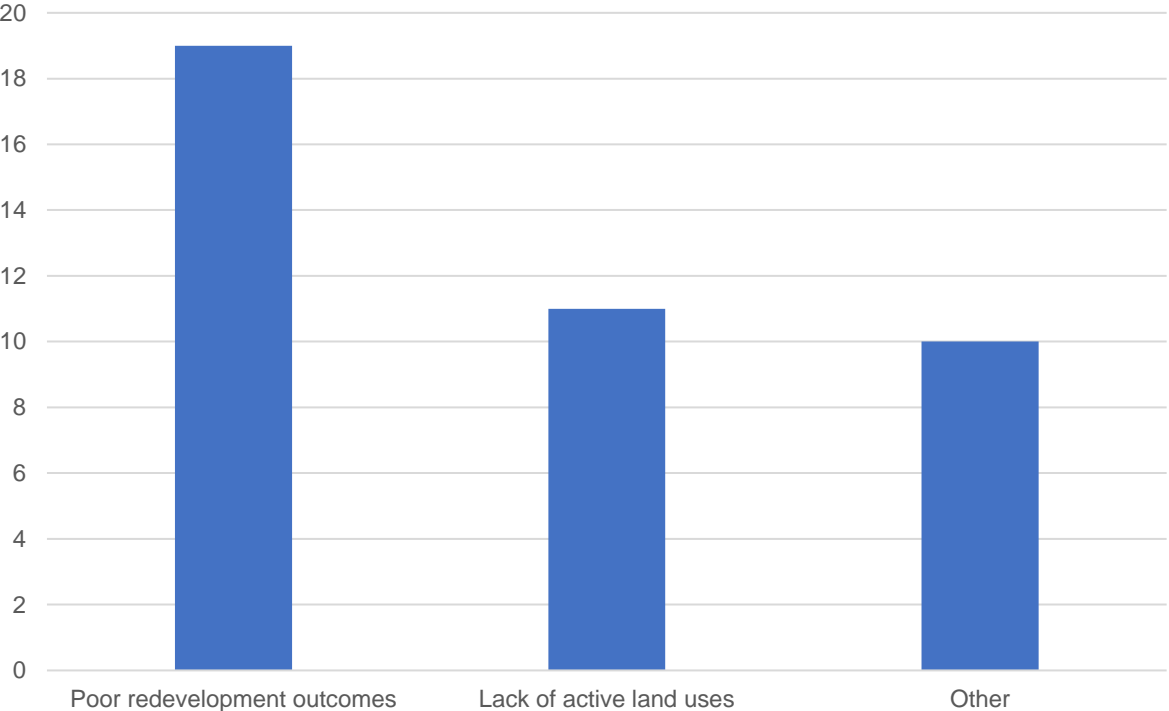
*“avoid any increase in density of living, will completely destroy the quality of life in the community*

# Community Survey Feedback

## Feedback Results

Answered: 20    Skipped: 34 (3 issues each, total 40 answers)

### 8. Land Use Issues



“ Create a lookout in hills to view the town

“ Don't want too many blocks being developed into units; this IS country living! :)

“ Most of the recent development in Kelmscott has been poor and badly planned

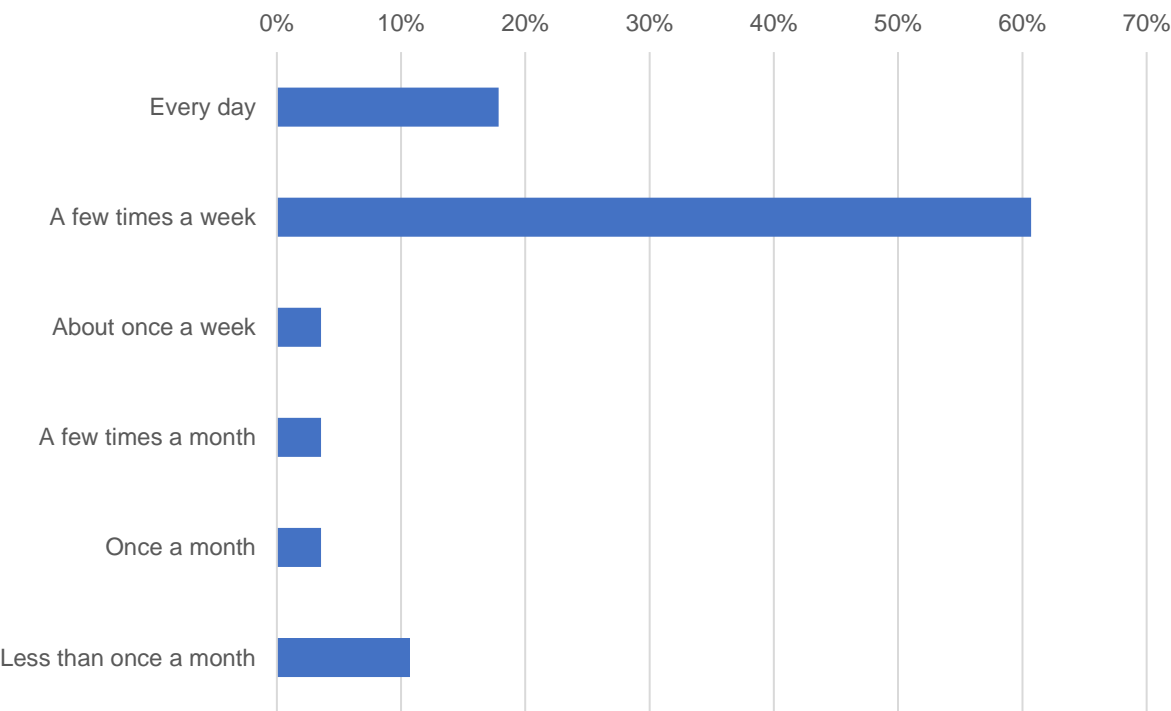
“ The village is simply a pass through place where you get your groceries and take away food, and that is about it. There is no vibrancy

# Community Survey Feedback

## Feedback Results

Answered: 28    Skipped: 26

10.    How often do you visit the Kelmscott Town Centre



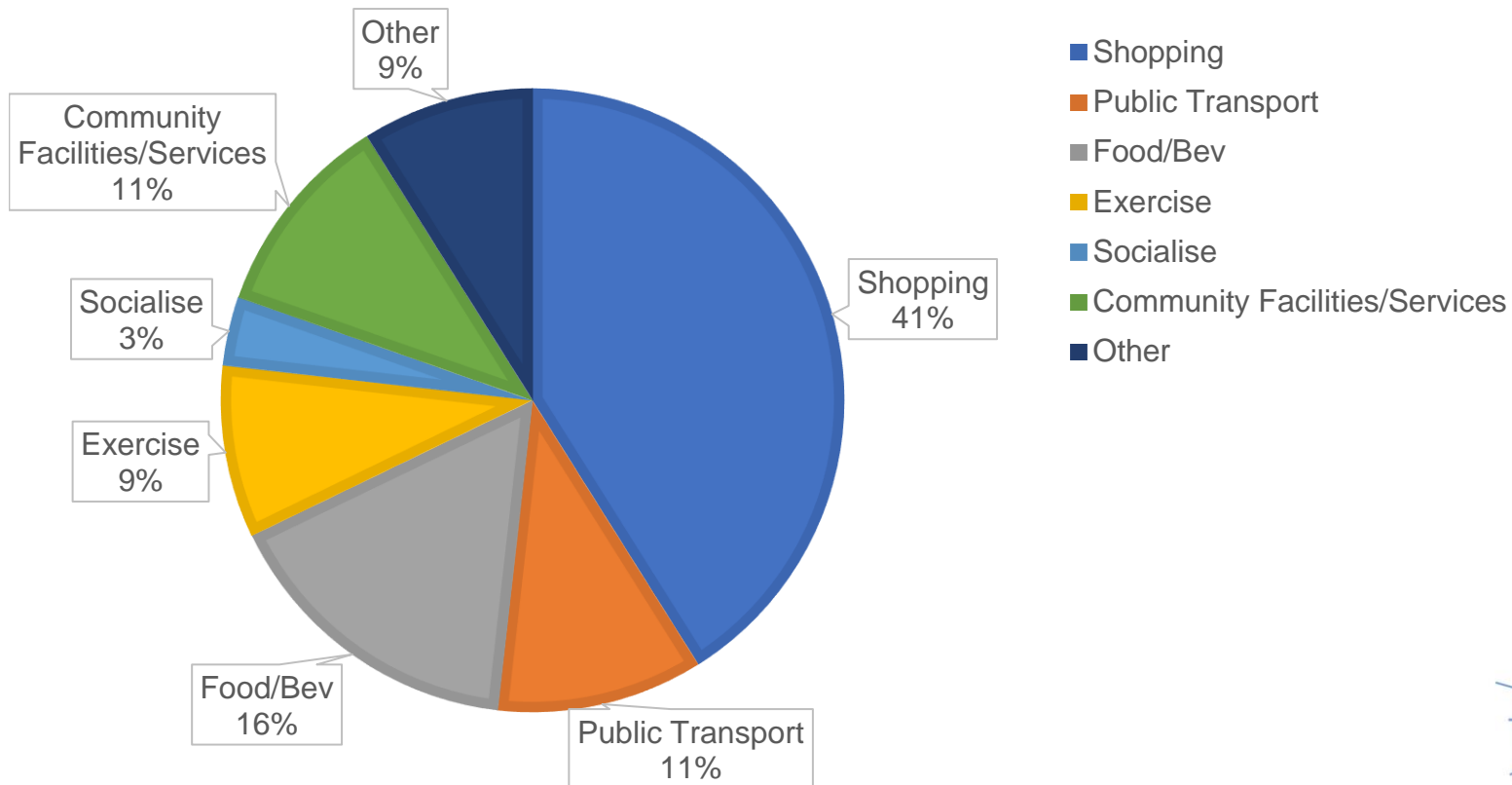


# Community Survey Feedback

## Feedback Results

Answered: 29 Skipped: 26 (topic trends – 56 responses)

### 11. Why do you visit the Kelmscott Town Centre?

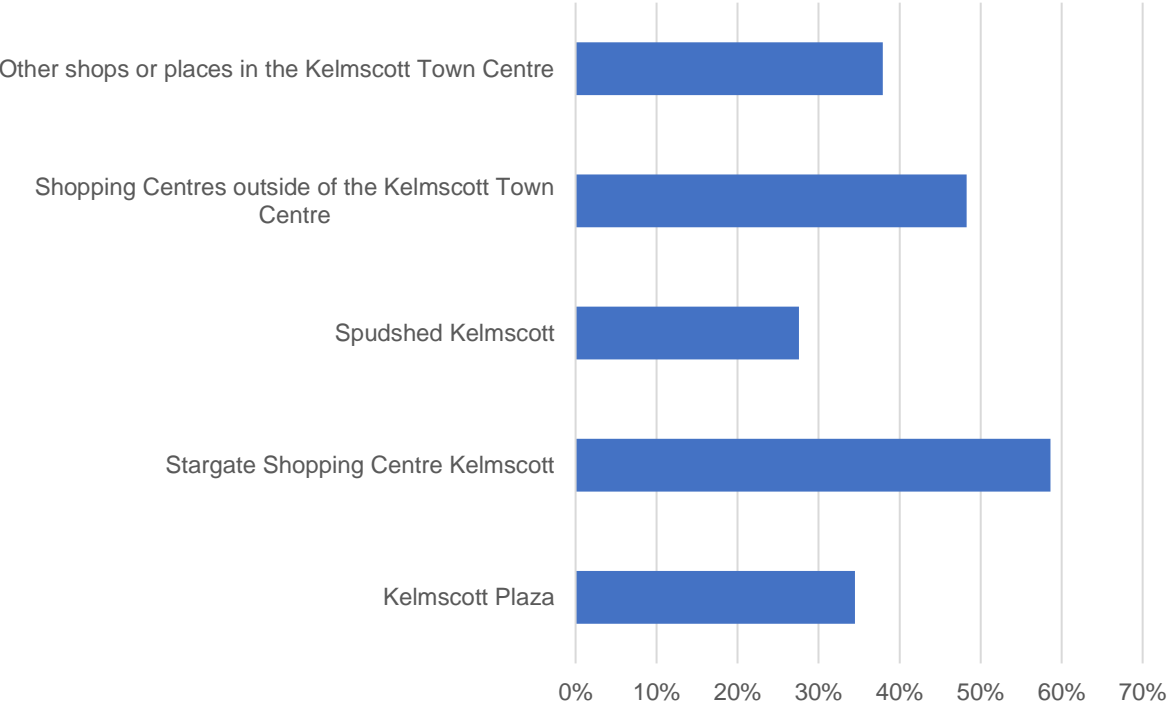


# Community Survey Feedback

## Feedback Results

Answered: 29    Skipped: 25

12.    Where do you prefer to visit for shopping, dining and social activities



**Other**

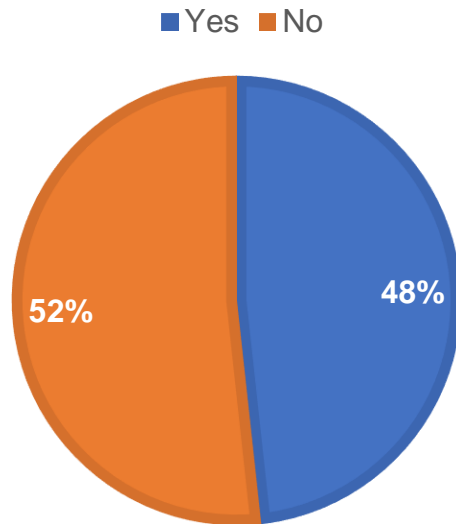
- 1. Hidden Coffee Kelmscott
- 2. Dome, Hidden etc.
- 3. Dome, HJs, Hog's Breath
- 4. Dome Cafe. Genesis Gym
- 5. Haynes shopping centre
- 6. mechanical / spare parts / take away
- 7. Kelmscott Dome
- 8. Various food outlets such as Woodies. Auto Masters, 7-11 for petrol
- 9. Town and Country fruit and veges on Highway
- 10. Dome
- 11. Genesis Rec, Getaway etc

# Community Survey Feedback

## Feedback Results

Answered: 29 Skipped: 25

13. Do you regularly walk and/or cycle to/within the Kelmscott Town Centre?

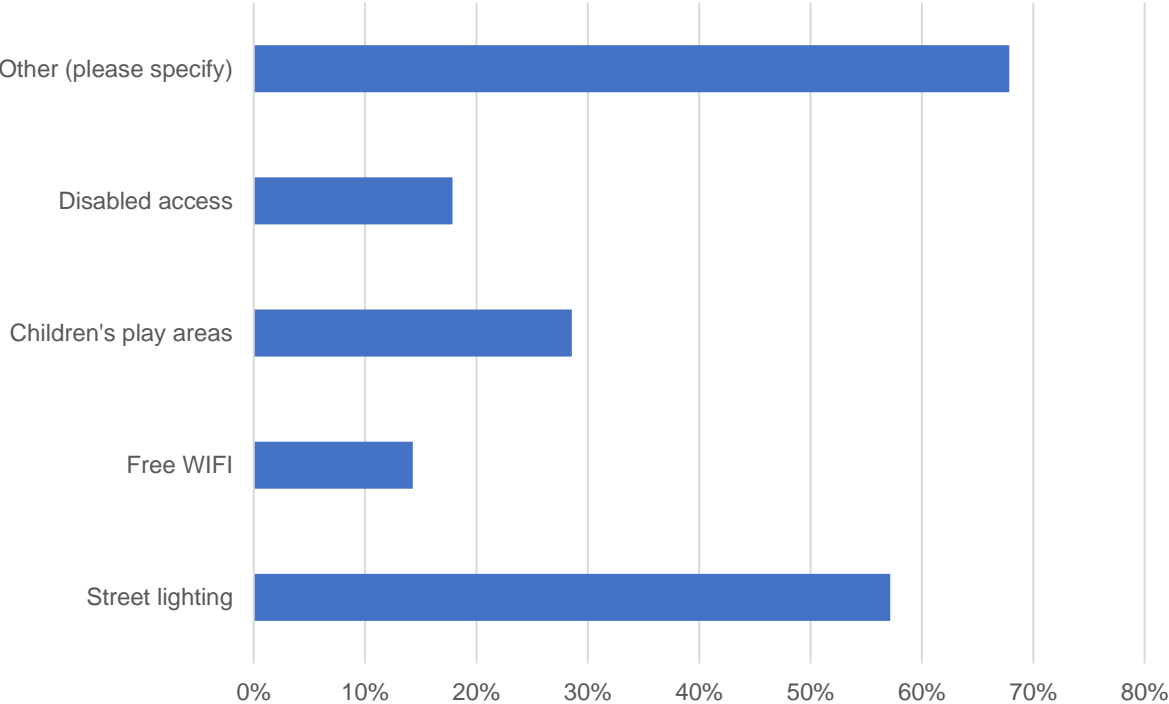


# Community Survey Feedback

## Feedback Results

Answered: 28    Skipped: 26

14.    What would make you visit the Kelmscott Town Centre and its outdoor spaces more frequently?

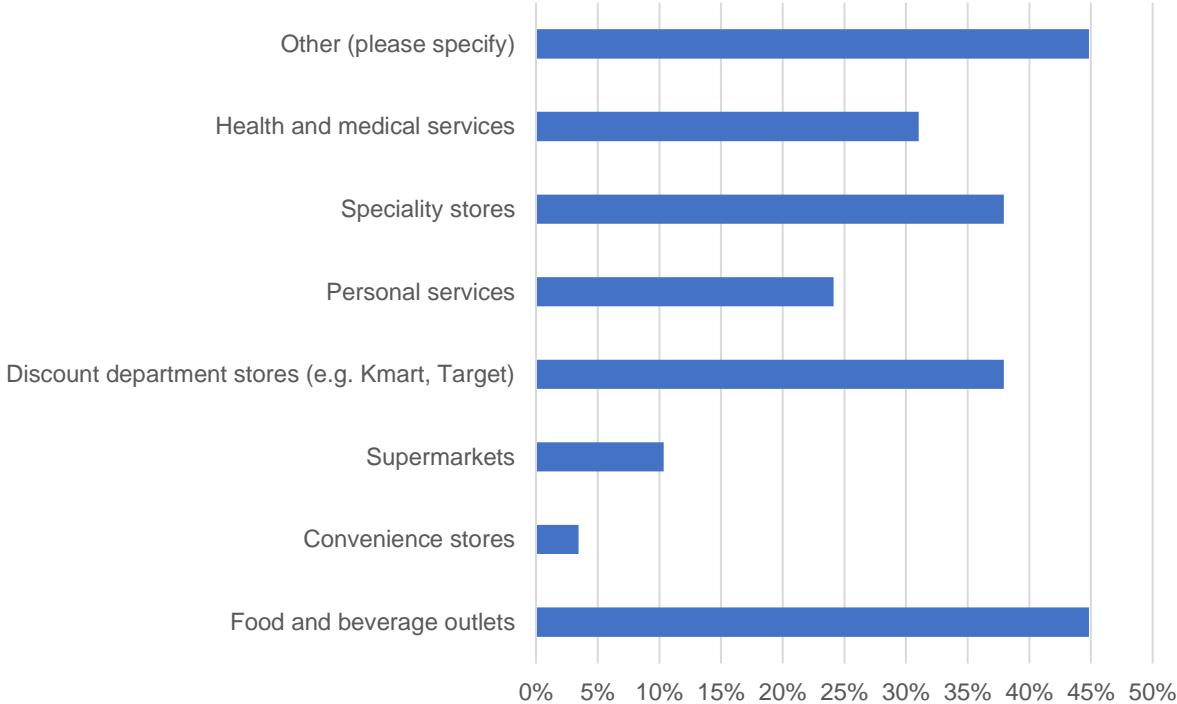


# Community Survey Feedback

## Feedback Results

Answered: 29   Skipped: 26

15.    Are there any opportunities for other businesses or local services in the Kelmscott Town Centre?

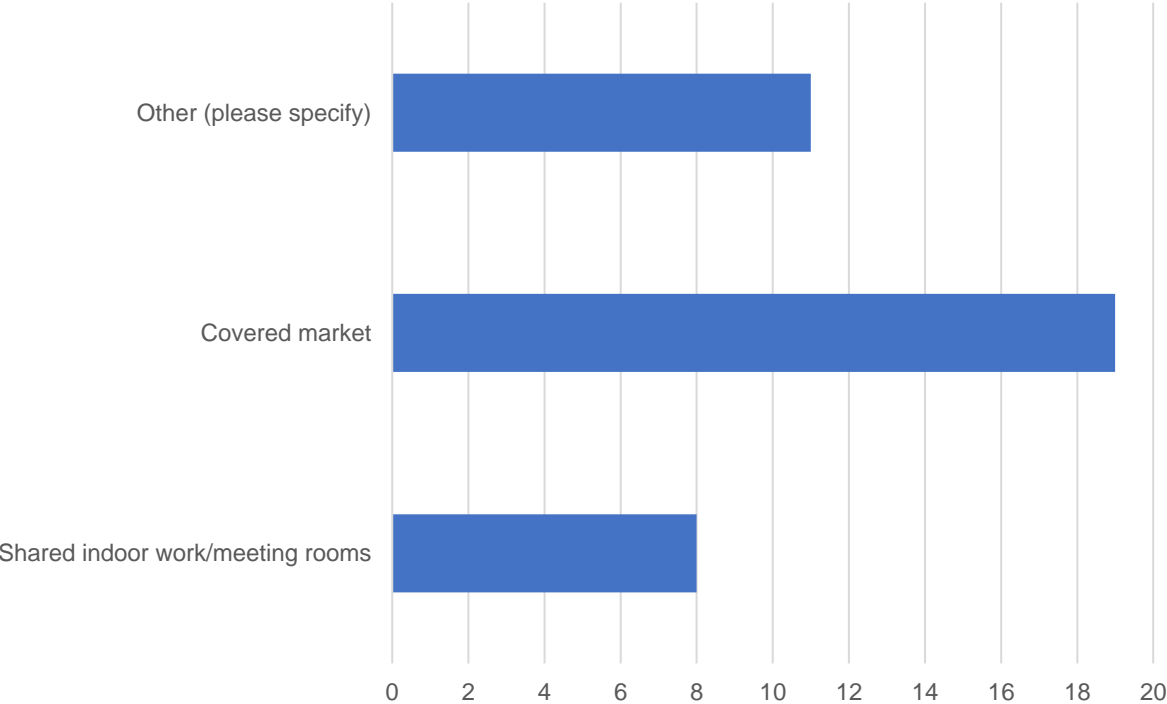


# Community Survey Feedback

## Feedback Results

Answered: 27   Skipped: 27

16. Are there any additional community facilities that would encourage you to visit the Kelmscott Town Centre more frequently?



# APPENDIX D

## Business Operator Online Survey Outcomes



# Kelmscott Activity Centre Plan

## Business Survey – Results

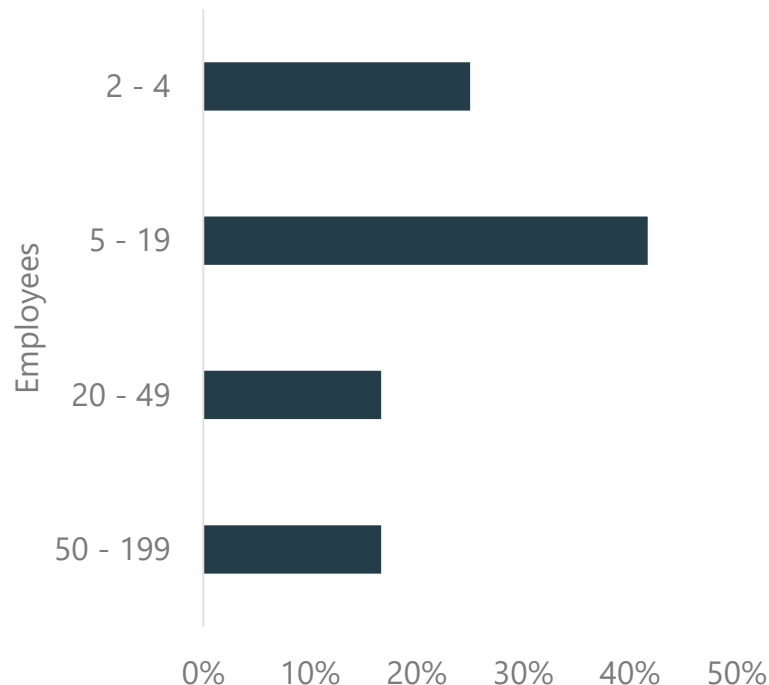
August 2021

pracsys.



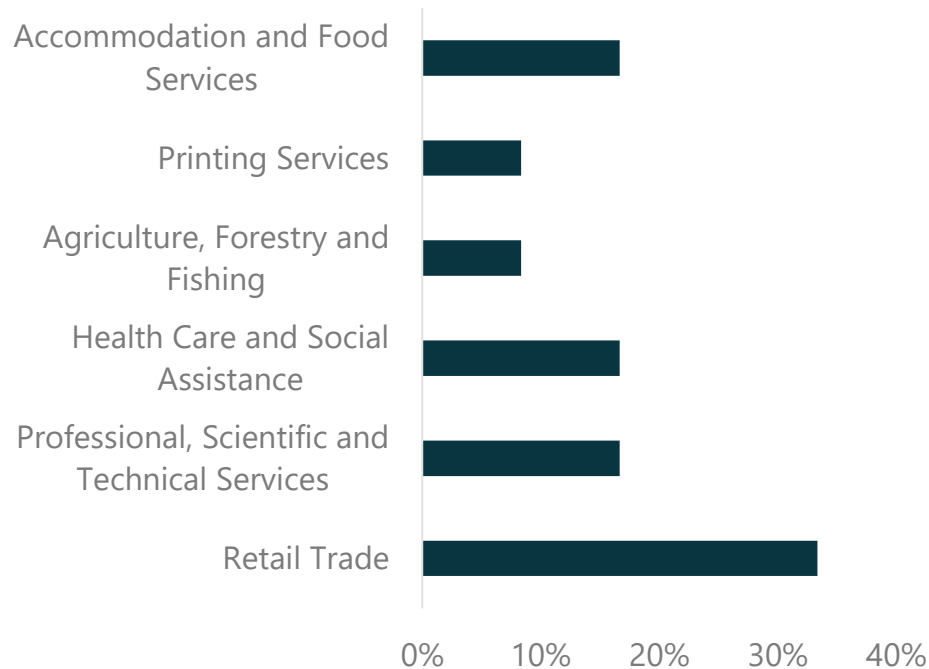
# Respondent Characteristics

- 12 responses
- 11 respondents in the Kelmscott TC
- Average revenue \$2.3 million
- All respondents were SMEs



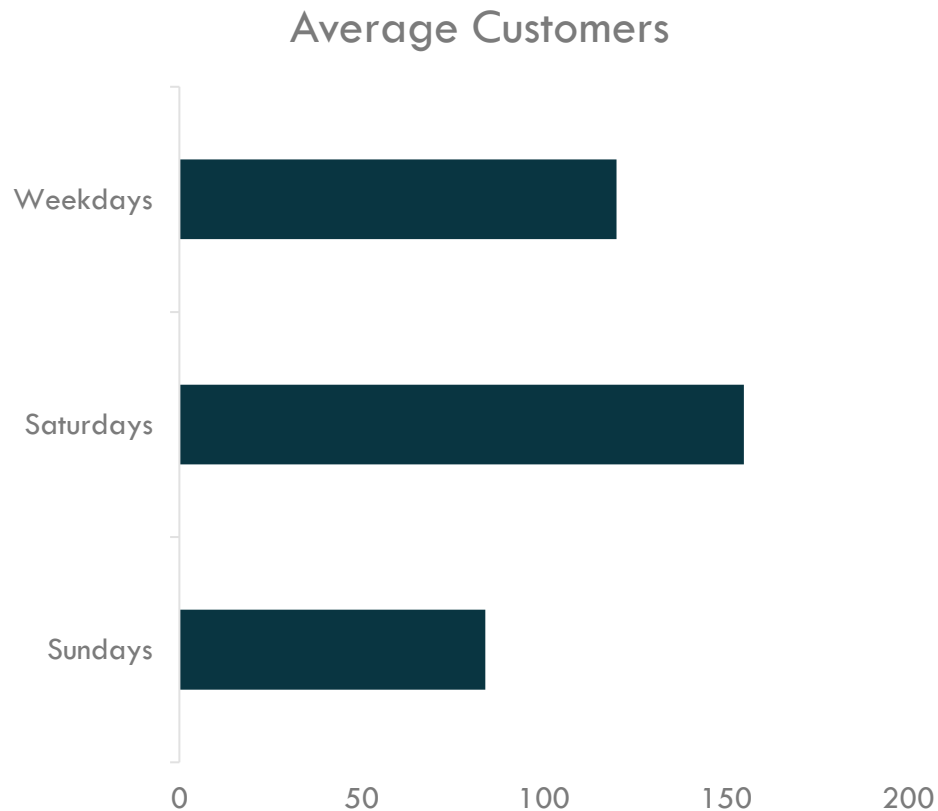
# Industry and Customers

- All population driven industries
- 50% of respondents in Retail or Food Services
- 33% of respondents identified tourists as part of their customer base



# User Behaviour

- Saturday averages highest for customer throughput
- The majority of respondents reported mornings as busiest on all days
- Very few respondents reported evenings as their busiest period
- 83% of respondents indicated their business was not seasonal



# Advantages and Barriers of the KTC

## Top three Advantages:

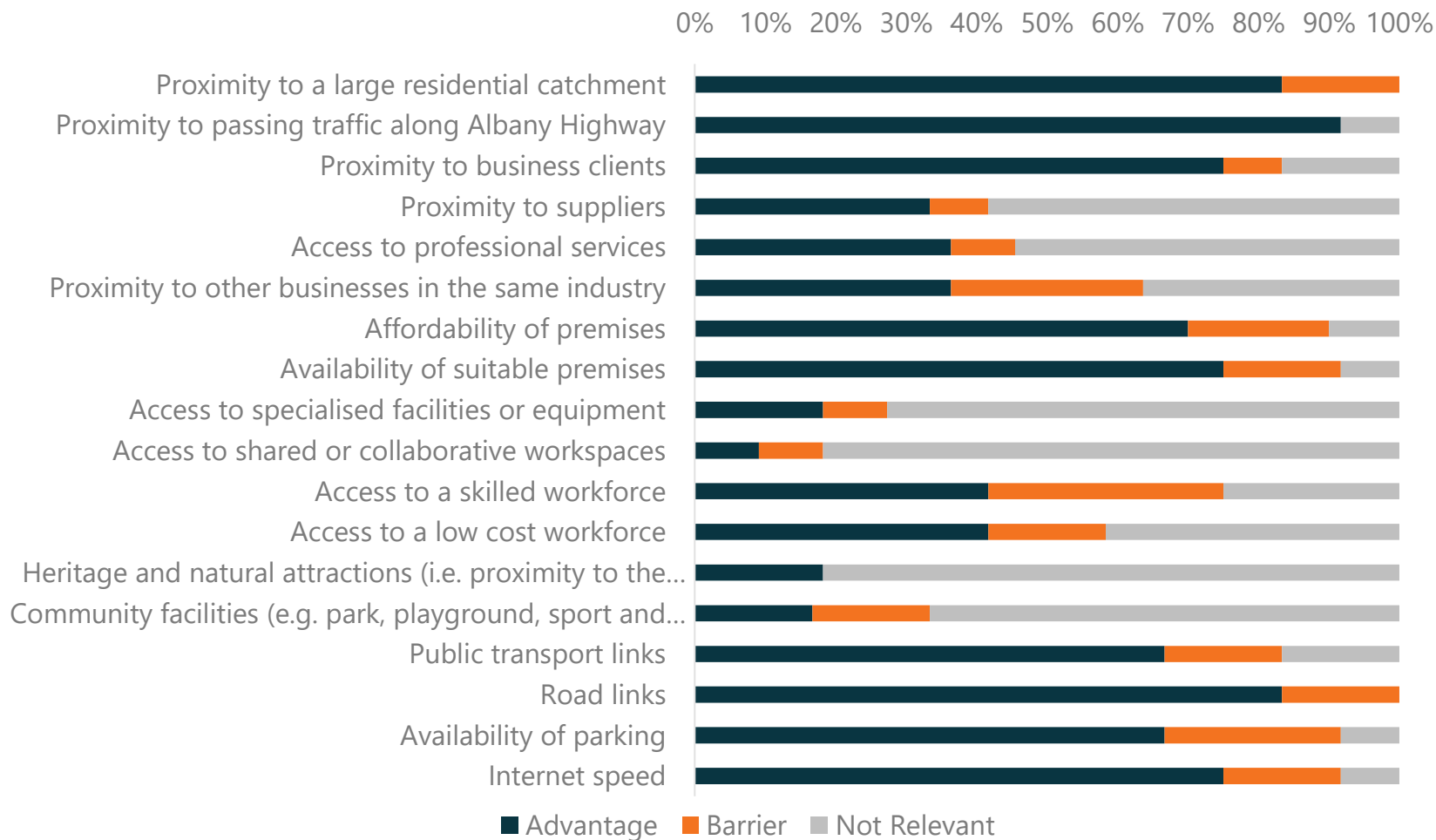
- Proximity to passing traffic
- Proximity to residential population
- Internet Speed

## Top three Barriers:

- Access to skilled workforce
- Proximity to similar businesses
- Access to parking\*

\*was also an advantage for many respondents

Safety was highlighted by 33% of respondents as an 'other' barrier to business, citing anti-social behaviour and homelessness.



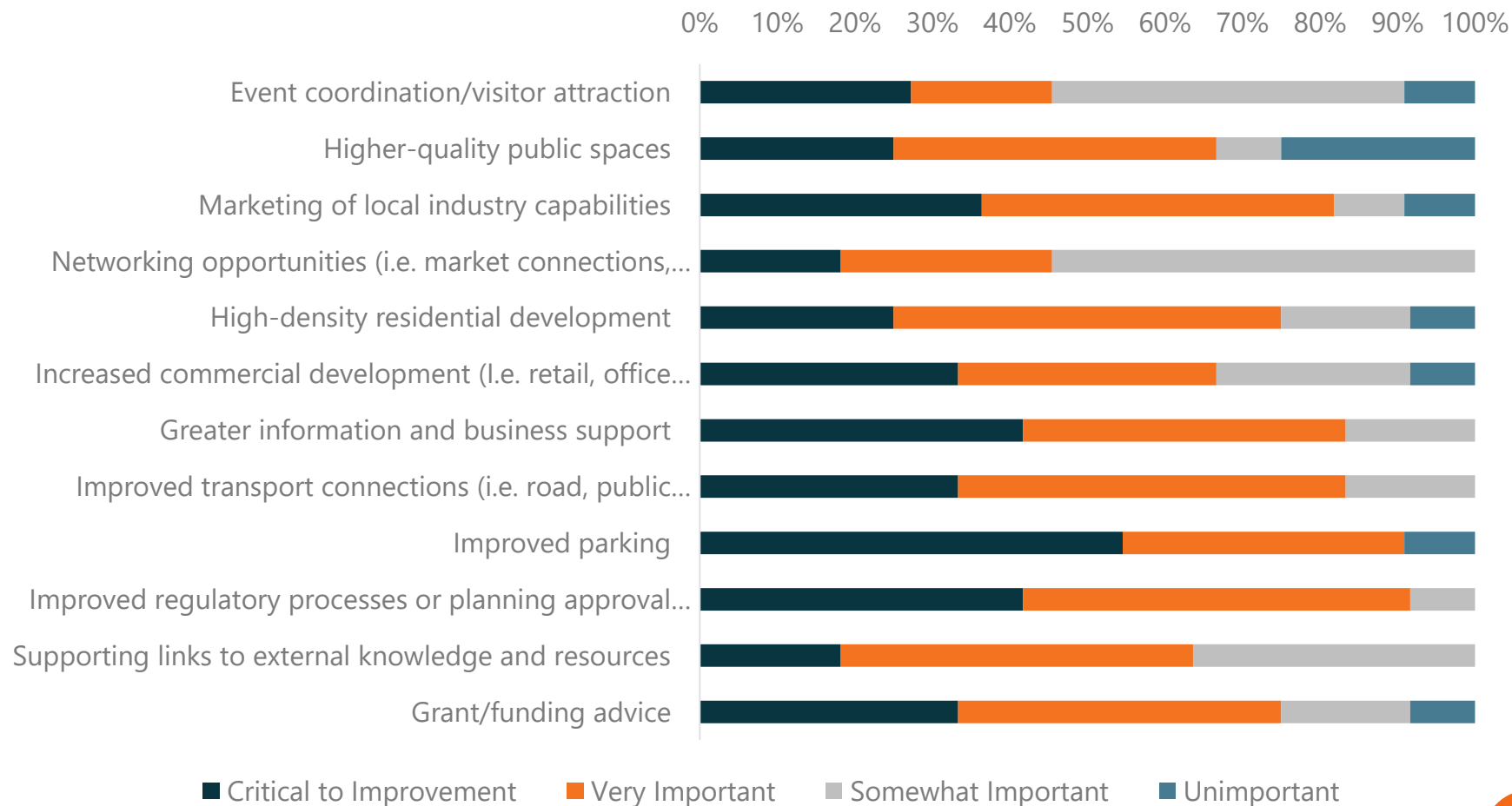
# The City's Role

## Five most important LGA activities

- Improved Parking
- Improved regulatory/planning processes
- Greater information and business support
- Marketing of local industry capabilities
- Improved transport connections

## Open suggestions

- Need for more food and beverage offering (i.e. restaurant, tavern, etc.)
- Improve landscaping, trees and lighting for Albany Hwy
- Need to improve safety



# Future Projects

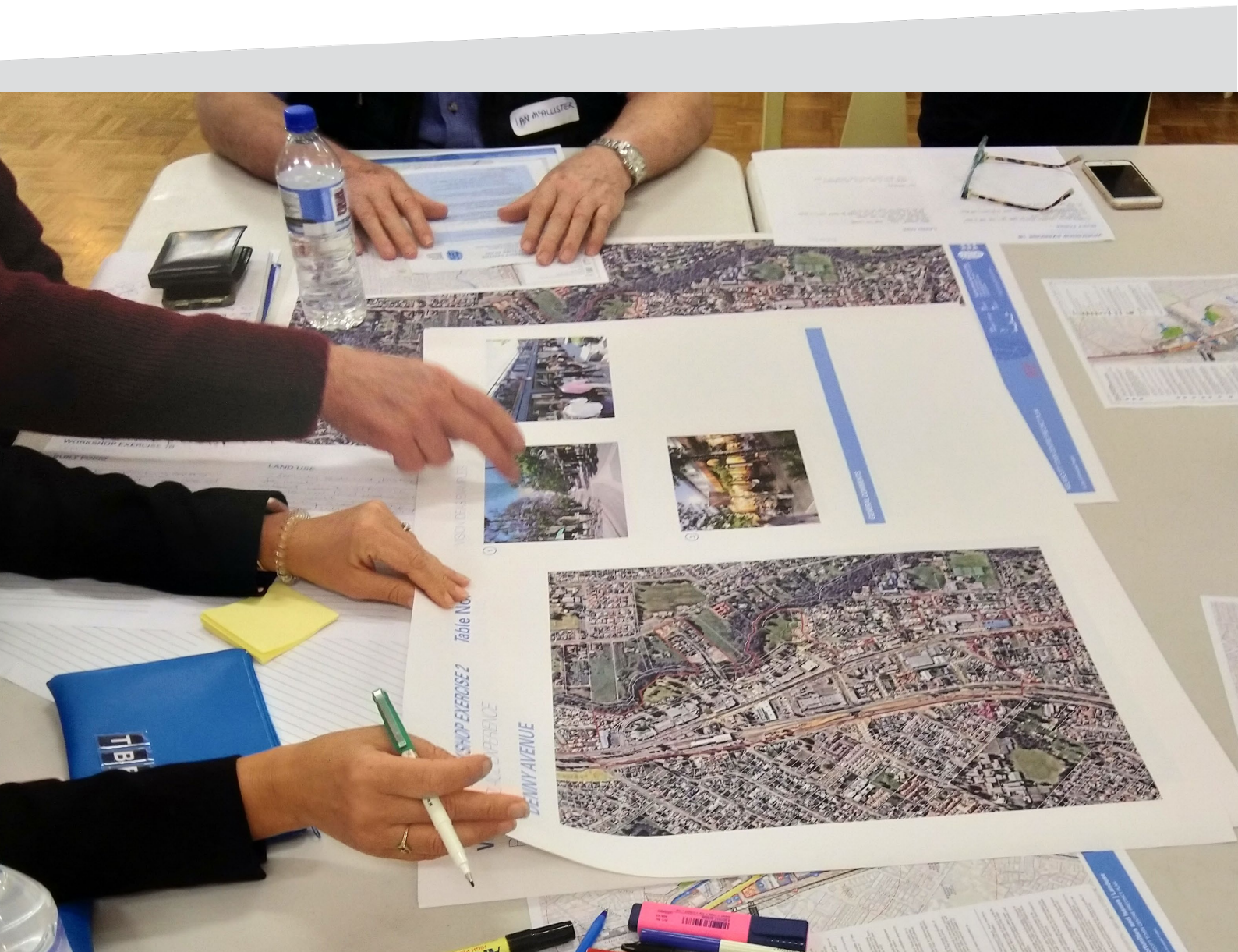
Respondents were asked about future projects

- 33% of respondents are planning investment in the Town Centre
- Average investment of \$2.8 million



# Kelmscott District Activity Centre Precinct Plan

## Place Vision Workshop Outcomes Report



# Document History & Status

**Kelmscott District Activity  
Centre Precinct Plan**

**Place Vision Workshop  
Outcomes Report**

**Taylor Burrell Barnett  
Town Planning and Design**

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Revision	Reviewer	Date Issued
20/053 – Rev 0	RC	15 September 2021
20/053 – Rev 1	RC	5 October 2021

# Table of Contents

1.0	Introduction	2	Technical Appendices
1.1	Project Scope	2	APPENDIX A Place Vision Workshop Agenda
1.2	Engagement Process	2	APPENDIX B Place Vision Workshop Presentation
1.3	Structure of this Report	3	APPENDIX C Exercise 2 Workshop Sheets
2.0	Place Vision Workshop	5	
2.1	Location	5	
2.2	Workshop Purpose	5	
2.3	Workshop Agenda/Format	5	
2.4	Workshop Attendance	6	
2.5	Exercise 1A & 1B – Opportunities Identification	7	
2.5.1	Summary and Analysis of Outcomes	7	
2.6	Exercise 2 – Place Experience	9	
2.6.1	Summary and Analysis of Outcomes	9	
3.0	Next Steps	18	

Section

# 1.0

## Introduction

# 1.0 Introduction

## 1.1 Project Scope

Taylor Burrell Barnett (TBB), in collaboration with Emerge Associates, Pracsys, Flyt and The Civil Group has been engaged by the City of Armadale to prepare a Precinct Structure Plan and supporting Amendment to Town Planning Scheme No. 4 (TPS 4) for the Kelmscott District Activity Centre. The changes to the planning framework for the centre will be supported by an Implementation/Recommendations Report which will include strategies and recommendations for placemaking, economic development, public realm improvements, servicing upgrades, and policy and governance changes.

Planning for the Kelmscott District Centre is required to accommodate not only future growth of the centre, but also a changing appreciation for the urban form of town centres generally. This includes a greater emphasis on increased residential density living in close proximity to public transport, activated commercial precincts and attractive town centre locations and streetscapes.

The Precinct Plan will help guide the future planning and development for the District Centre and will be supported by strategies such as a Place Plan, Retail and Employment Strategy, Movement, Transport and Car Parking Strategy, Local Water Management Strategy, BAL Assessment/Bushfire Management Plan, Road and Rail Noise and Ground Vibration Management Plan and Servicing Report.

## 1.2 Engagement Process

Stakeholder engagement is a pivotal component of the project to encapsulate as many of the stakeholder's practical and viable aspirations as possible. TBB has been commissioned to conduct stakeholder and community engagement during the preparation of the Precinct Plan.

The City of Armadale Council has endorsed a stakeholder engagement process to support Precinct Structure Plan preparation. This includes a variety of engagement activities such as online community and business owner surveys, landowner and business owner workshops and formal public advertising of a proposed draft Precinct Structure Plan. An overview of the engagement process and methods is summarised below:

- Stage 1: Community and Business Online Surveys.
- Stage 2: Study Area Landowner and Business Operator Workshops.
- Stage 3: Council considers Draft Precinct Structure Plan for advertising for public comment.
- Stage 4: Advertising of Precinct Structure Plan for public review and comment.

The outcomes of the Place Vision Workshop with Landowner and Business Operators (within Stage 2 of the above engagement process) are contained in this report.

## 1.3 Structure of this Report

This report is presented in three sections:

- **Section 1** provides the introduction;
- **Section 2** explains the purpose, format and outcomes of the Place Vision Workshop;
- **Section 3** contains information on the next steps.

The appendices to this report contain the materials presented at the workshop (agenda, PowerPoint presentation and exercise sheets). A full copy of the completed exercise sheets/feedback can be provided upon request.

Section

# 2.0

## Place Vision Workshop



## 2.0 Place Vision Workshop

### 2.1 Location

The Place Vision Workshop with landowners and business operators located in the study area was held on Tuesday 31<sup>st</sup> August 2021 from 6:15pm-8:30pm at John Dunn Hall, Kelmscott.

### 2.2 Workshop Purpose

The purpose of the Place Vision Workshop was:

- To review, provide feedback, and add to the opportunities analysis undertaken to date.
- To identify the present values and aspirations which the attendees associate with the precinct at present and which could be the foundation and inspiration for future development.
- To establish 'vision themes' based on the values and aspirations identified.

Engaging earlier in the life of the project at the strategic phase provides us with much more room to move and the opportunity for key stakeholders to give shape and life to the project. Understanding the values of key stakeholders at the outset ahead of detailed design will help to remove any uncertainties with the plan through the approval process and potential for delays, in addition to achieving stakeholder buy-in and quality design outcomes as the project unfolds. Engagement at this phase of the project will ensure a collaborative knowledge sharing process, and identify any further local information relevant to the draft place ideas plans and Precinct Structure Plan that will be prepared. The feedback obtained at the Place Vision Workshop will be considered by the project team in the design formulation prior to the subsequent Place Design Workshop to ensure that the scenarios reflect the vision and values established. The design scenarios will be further tested with stakeholders at this future Place Design Workshop.

### 2.3 Workshop Agenda/Format

The Place Vision Workshop agenda covers the following items (full agenda can be found in **Appendix A**):

1. Presentation of precinct context and planning background, online survey outcomes, opportunities and constraints analysis;
2. **Workshop Exercise 1A & 1B – Opportunities identification;**
3. **Workshop Exercise 2 – Place Experience**, including presentation of vision ideas examples;
4. Next steps / program / future engagement.

The workshop was supported by a PowerPoint presentation providing information on the background of the project and purpose of the workshop (the full PowerPoint presentation can be found in **Appendix B**). City of Armadale Councillors, City of Armadale Staff and a Department of Planning Lands and Heritage representative participated at each table.

The workshop exercises were facilitated by the project team (including representatives from Emerge – Landscape Architecture) in small groups (two tables), and questions were generally dealt with as they arose at the workshop tables.



The workshop aimed to capture as many comments and ideas as possible, with feedback recorded by workshop facilitators on the workshop exercise sheets and plans made available on each table. After each workshop exercise the table facilitator provided all attendees with the key results of the table discussions.

## 2.4 Workshop Attendance

The City mailed invitations landowners and business operators and key state government agencies in the study area seeking expressions of interest to attend the workshop. In addition, a memo was circulated to City Councillors inviting attendance at the workshop and briefly explaining the workshop purpose and format.

In addition to the project team, the Mayor and four Councillors, a DPLH representative and 11 landowners and business operators attended the workshop. A list of attendees is provided below.

Name	Role	Organisation
Mayor Cr R Butterfield	Mayor and Ward Councillor	City of Armadale
Cr E J Flynn	Councillor	City of Armadale
Cr J Keogh	Ward Councillor	City of Armadale
Cr M S Northcott	Councillor	City of Armadale
Cr G J Smith	Councillor	City of Armadale
Mr P Sanders	Executive Director Development Services	City of Armadale
Mr A VanderPlas	Senior Strategic Planning Officer	City of Armadale
Mr L Puig	Manager Economic Development	City of Armadale
Ms S Shepherdson	Administrator Planning Services	City of Armadale
Mr J Lapinski	Senior Planning Officer	DPLH
Ms R Chapman	Project Team Member – Director	Taylor Burrell Barnett
Mr B De Marchi	Project Team Member - Director	Taylor Burrell Barnett
Ms P Ashford	Project Team Member - Director	Emerge
Mr & Mrs P & M Ashworth	Landowners	-
Mr & Mrs K & D Basquets	Landowners	-
Ms Y Clinch & Ms T Jacobs	Business Owners	Roleystone Animal Hospital
Mr C Kent	Landowner	-
Mr I McAllister	Landowner	-
Mr and Mrs Mubarak Mohd Sultan	Landowners	-
Mr A Tomasso	Manager Corporate Services, on behalf of Landowner	Hall and Prior

## 2.5 Exercise 1A & 1B – Opportunities Identification

Following presentation of the key movement, public realm, built form and land use opportunities, attendees were asked to discuss and identify additional opportunities (or those that resonated most) relating to the four themes. The focus of this exercise was to obtain feedback on forward-thinking ideas and to understand the “likes” of a place for context and further exploration under Exercise 2 (Place Experience).

The full set of Opportunities, including Issues, Plans and accompany notes were displayed around the room and available for reference at the table to assist attendees to develop their ideas and provide feedback.

### 2.5.1 Summary and Analysis of Outcomes

A summary of the outcomes of the opportunities identification exercises is summarised below:

Theme	Response/Comments		Key Opportunities
	Table 1	Table 2	
Built Form	<ul style="list-style-type: none"> <li>Improve the presentation and redevelopment of the land fronting Page Road (north of Gilwell Avenue).</li> <li>Page Road sloping sites: use the slope to enable residential development.</li> </ul>	<ul style="list-style-type: none"> <li>Provide shade sails over parking areas.</li> <li>Increased height (up to 4 storeys), built form improvements and mixed use around Train Station.</li> <li>Opportunities for internalised and outdoor alfresco.</li> <li>Consider overlooking concerns for one-storey development along Gilwell Avenue.</li> <li>Support for aged care development near river.</li> </ul>	<ul style="list-style-type: none"> <li>Improve the presentation of built form.</li> <li>Support for increased height (up to 4 storeys), however consider interface with surrounding lower-density residential development.</li> <li>Improve the appearance of car parking areas.</li> <li>Create an environment that stimulates maintenance and uplift of existing buildings and car parks; encourage a sense of ownership; consider incentives and funding opportunities.</li> </ul>
Land Use	<ul style="list-style-type: none"> <li>Consider family-oriented and alfresco F&amp;B options (restaurant/bistro/food court).</li> <li>Re-establish historical land uses.</li> <li>Focus activity around the centre.</li> <li>Consider land uses which attract visitors and contribute to the night time economy.</li> <li>Provide land uses that draw patronage in to the Town Centre, particularly as parking located next to the Train Station allows for a quick 'getaway'.</li> <li><i>Leisure/Placemaking sub-theme</i> <ul style="list-style-type: none"> <li>Celebrate history of place / cultural acknowledgement.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Increase activity in Fancote Park that stimulates use and passive surveillance.</li> <li>Facilitate redevelopment that encourages more diversity of retail and F&amp;B uses.</li> <li>Create a health/medical focus/cluster in the Town Centre.</li> </ul>	<ul style="list-style-type: none"> <li>Encourage diversity of uses and uses that encourage people to visit and stay in Kelmscott (e.g., uses that stimulate night time economy, retail and F&amp;B).</li> <li>Increase activity in Fancote Park by encouraging uses that improve surveillance/safety and celebrate the history of the place.</li> </ul>

	<ul style="list-style-type: none"> <li>○ Provide outdoor seating spaces between park and library and close to street</li> <li>○ Champion Lakes is an asset but how do we draw into Kelmscott?</li> </ul>		
Movement	<ul style="list-style-type: none"> <li>• Provide undercover parking next to Train Station.</li> <li>• Improve street lighting and safety (however consider potential impact of trees screening lighting).</li> <li>• Improve and activate bridge over Gilwell Avenue.</li> <li>• Provide street trees within Albany Highway median.</li> <li>• Provide more pathways along the river and improve access/wayfinding.</li> </ul>	<ul style="list-style-type: none"> <li>• Create a river pathway (along and across).</li> <li>• Improve the safety of the river environs.</li> <li>• Create a safer, easier way to walk and cycle under the Gilwell Avenue bridge.</li> <li>• Pedestrian protection in the Albany Highway median islands.</li> <li>• Create a great pedestrian link from the Train Station to the river.</li> <li>• Connect people to the heritage structure/building on the river, and to the heritage of the Town Centre (social, built form and cultural).</li> </ul>	<ul style="list-style-type: none"> <li>• Create/improve pathways to, along and across the river (connections along river to celebrate social, built form and cultural aspects).</li> <li>• Improve pedestrian amenity and safety (e.g. lighting, street tree planting) of Albany Highway and local streets (e.g. Gilwell Avenue).</li> </ul>
Public Realm	<ul style="list-style-type: none"> <li>• Provide trees along Albany Highway.</li> <li>• Retain and improve Old Station Masters House (consider opportunity for museum).</li> <li>• Improve and provide additional trails and connections along and across the river.</li> <li>• Provide lighting under Gilwell Avenue bridge.</li> <li>• Opportunity for Farmer's Market at Denny Avenue/Spud Shed site.</li> <li>• Celebrate cultural heritage (European and Indigenous).</li> <li>• Improve safety, particularly at night.</li> <li>• Enhance night-time economy to improve safety.</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage the City to incentivise tree planting in carparks to start the improvement of Town Centre amenity.</li> <li>• Make Fancote Park more exciting (e.g. café).</li> <li>• Improve the ability to use the 'Southern Park'.</li> <li>• Create a series of riverside experiences.</li> <li>• Improve space to landscape Albany Highway.</li> <li>• Improve the landscaping of Albany Highway edges where carparks are along the edges.</li> <li>• Create a character that draws in a sense of the river character (e.g., natural vegetation).</li> <li>• Provide artwork that is related to the character and vision of Kelmscott.</li> <li>• Consider opportunities for off-leash dog area.</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage street tree planting within car parking areas and along Albany Highway.</li> <li>• Improve activation and use of Fancote Park, 'Southern Park' and river surrounds.</li> <li>• Create and celebrate character and cultural heritage of the area.</li> </ul>

## 2.6 Exercise 2 – Place Experience

Following presentation of the vision image examples for each of the key areas in the precinct, TBB provided an explanation of the ‘Sticky Places’ reference – Places for People, Places for Investment, Places for Employment and Places of Character. These are the unique components of place that encourage people to stay and spend time in a place (where they live, work, and spend their leisure time).

Using the themes of living, working and leisure, and drawing upon the opportunities/ ‘likes’ established through Exercise 1A & 1B, attendees were asked what improvements/activities they would like to see in each of the following key areas numbered 1-7:

1. Albany Highway
2. Davis Road
3. Denny Avenue
4. Gilwell Avenue
5. Page Road
6. Streich Avenue
7. Urban Spaces

Workshop sheets were prepared for each of the key areas in order for attendees to identify which of the images they would like to see in the key area, or identify on the plan where they would like to see a particular improvement/activity located within the precinct. Sticky notes were also available to note additional ideas/general comments on the plan.

A copy of the exercise sheet booklet which was provided at each table is contained at **Appendix C** of this report.

### 2.6.1 Summary and Analysis of Outcomes

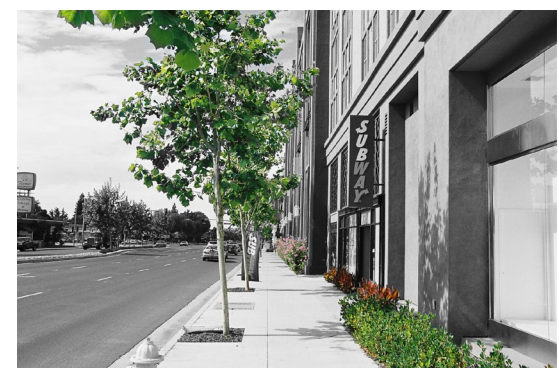
A summary of the outcomes of the place experience exercise is described below. Based on this analysis of key positive attributes and place experience ideas, the key findings and considerations will inform the development of the draft Ideas Plans.

## 2.6.1.1 Albany Highway

### Additional comments and ideas for the Albany Highway experience

- Parking to be conveniently located (Photograph 5 opposite depicts on-street parking located adjacent major transport routes. Provision of on-street parking along Albany Highway subject to negotiations/approval from MRWA).
- Public art that connects to the town's history
- Consider hanging baskets/artwork/historical elements
- Consider how buildings relate to and address public spaces
- On-street parking adjacent to Highway to include high-quality landscaping
- Ease of pedestrian access (e.g., non-slip paths)
- Provide LED lighting features in streets

### Examples of Positive Attributes for the Albany Highway experience (shown coloured)





## 2.6.1.2 Davis Road

Additional comments and ideas for the Davis Road experience

- Connection to the heritage of the orchards
- Prepare signage/wayfinding strategy
- Facilitate art mural on side of shopping centre to promote Kelmscott history

Examples of Positive Attributes for the Davis Road experience



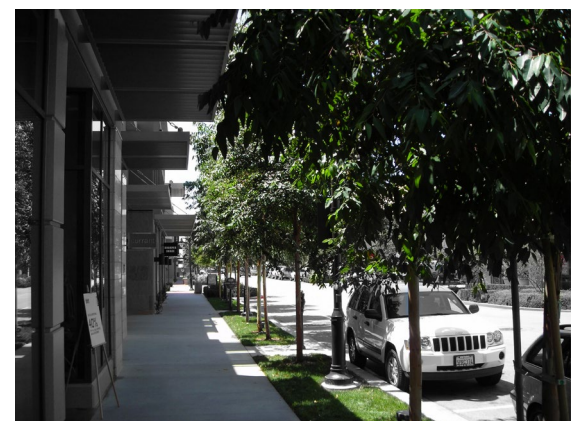
Colourful, landscaped medians and verges



Pedestrian-friendly/openness/quirky/different/unique/inviting  
Signature buildings/structures



Encourage use of signage banners



Street tree outcome which could be investigated for (narrow) Davis Road

### 2.6.1.3 Denny Avenue

Additional comments and ideas for the Denny Avenue experience

- Large tree planting within Denny Avenue
- Opportunity for Farmer's Market (local produce; create a central focus)
- Facilitate a signature building at key corner of Denny Avenue and Albany Highway

Examples of Positive Attributes for the Denny Avenue experience



Opportunity for plaza area but consider amount of hard surface



Activate the edges of the street including with cost-effective buildings



Pedestrian focus along the street



## 2.6.1.4 Gilwell Avenue

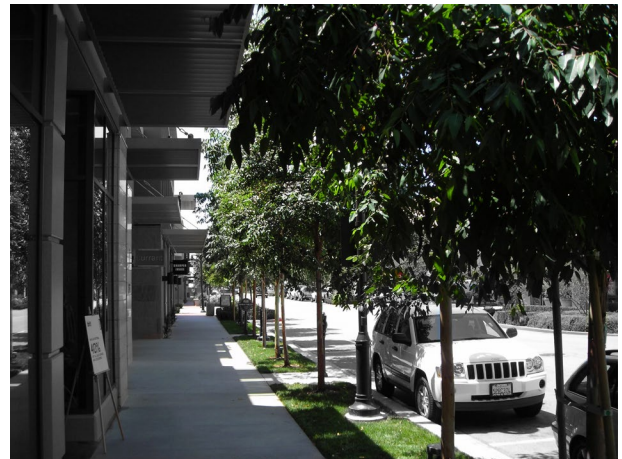
Additional comments and ideas for the Gilwell Avenue experience

- Ensure consistent theme of pavement design across the street
- Underground the powerlines to improve tree canopy coverage
- Prioritise pedestrian access and encourage one-way traffic

Examples of Positive Attributes for the Gilwell Avenue experience



Frequently spaced trees to attract birds



Tree outcome for narrow verge spaces



## 2.6.1.5 Page Road

Additional comments and ideas for the Page Road experience

- Improve pedestrian paths
- Reduce road pavement to make more space for trees
- Page Road is a great place to start the revitalisation of the Town Centre
- Slow the traffic
- Multi-storey housing overlooking the park

Examples of Positive Attributes for the Page Road experience



Built form overlooking Fancote Park and sleeving parking areas



Built form overlooking park areas

## 2.6.1.6 Streich Avenue

### Additional comments and ideas for the Streich Avenue experience

- Street tree replanting
- Improve wayfinding and lighting for pedestrians, particularly for access to Woolworths – be careful of the ‘shortest route’
- Support redevelopment of the shopping centre site
- Provide native streetscapes/small dwarf landscaping in residential/foot traffic areas

### Examples of Positive Attributes for the Streich Avenue experience



Quality landscaping within the road reserve and front yards

## 2.6.1.7 Urban Spaces

Additional comments and ideas for the urban spaces experience

- Facilitate the pooling of resources with shop owners to improve landscaping and public art
- Provide great wayfinding through spaces and linkages
- Artwork that promotes the relationship between the Town Centre and hills areas
- Provide undercover parking
- Improve pedestrian linkages to uses/activities

Examples of Positive Attributes for the urban spaces experience



Aesthetic transition to park

Section

# 3.0

## Next Steps



## 3.0 Next Steps

The next steps for the project and key engagement milestones are identified in the table below.

Task	Timeframe
<b>Issues, Opportunities and Constraints</b>	
Online survey - community, business owners and landowners	Jun – Aug 2021
<b>Place Vision Workshop</b>	
Facilitate Place Vision Workshop with community and stakeholders	31 Aug 2021
<b>Place Ideas Plans</b>	
Prepare Draft Place Ideas Plans	Sept – Nov 2021
<b>Place Design Workshop</b>	
Place Design Workshop	Nov 2021
<b>Draft Precinct Plan and Place Plan</b>	
Prepare Draft Precinct Plan and Draft Place Plan	Late 2021 – Mid 2022
Public advertising of Draft Precinct Plan	Mid – Late 2022

# APPENDIX A

## Place Vision Workshop Agenda

# KELMSCOTT DISTRICT CENTRE PRECINCT STRUCTURE PLAN

## PLACE VISION WORKSHOP AGENDA

Tuesday 31<sup>st</sup> August 2021 (6:15pm-8:30pm)

Venue: John Dunn Hall, John Dunn Memorial Park,  
Third Avenue, Kelmscott



Time	Item	Presenter
6.15pm	<b>Welcome &amp; Introduction</b> <ul style="list-style-type: none"> <li>Welcome and Acknowledgement of Country</li> <li>Overview of the study area, project scope, purpose and timeframes</li> <li>Project team roles and responsibilities</li> <li>Purpose and format of workshop</li> </ul>	TBB/CoA
6.20pm	<b>Planning Background</b> <ul style="list-style-type: none"> <li>Contextual overview</li> <li>Planning framework</li> <li>Overview of Community, Business and Landowner Online Survey (including feedback on opportunities, issues, likes and use)</li> </ul>	TBB
6.35pm	<b>Exercise 1A – Opportunities – Movement and Public Realm</b> <i>(small group facilitated discussion – 15 mins)</i> Following TBB's presentation of some key movement and public realm opportunities, Exercise 1A will be used for attendees' to discuss and identify additional important opportunities for these two topics.	ALL (facilitated by TBB)
6.50pm	<b>FEEDBACK from Exercise 1A and Explanation of Exercise 1B (5 mins)</b>	TBB
6.55pm	<b>Exercise 1B – Opportunities – Built Form and Land Use</b> <i>(small group facilitated discussion – 15 mins)</i> Following TBB's presentation of some key built form and land use opportunities, Exercise 1B will be used for attendees' to discuss and identify additional important opportunities for these two topics.	ALL (facilitated by TBB)
7.10pm	<b>FEEDBACK from Exercise 1B (5 mins) and Explanation of Exercise 2 (5 mins)</b>	TBB
7.20pm	<b>Exercise 2 – Place Experience</b> <i>(small group facilitated discussion – 50 mins)</i> Exercises 1A & 1B established your top opportunities ('likes') for the precinct. Based on your 'likes', please answer the following three questions for each of the key areas identified:  <u>Questions:</u> <ol style="list-style-type: none"> <li>Thinking about where people <b>live</b>, what improvements/activities would you like to see in Areas (1) to achieve your 'likes'?</li> <li>Thinking about where people <b>work</b>, what improvements/activities would you like to see in Area (1) to achieve your 'likes'?</li> <li>Thinking about where people spend their <b>leisure</b>, what improvements/activities would you like to see in Area (1) to achieve your 'likes'?</li> </ol> Repeat the above questions for Areas (2)-(7).  <u>Key Areas:</u> <ol style="list-style-type: none"> <li>Albany Highway</li> </ol>	ALL (facilitated by TBB)

	2. Davis Road 3. Denny Avenue 4. Gilwell Avenue 5. Page Road 6. Streich Avenue 7. Public Spaces <ul style="list-style-type: none"> <li>a. Urban spaces (private &amp; public)</li> <li>b. Fancote Park</li> <li>c. 'Southern' Park</li> </ul>	
<b>8.10pm</b>	<b>FEEDBACK from Exercise 2 and visioning themes (15 mins)</b>	TBB
<b>8.25pm</b>	<ul style="list-style-type: none"> <li>• Recap and confirm outcomes of the workshop session</li> <li>• Next steps / program / future engagement</li> </ul>	TBB
<b>8.30pm</b>	Close	TBB



# APPENDIX B

Place Vision Workshop Presentation

# Kelmscott District Centre Precinct Plan

Place Vision Workshop




Date: 31/08/2021

Presented By: Taylor Burrell Barnett

Prepared For: City of Armadale



# Welcome & Introduction

- Welcome and Acknowledgement of Country
  - Overview of the study area, project scope, purpose and timeframes
  - Project team roles and responsibilities
  - Purpose and format of workshop
- 

# Project Background

- Preparation of a Precinct Plan and supporting Amendment to Town Planning Scheme No. 4 (TPS 4) for the Kelmscott District Activity Centre to accommodate future growth of the centre within proximity to public transport, commercial precincts and other non-residential land uses.
- Supported by an Implementation/Recommendations Report which will include strategies and recommendations for placemaking, economic development, public realm improvements, servicing upgrades, and policy and governance changes.
- Stakeholder engagement will be a pivotal component of the project to encapsulate as many of the stakeholders' practical and viable aspirations as possible.

# Project Team Roles and Responsibilities

- **City of Armadale** – Client
- **Taylor Burrell Barnett** – Town Planning, Urban Design & Stakeholder Engagement
- **Taylor Robinson Chaney Broderick** – Built Form & Architecture
- **Flyt** – Traffic & Transport
- **Emerge** – Landscape, Environmental, Bushfire, Noise & Vibration
- **Pracsys** – Employment and Retail
- **The Civil Group** – Servicing

## Where we are at

Task	Timeframe
<b>Site and Context Analysis</b>	Early 2021
<b>Engagement with Government and Servicing Agencies</b>	Early 2021
<b>Issues, Opportunities and Constraints</b>	
Online survey - community, business owners and landowners	June – Aug 2021
<b>Place Vision Workshop</b>	
Facilitate Place Vision Workshop with community and stakeholders	31 August 2021
<b>Place Ideas Plans</b>	
Prepare Draft Place Ideas Plans	Sept – Nov 2021

# Purpose of the Workshop

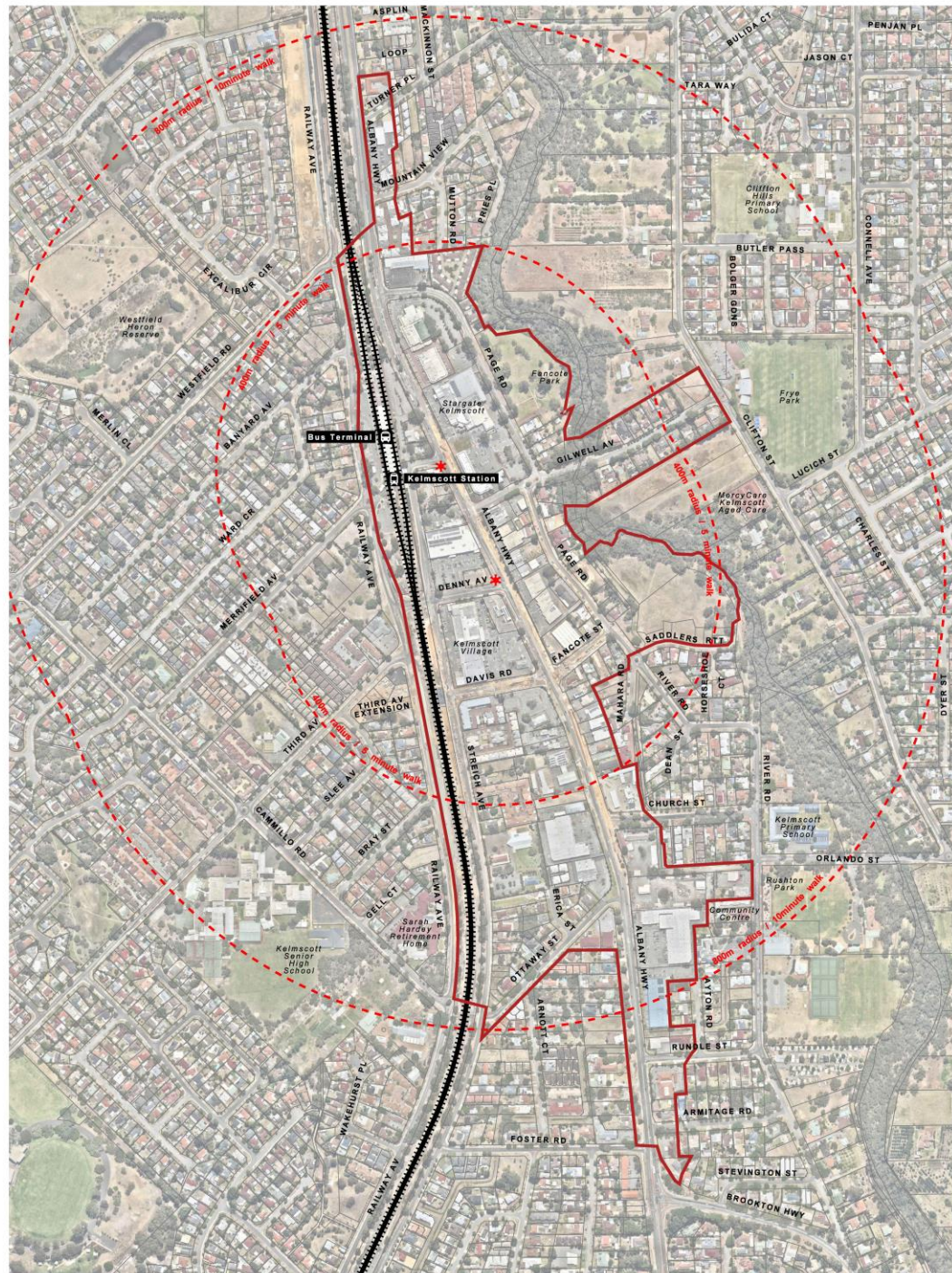
- To review, provide feedback, and add to the opportunities analysis.
- To identify the values and aspirations which the attendees associate with the precinct at present and which could be the foundation and inspiration for future development.
- To establish 'vision themes' based on the values and aspirations identified.

# PLANNING BACKGROUND



# Contextual Overview

- Estimated population of 11,573 people in 2018 Kelmscott East and West (of Albany Highway. *\*forecast.id*
- *Forecast.id* estimates an increase to 14,445 people by 2036 (an increase of 2872 people or 24.8% population increase).
- The City's Local Planning Strategy identifies a population of 46,548 people by 2036 within the District Activity Centre catchment.
- This growth, and existing population, will support existing retail and commercial offerings and education and community services.





# Precinct Plan Area

- Approximately 57.44 ha
- Approx. 33.64 ha of urban land (land within 400m walkable catchment of the two central activity points - Kelmscott Village & Stargate Kelmscott)
- Approximately 217 existing dwellings within 400m walkable catchment

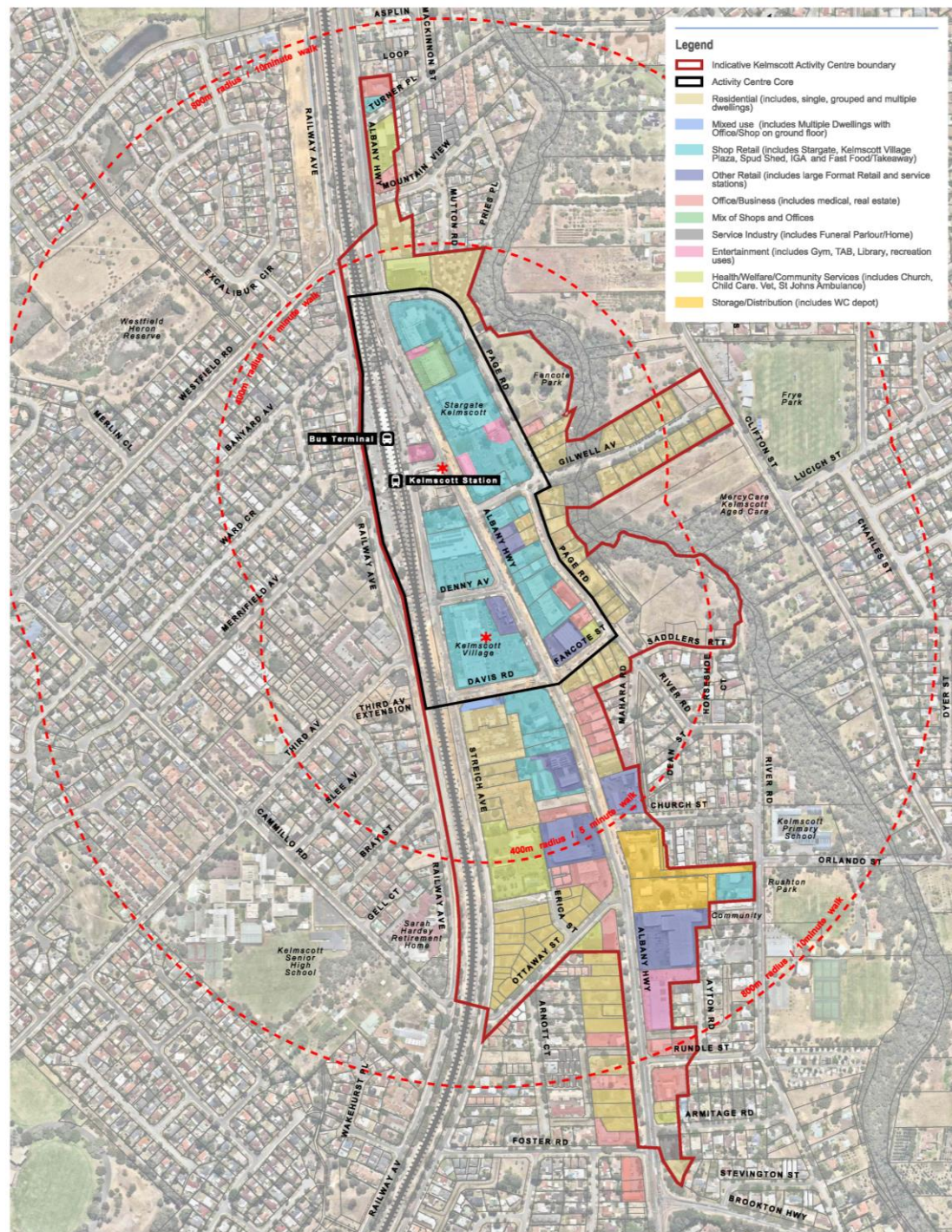




# Generalised Land Use

## Legend

- Indicative Kelmscott Activity Centre boundary
- Activity Centre Core
- Residential (includes, single, grouped and multiple dwellings)
- Mixed use (includes Multiple Dwellings with Office/Shop on ground floor)
- Shop Retail (includes Stargate, Kelmscott Village Plaza, Spud Shed, IGA and Fast Food/Takeaway)
- Other Retail (includes large Format Retail and service stations)
- Office/Business (includes medical, real estate)
- Mix of Shops and Offices
- Service Industry (includes Funeral Parlour/Home)
- Entertainment (includes Gym, TAB, Library, recreation uses)
- Health/Welfare/Community Services (includes Church, Child Care, Vet, St Johns Ambulance)
- Storage/Distribution (includes WC depot)



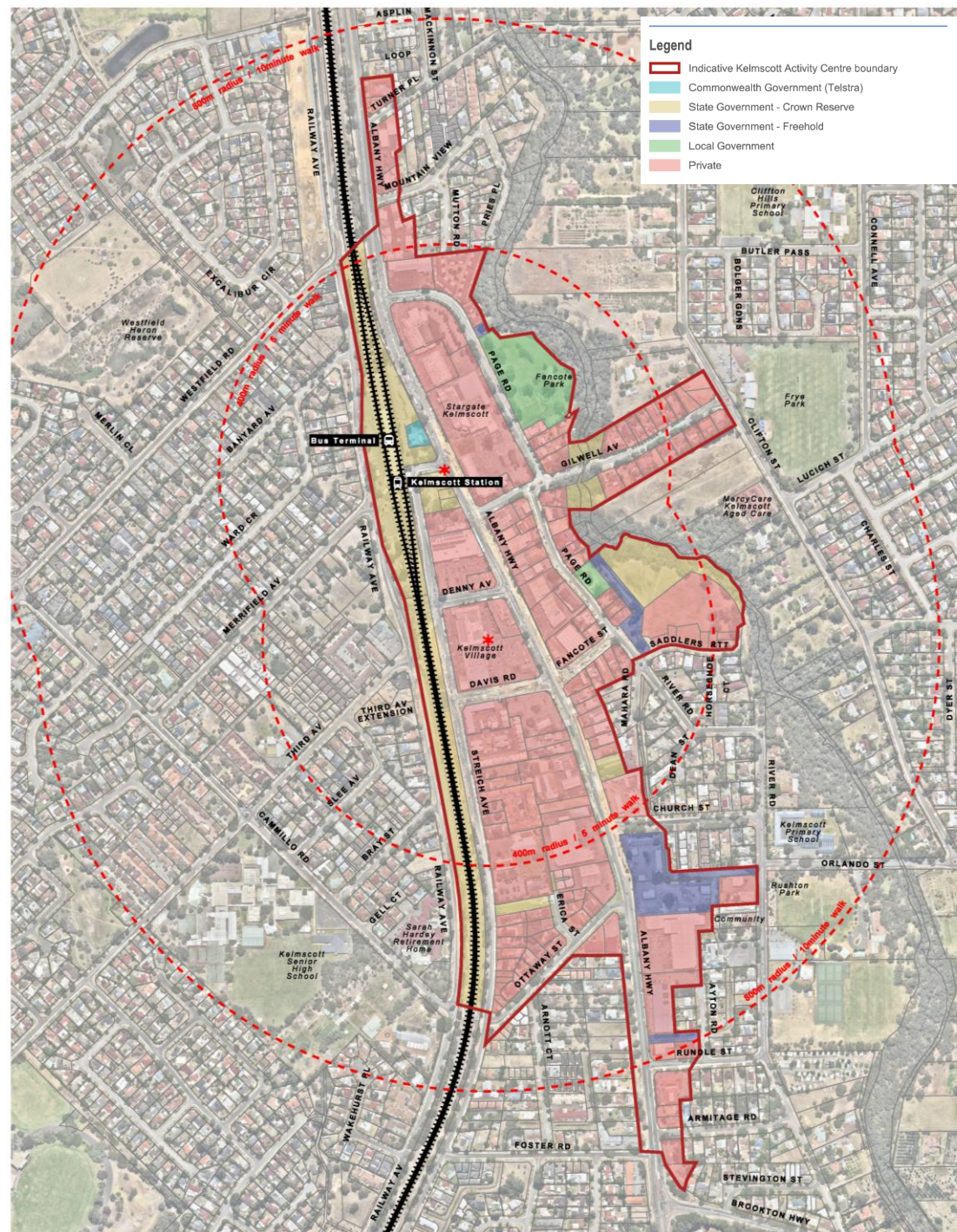


# Land Tenure / Ownership

- Predominately privately owned
- State Government owned development site at northern entry to Town Centre
- State Government owned potential redevelopment site at southern entry to Town Centre
- Limited City owned land

## Legend

	Indicative Kelmscott Activity Centre boundary
	Commonwealth Government (Telstra)
	State Government - Crown Reserve
	State Government - Freehold
	Local Government
	Private





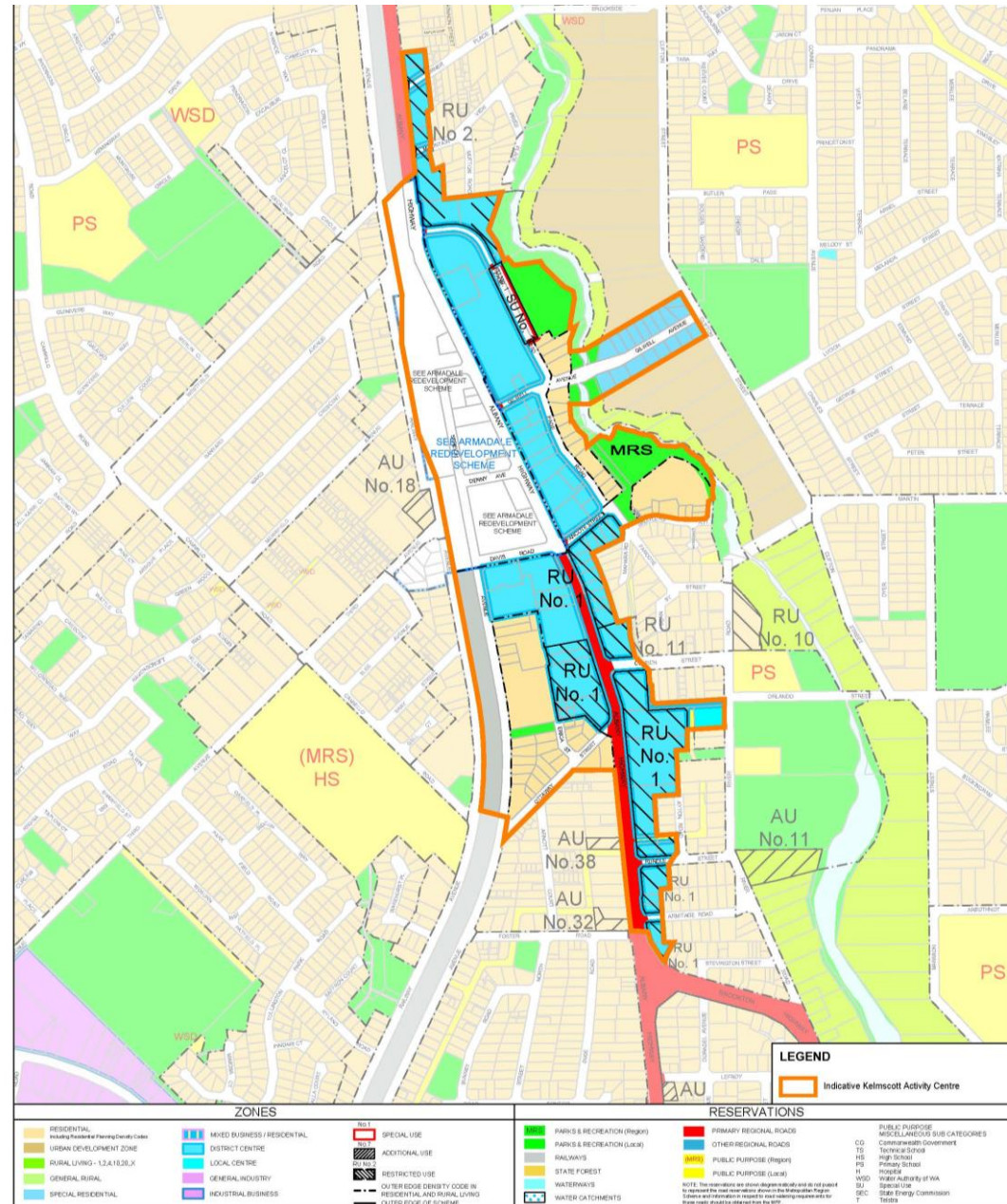
# Planning Framework

## Town Planning Scheme No. 4

- District Centre Zone, Special Residential zone (possible future Residential zone) and Residential zone (R15/40)
- Albany Highway - Primary Regional Roads reserve

## Metropolitan Region Scheme & Town Planning Scheme Amendments

- Normalisation of ARA Scheme Area to Urban under the MRS and District Centre zone in TPS (interim measure)

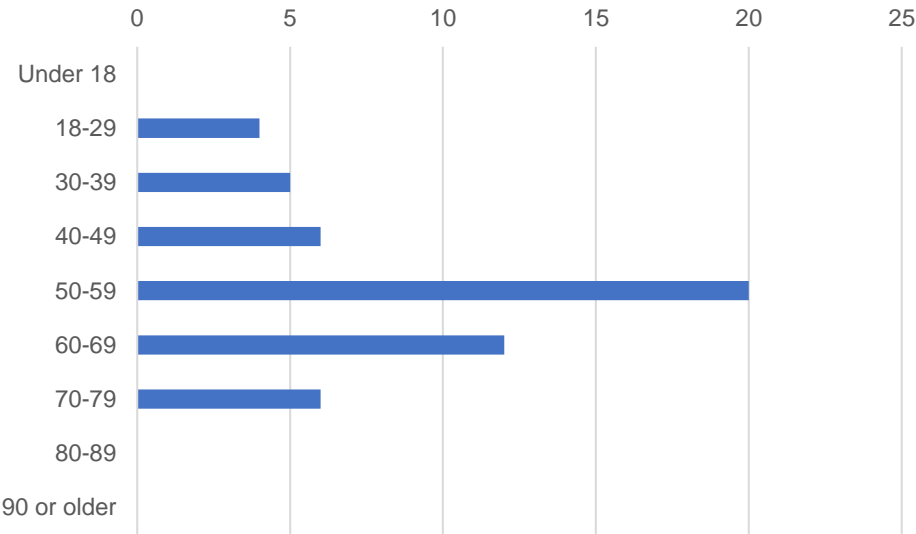


# Community Survey Feedback

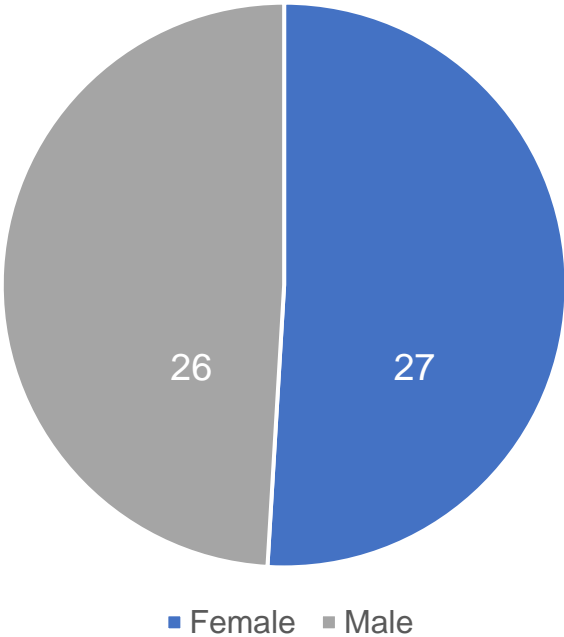
## Background Information

Answered: 53    Skipped: 1

What is your current age?



What is your gender

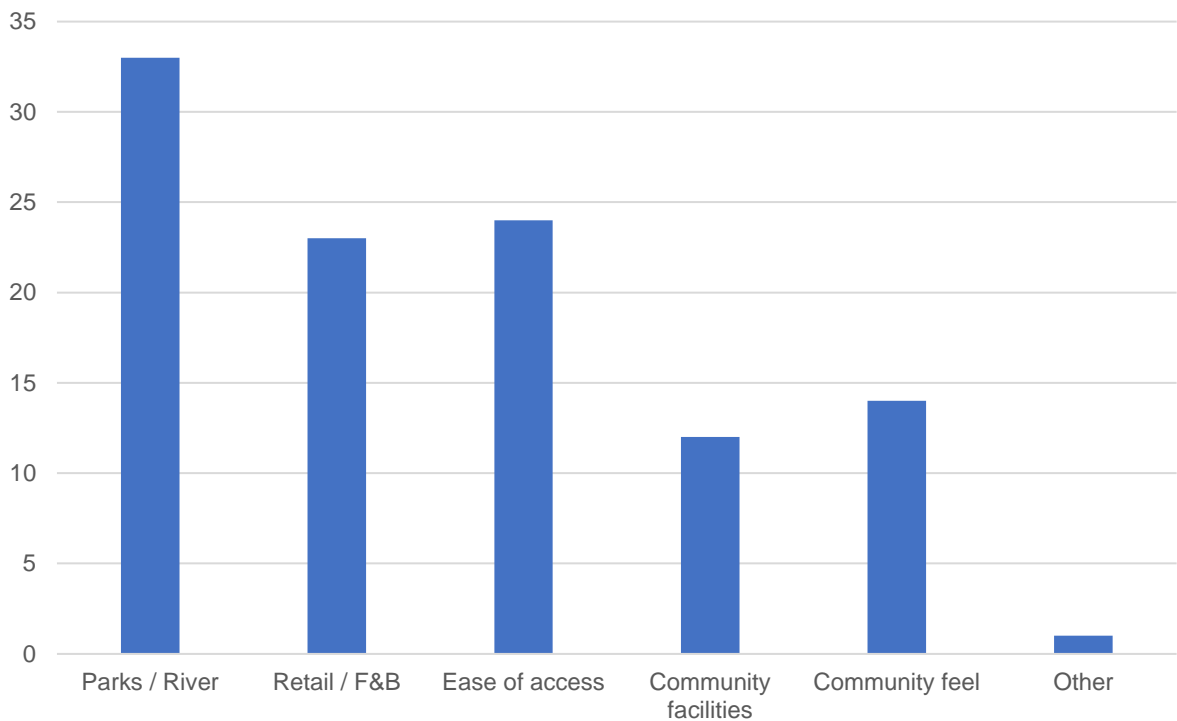


# Community Survey Feedback

## Feedback Results

Open end responses – trending topics

### 1. What do you value within the Kelmscott Town Centre



*“Integrated village style urban planning, open space and playgrounds incorporated with cafes and residential lifestyles with public transport access.”*

*“Huge variety of food outlets and easy access to multiple supermarkets, plus the library!”*

*“The river & bushlands including parks and recreation areas linked so closely with the historic and cultural aspects of Kelmscott*



# Community Survey Feedback

## Q2 & 3. Public Realm Opportunities/Issues

- Improve facilities/open spaces/street tree provision
- Improve linkages/access within Town Centre and to river
- Improve lighting/safety





# Community Survey Feedback

## Q4 & 5. Built Form Opportunities/Issues

- Improve building and streetscape appearance



# Community Survey Feedback

## Q6 & 7. Movement Opportunities/Issues

- Improve pedestrian/cyclist connections (especially to the river)
- Improve quality of pedestrian environment (e.g. street trees)





# Community Survey Feedback

## Q8 & 9. Land Use Opportunities/Issues

- Improve diversity/mix of land uses
- Improve redevelopment outcomes

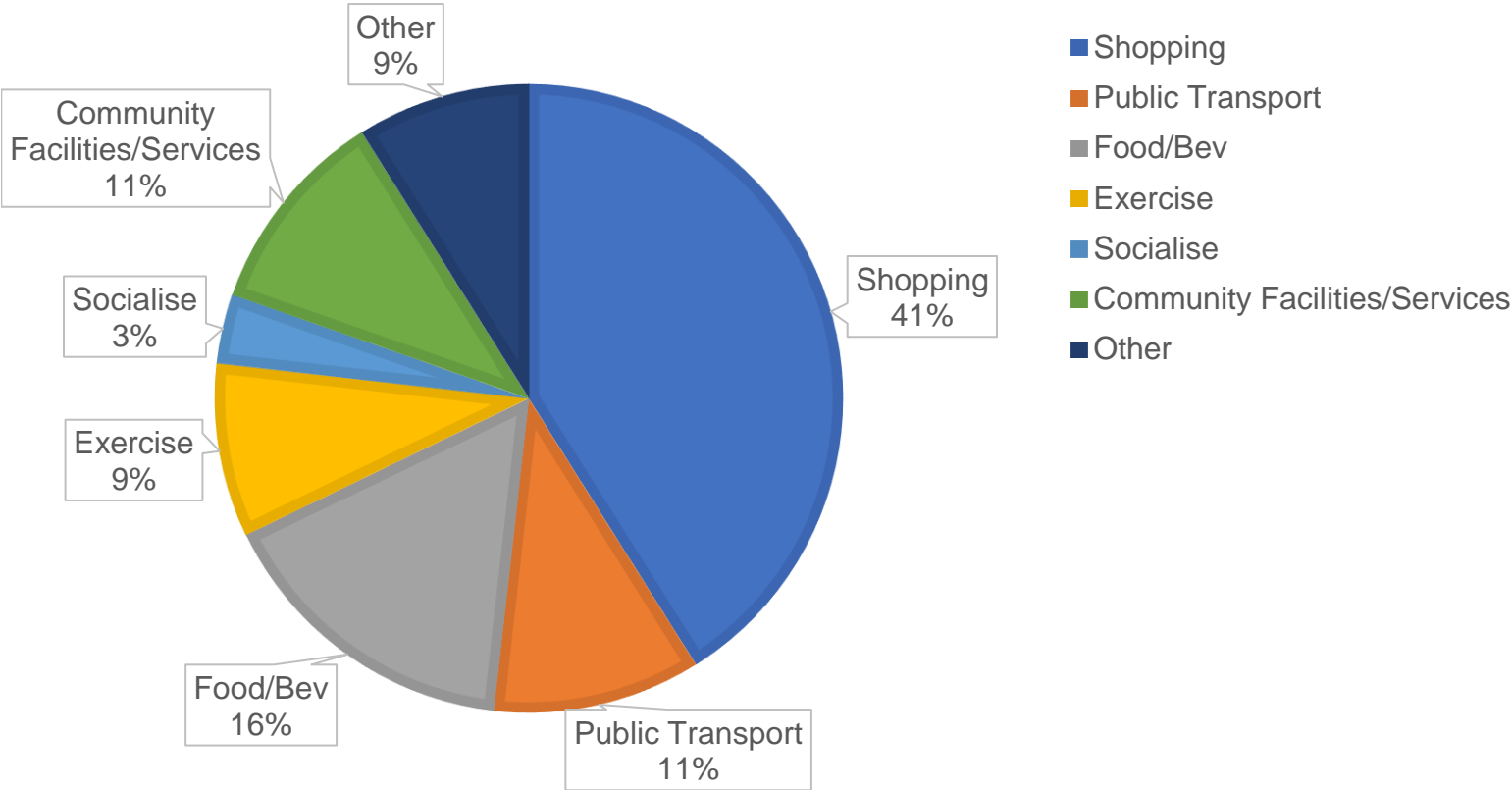


# Community Survey Feedback

## Feedback Results

Answered: 29    Skipped: 26 (topic trends – 56 responses)

11. Why do you visit the Kelmscott Town Centre?

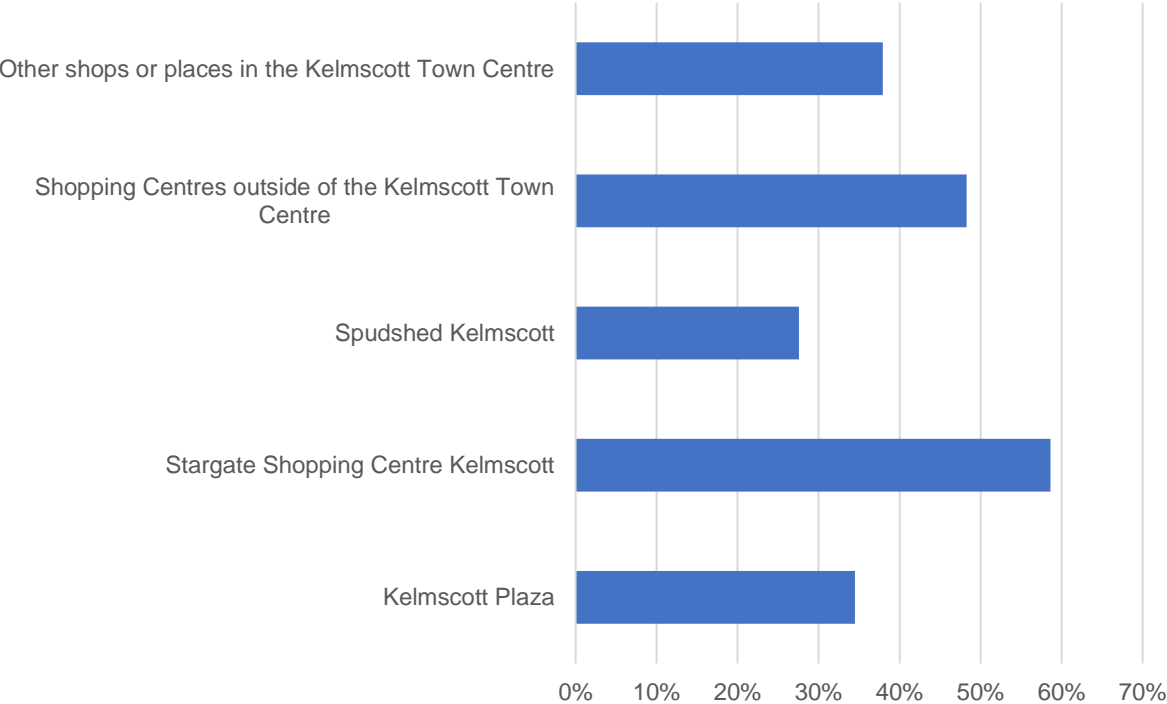


# Community Survey Feedback

## Feedback Results

Answered: 29    Skipped: 25

12.    Where do you prefer to visit for shopping, dining and social activities

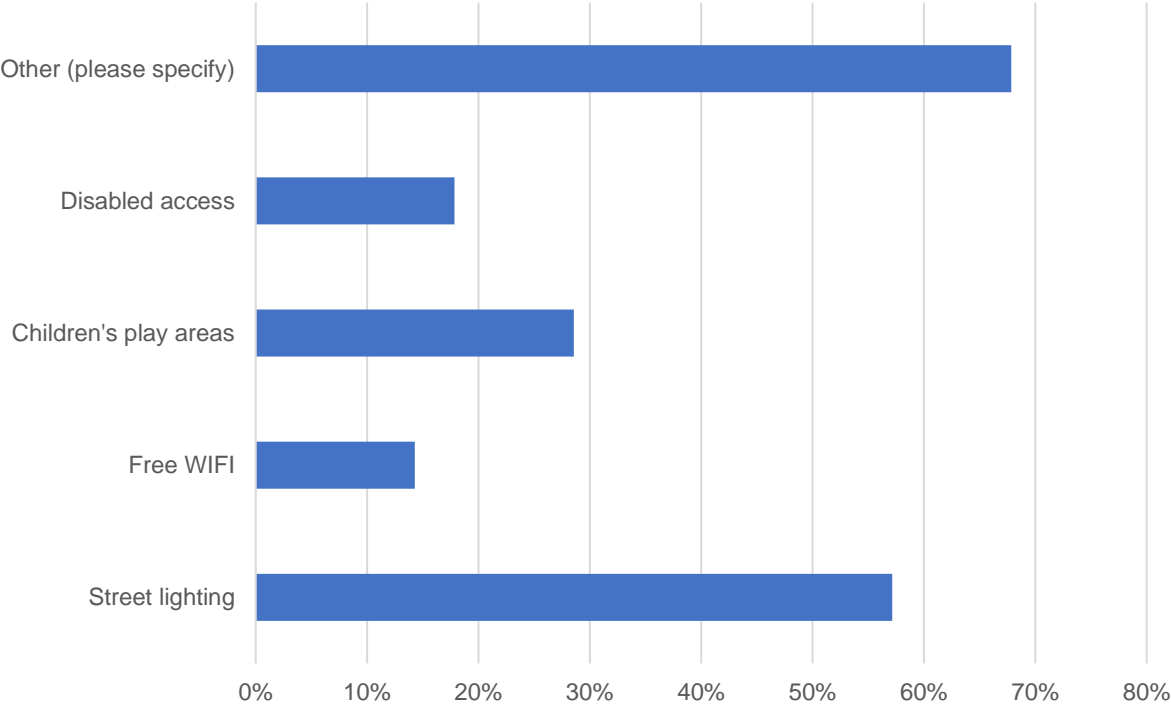


# Community Survey Feedback

## Feedback Results

Answered: 28   Skipped: 26

Q14. What would make you visit the Kelmscott Town Centre and its outdoor spaces more frequently?



*“Street trees and shared spaces for pedestrians over vehicles, some interesting retail and coffee shops*

*“If it had some character and interest I would try to visit more often but at the moment, I really only go for the supermarkets*

*“Pleasant Dining places with an ambience like Dome, or the Elizabethan Village*

*“More attractive, shady places to sit and enjoy the outside.*

# Business Operator Survey Feedback

## The City's Role

Five most important potential actions/projects:

- Improved Parking
- Improved regulatory/planning processes
- Greater information and business support
- Marketing of local industry capabilities
- Improved transport connections

Open suggestions:

- Need for more food and beverage offering (i.e. restaurant, tavern, etc.)
- Improve landscaping, trees and lighting for Albany Hwy
- Need to improve safety

## Future Projects

- 33% of respondents are planning investment in the Town Centre
- Average investment of \$2.8 million

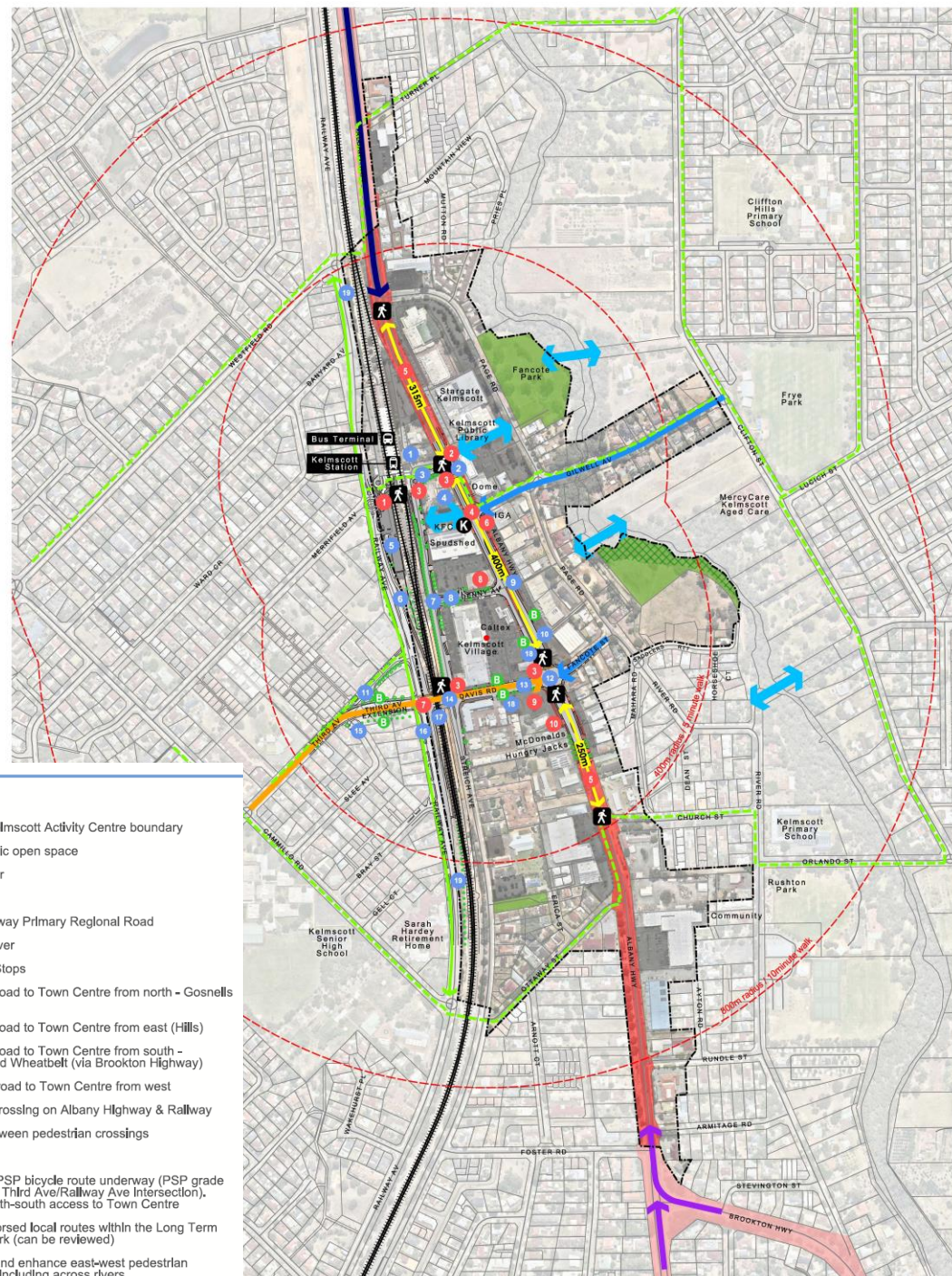
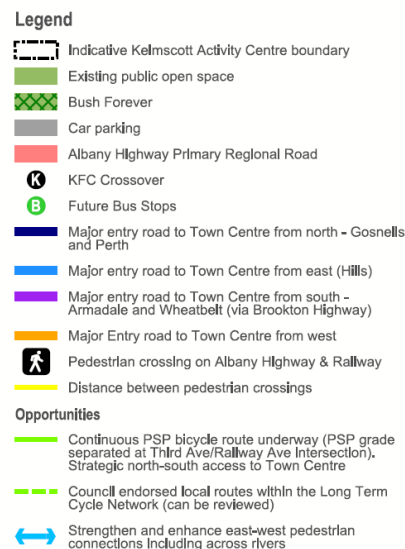
# EXERCISE 1A

## OPPORTUNITIES – MOVEMENT AND PUBLIC REALM



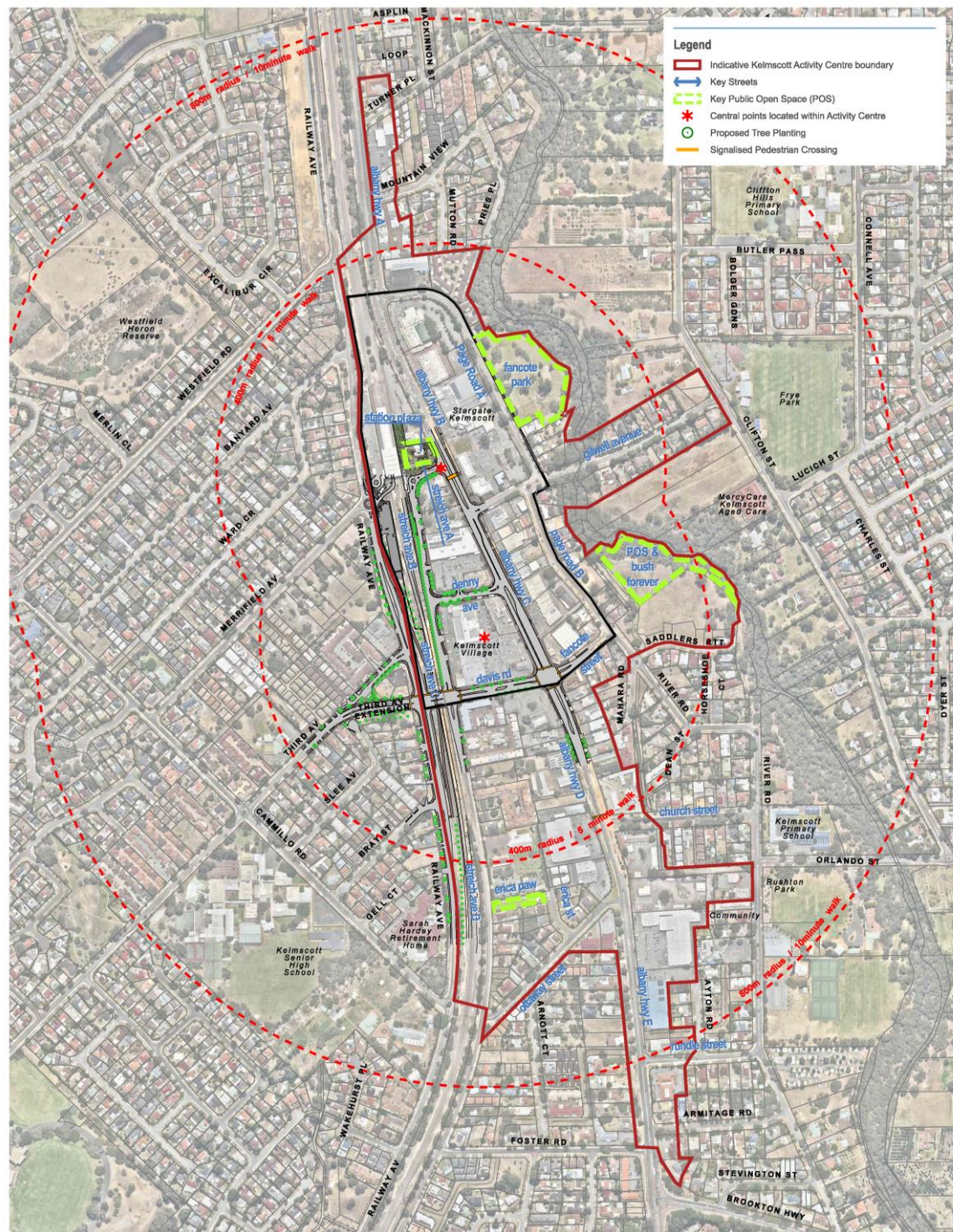
# Opportunities – Movement

- Redesign of Streich Avenue (north of Denny Avenue) to calm traffic.
- Denny Avenue / Streich Avenue intersection – traffic lights removed and level crossing closed.
- Davis Road / Albany Highway – new signalised intersection, additional two turning lanes on Hwy to allow right turn onto Davis.



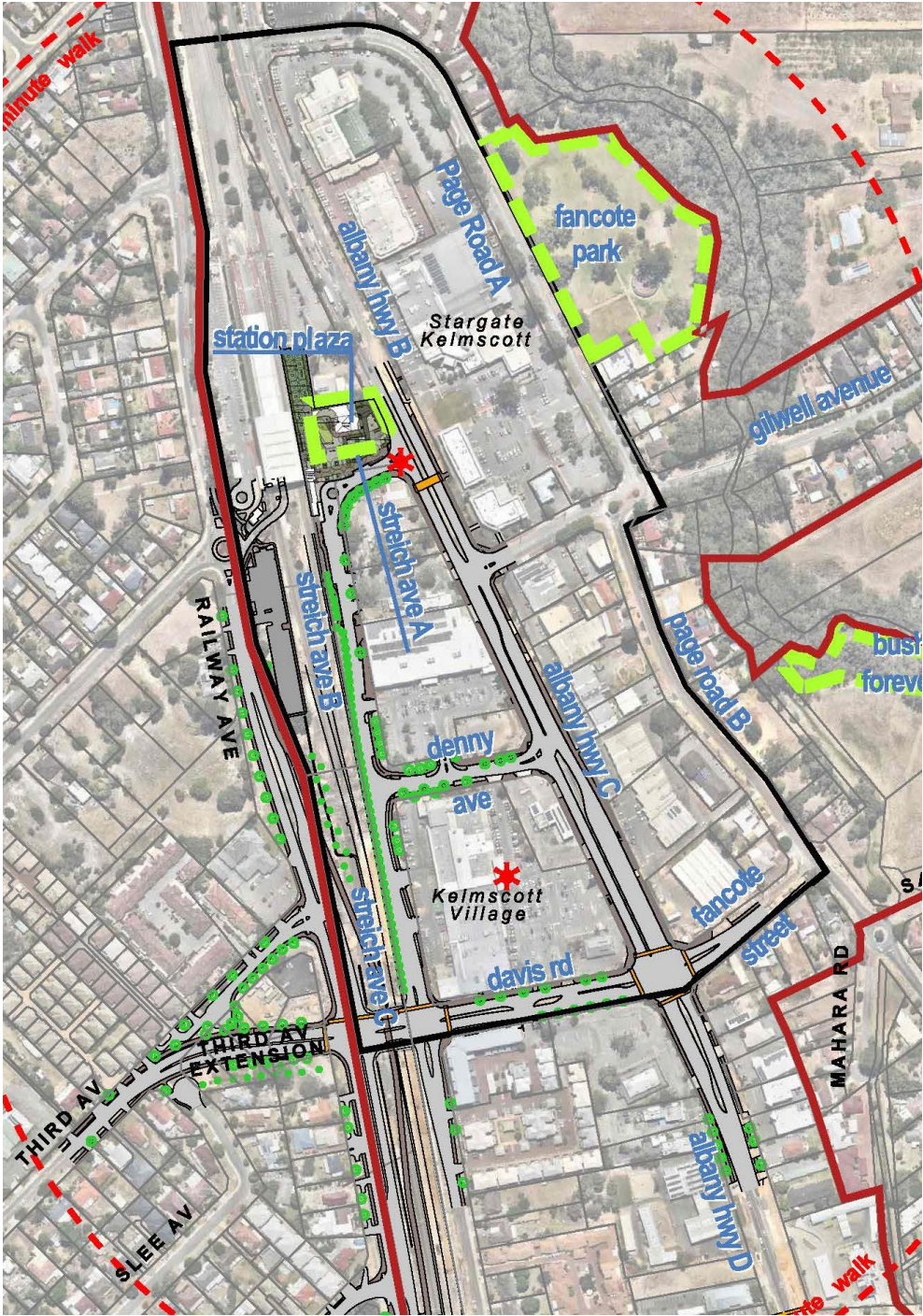


# METRONET General Arrangement Plan





# METRONET General Arrangement Plan














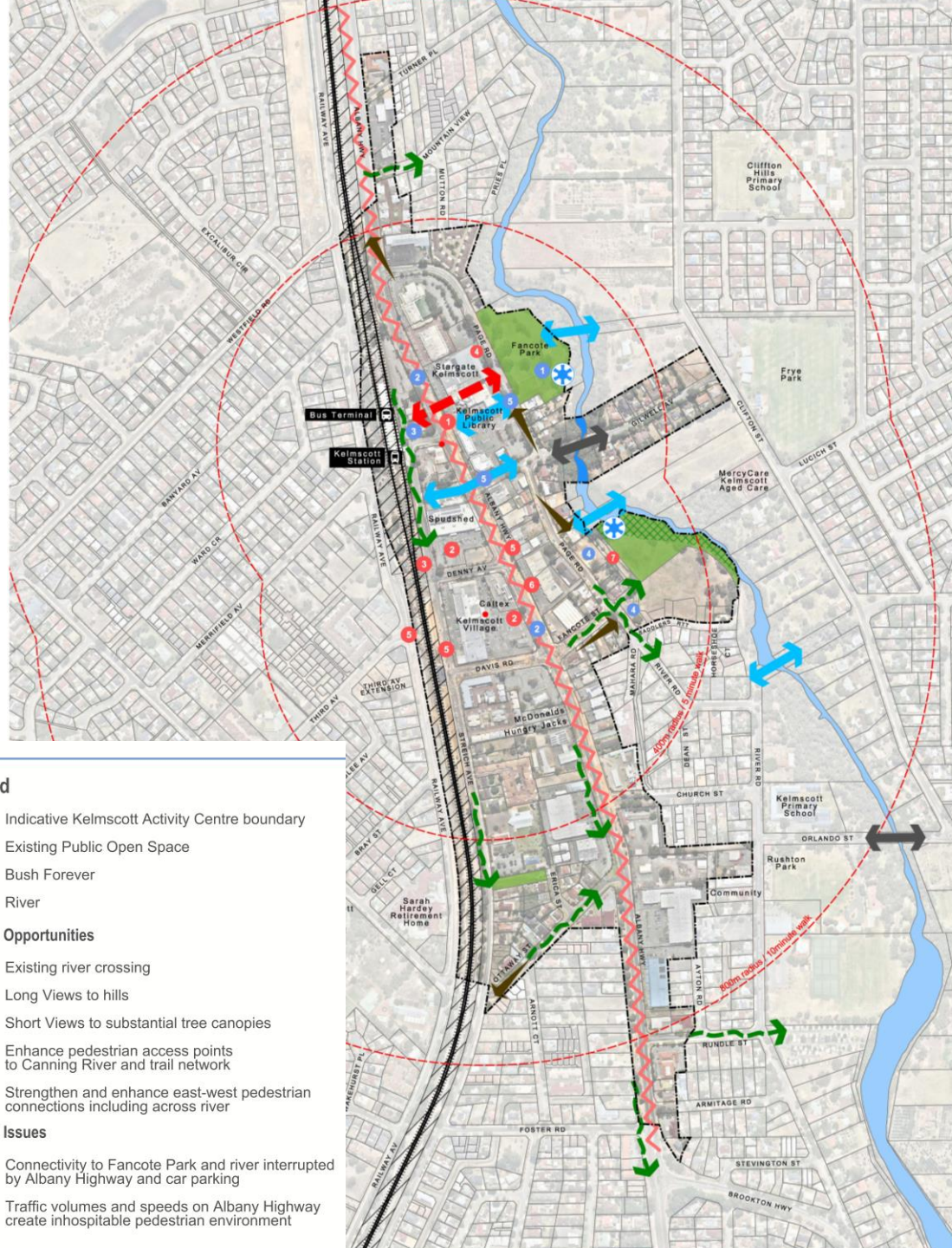


# Opportunities – Public Realm & Place

- Improve access and legibility of river from Fancote Park.
- Improve east-west pedestrian environments.
- Investigate opportunity post METRONET works to create a more pedestrian friendly environment along Albany Highway.

## Legend

-  Indicative Kelmscott Activity Centre boundary
-  Existing Public Open Space
-  Bush Forever
-  River
- Opportunities**
-  Existing river crossing
-  Long Views to hills
-  Short Views to substantial tree canopies
-  Enhance pedestrian access points to Canning River and trail network
-  Strengthen and enhance east-west pedestrian connections including across river
- Issues**
-  Connectivity to Fancote Park and river interrupted by Albany Highway and car parking
-  Traffic volumes and speeds on Albany Highway create inhospitable pedestrian environment



FEEDBACK

# EXERCISE 1B

## OPPORTUNITIES – BUILT FORM AND LAND USE

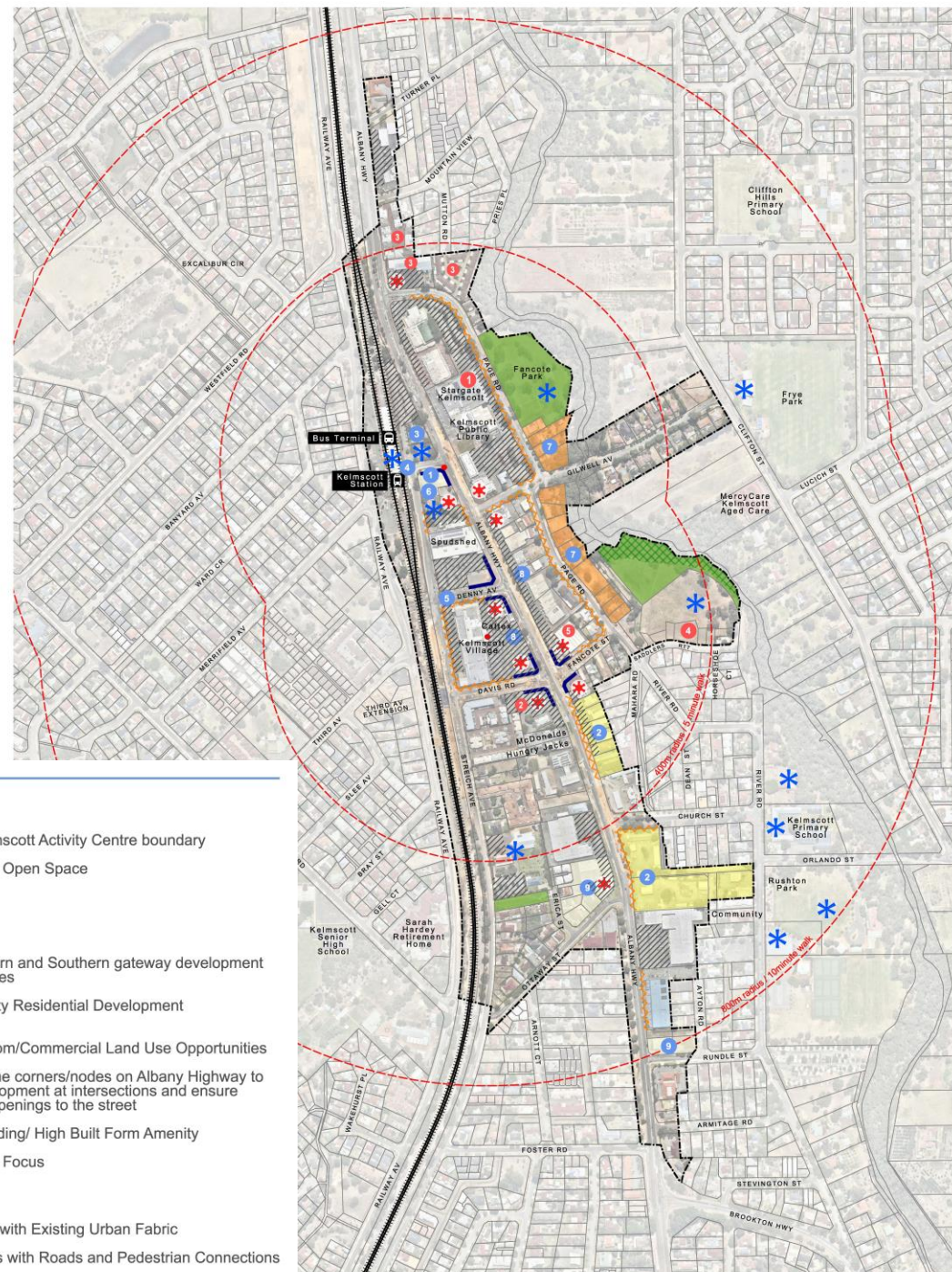


# Opportunities – Built Form

- Northern and southern development site opportunities.
- Opportunities to better integrate the existing Kelmscott Station to the adjacent precinct and improve built form interface with Fancote Park and residential opposite.
- Establish a 'main street' and/or 'town square' - e.g. along Denny Avenue.

## Legend

-  Indicative Kelmscott Activity Centre boundary
-  Existing Public Open Space
-  Bush Forever
- Opportunities**
-  Various Northern and Southern gateway development site opportunities
-  Medium Density Residential Development Opportunities
-  Retail/Showroom/Commercial Land Use Opportunities
-  Build hard to the corners/nodes on Albany Highway to bookend development at intersections and ensure frontage and openings to the street
-  Landmark Building/ High Built Form Amenity
-  Existing Urban Focus
- Issues**
-  Poor Interface with Existing Urban Fabric
-  Poor Interfaces with Roads and Pedestrian Connections





# Opportunities – Land Use

- Opportunity to explore high-street scenarios over Denny Avenue.
- Opportunities for land use intensification along Davis Road.
- Provide active commercial frontages within the Town Centre to improve pedestrian activity and passive surveillance.





## Legend

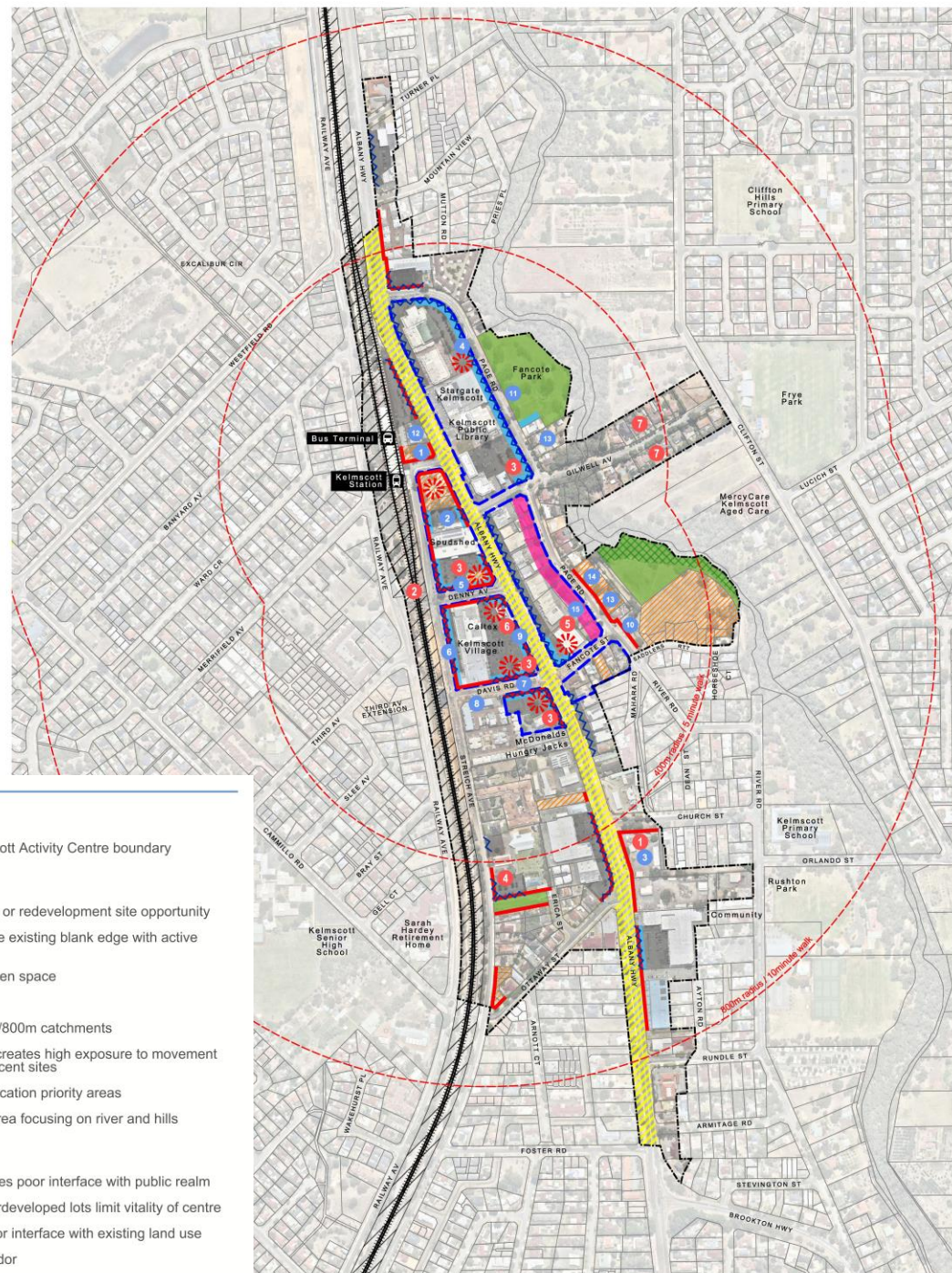
 Indicative Kelmscott Activity Centre boundary

### Opportunities

-  Key development or redevelopment site opportunity
-  Potential to sleeve existing blank edge with active commercial uses
-  Existing public open space
-  Bush Forever
-  Town Centre 400/800m catchments
-  Albany Highway creates high exposure to movement economy for adjacent sites
-  Land use intensification priority areas
-  Higher amenity area focusing on river and hills

### Issues

-  Car parking creates poor interface with public realm
-  Vacant and underdeveloped lots limit vitality of centre
-  Blank edges / poor interface with existing land use
-  Rail reserve corridor



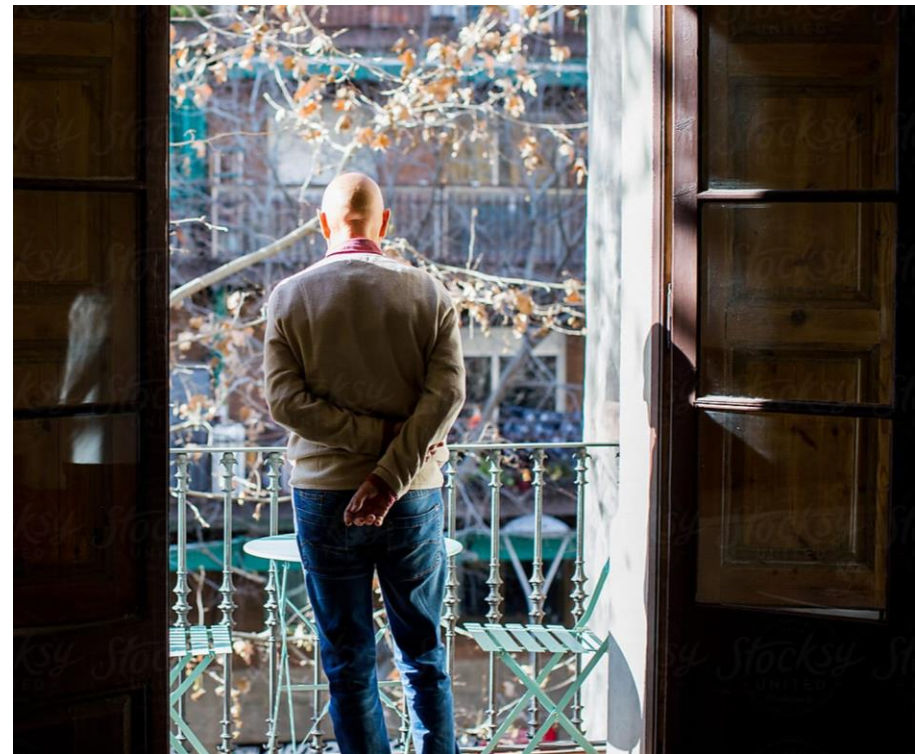


FEEDBACK

## EXERCISE 2 – PLACE EXPERIENCE

## Exercise 2 – Place Experience

### Living



## Exercise 2 – Place Experience

### Working





## Exercise 2 – Place Experience

### Leisure



## Exercise 2 – Place Experience

# STICKY PLACES



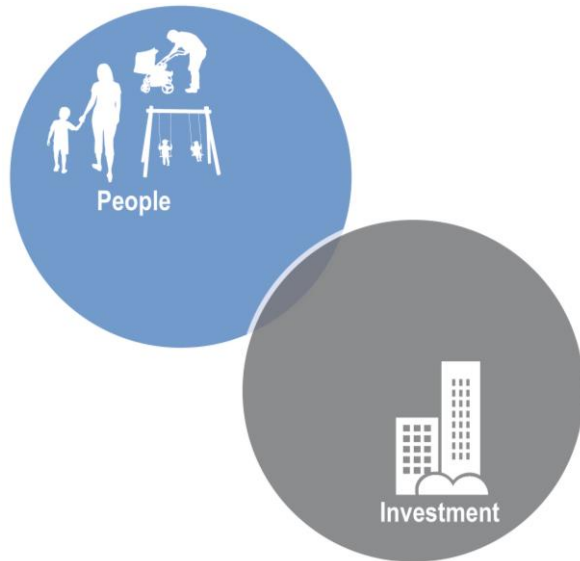
# Places for People



**Manly**



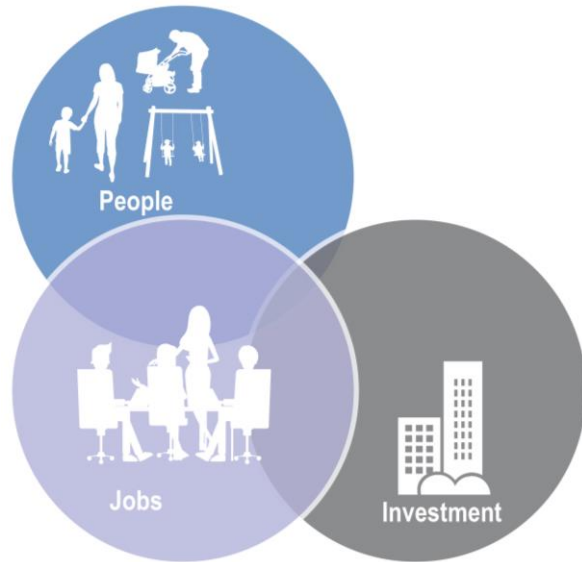
# Places for Investment



**Point Cook**

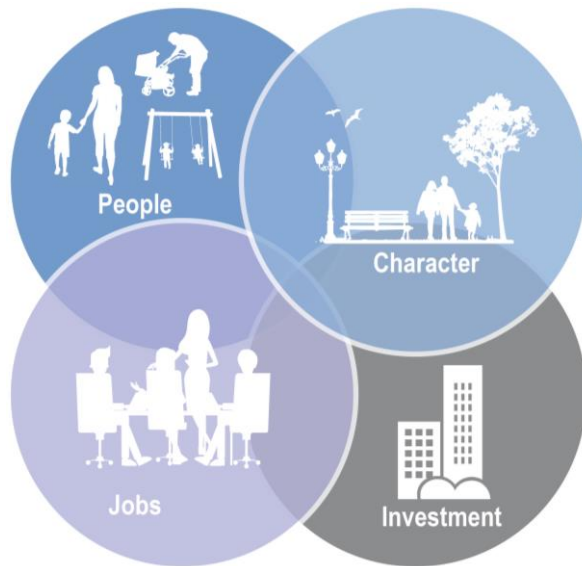


# Places for Employment

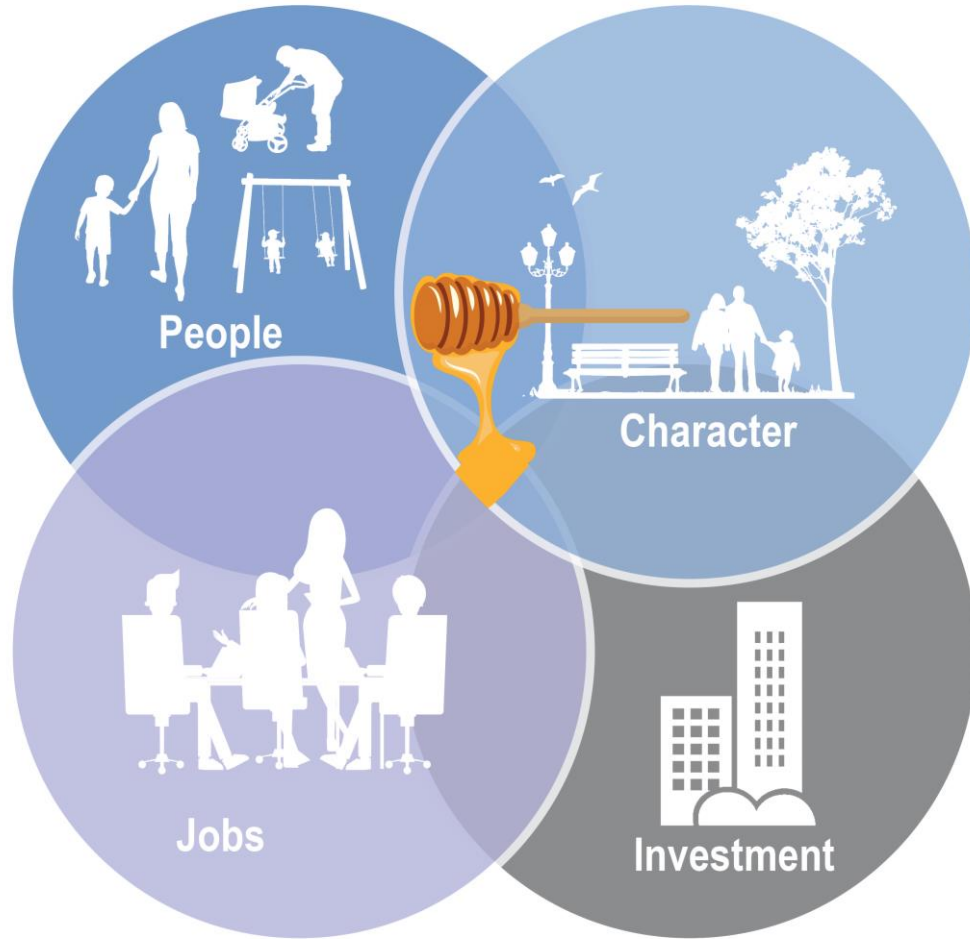


**Darwin**

# Places of Character



**Broome**





# VISION IDEAS EXAMPLES

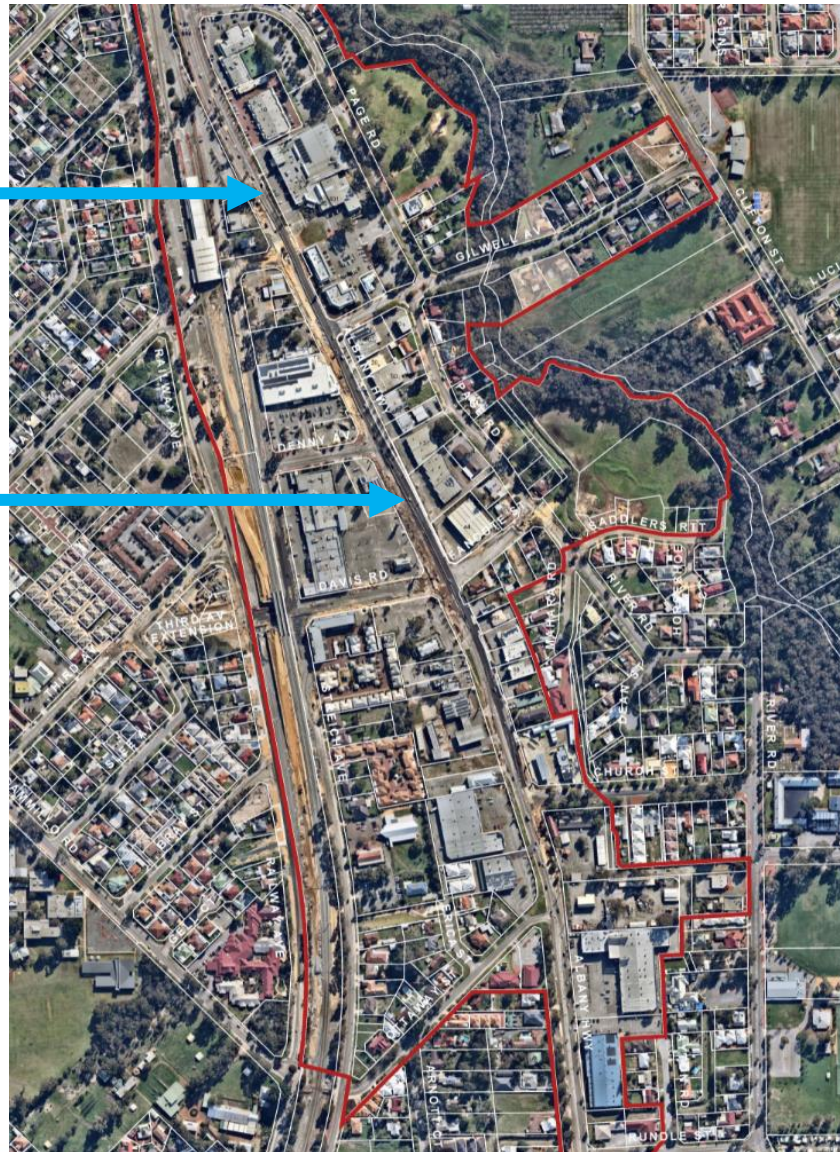
The case studies in this presentation are intended to give a starting point for ideas discussion. They are not final proposals.

Consider what features you would like to inform the vision of the Kelmscott Town Centre, its streets and its built form.





# VISION IDEAS EXAMPLES - ALBANY HIGHWAY





# VISION IDEAS EXAMPLES - ALBANY HIGHWAY



SAN JOSE, USA



## VISION IDEAS EXAMPLES - ALBANY HIGHWAY





# VISION IDEAS EXAMPLES - ALBANY HIGHWAY





# VISION IDEAS EXAMPLES - ALBANY HIGHWAY





# VISION IDEAS EXAMPLES - ALBANY HIGHWAY



# VISION IDEAS EXAMPLES - ALBANY HIGHWAY





# VISION IDEAS EXAMPLES – DAVIS ROAD





# VISION IDEAS EXAMPLES – DAVIS ROAD





## VISION IDEAS EXAMPLES – DAVIS ROAD



PORTLAND, USA



## VISION IDEAS EXAMPLES – DAVIS ROAD





# VISION IDEAS EXAMPLES – DENNY AVENUE





# VISION IDEAS EXAMPLES – DENNY AVENUE





# VISION IDEAS EXAMPLES – DENNY AVENUE





# VISION IDEAS EXAMPLES – DENNY AVENUE



HOUSTON, USA



## VISION IDEAS EXAMPLES – GILWELL AVE





## VISION IDEAS EXAMPLES – GILWELL AVE



OAKLAND, USA



## VISION IDEAS EXAMPLES – GILWELL AVE



LOS ANGELES, USA



## VISION IDEAS EXAMPLES – GILWELL AVE



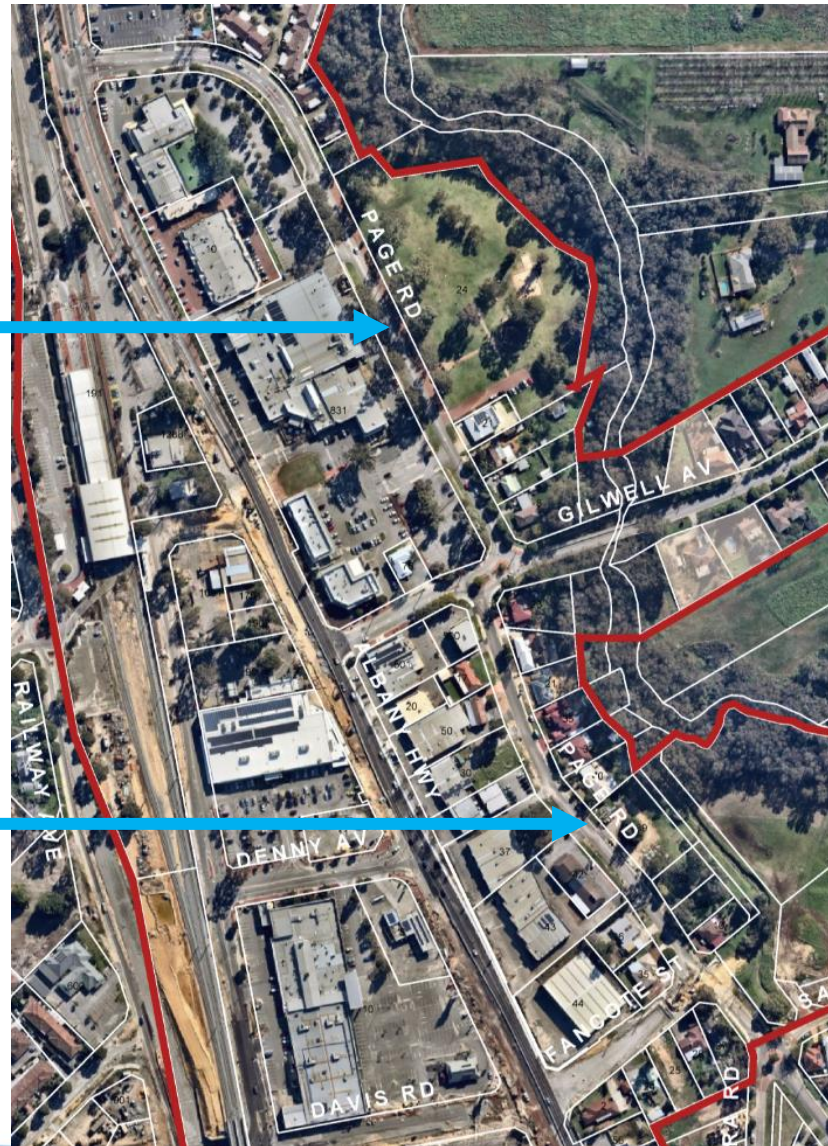
LOS ANGELES, USA

## VISION IDEAS EXAMPLES – GILWELL AVE





# VISION IDEAS EXAMPLES – PAGE ROAD





# VISION IDEAS EXAMPLES – PAGE ROAD





# VISION IDEAS EXAMPLES – PAGE ROAD



VANCOUVER



# VISION IDEAS EXAMPLES – PAGE ROAD





# VISION IDEAS EXAMPLES – PAGE ROAD





## VISION IDEAS EXAMPLES – PAGE ROAD





# VISION IDEAS EXAMPLES – STREICH AVENUE





# VISION IDEAS EXAMPLES – STREICH AVENUE





## VISION IDEAS EXAMPLES – STREICH AVENUE





# VISION IDEAS EXAMPLES – URBAN SPACES





## VISION IDEAS EXAMPLES – URBAN SPACES



NERJA, SPAIN



## VISION IDEAS EXAMPLES – URBAN SPACES





## VISION IDEAS EXAMPLES – URBAN SPACES



MALLORCA, SPAIN



# VISION IDEAS EXAMPLES – URBAN SPACES



# FEEDBACK AND DISCUSS VISIONING THEMES

# Next Steps

Task	Timeframe
<b>Issues, Opportunities and Constraints</b>	
Online survey - community, business owners and landowners	Jun – Aug 2021
<b>Place Vision Workshop</b>	
 Facilitate Place Vision Workshop with community and stakeholders	31 Aug 2021
<b>Place Ideas Plans</b>	
Prepare Draft Place Ideas Plans	Sept – Nov 2021
<b>Place Design Workshop</b>	
 Place Design Workshop	Nov 2021
<b>Draft Precinct Plan and Place Plan</b>	
Prepare Draft Precinct Plan and Draft Place Plan	Late 2021 – Mid 2022
 Public advertising of Draft Precinct Plan	Mid – Late 2022



# THANK YOU

Contact: Alex VanderPlas, City of Armadale



08 9394 5000



info@armadale.wa.gov.au



www.armadale.wa.gov.au



# Online community and business operator survey feedback

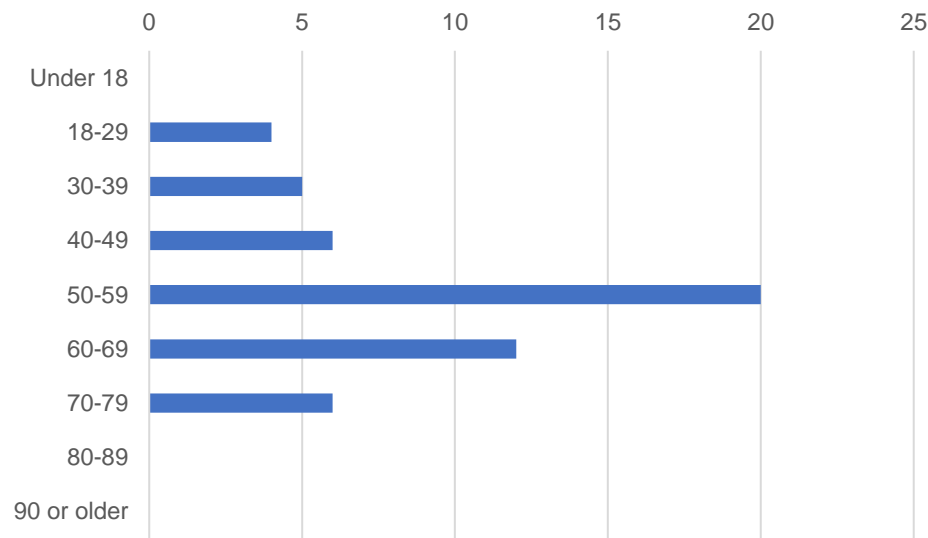
19 August 2021

# Community Survey Feedback

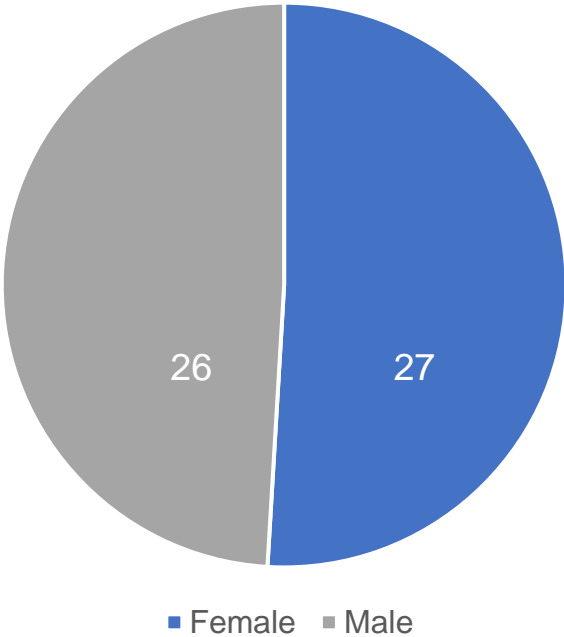
## Background Information

Answered: 53    Skipped: 1

What is your current age?



What is your gender



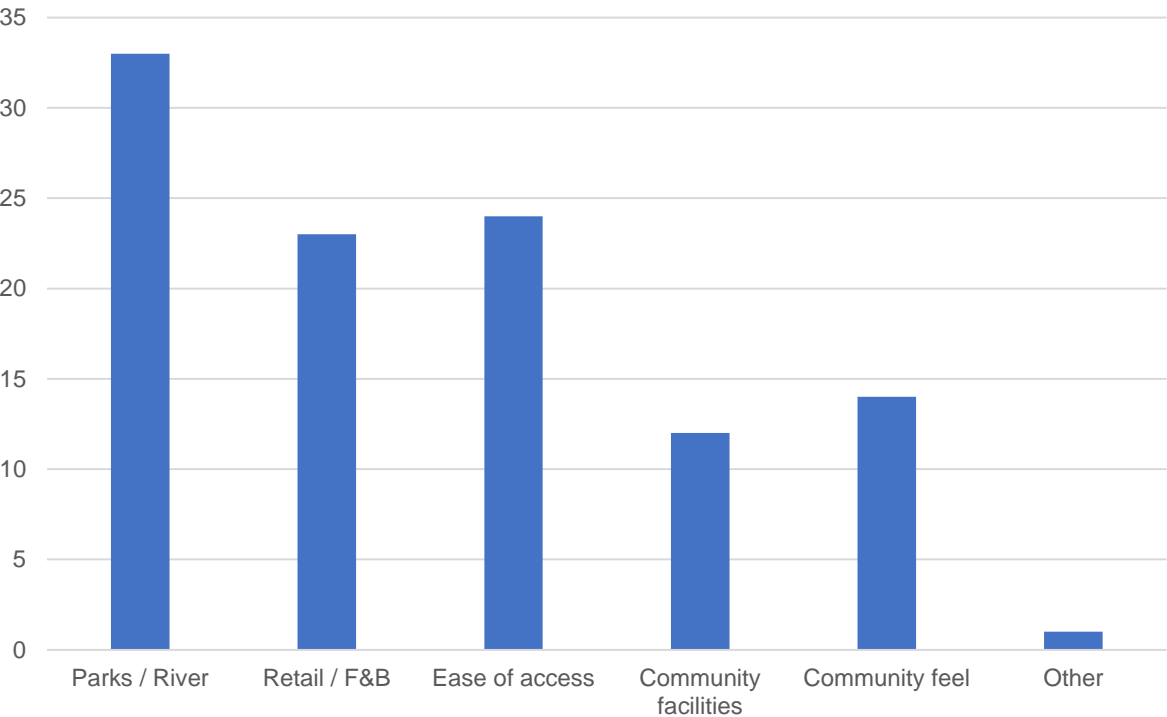


# Community Survey Feedback

## Feedback Results

Open end responses – trending topics

### 1. What do you value within the Kelmscott Town Centre



*“Integrated village style urban planning, open space and playgrounds incorporated with cafes and residential lifestyles with public transport access.”*

*“Huge variety of food outlets and easy access to multiple supermarkets, plus the library!”*

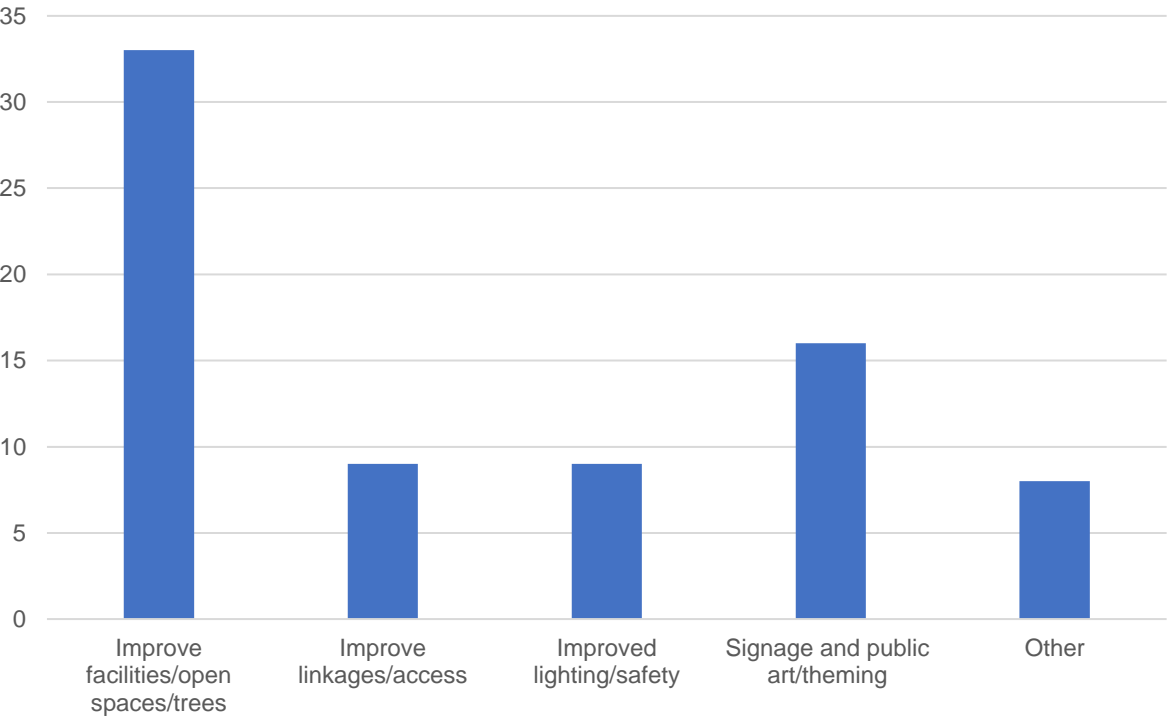
*“The river & bushlands including parks and recreation areas linked so closely with the historic and cultural aspects of Kelmscott*

# Community Survey Feedback

## Feedback Results

Answered: 28    Skipped: 26 (open ended)

### 2. Public Realm Opportunities



“Cultural monument to acknowledge Indigenous heritage

“Renewable energy supported facilities

“Area where sizzlers was to be developed for something useful. Cinema complex to bring people to the area.

“Incorporate and connect the vacant town land off Merrifield Avenue into the plan with Albany Hwy

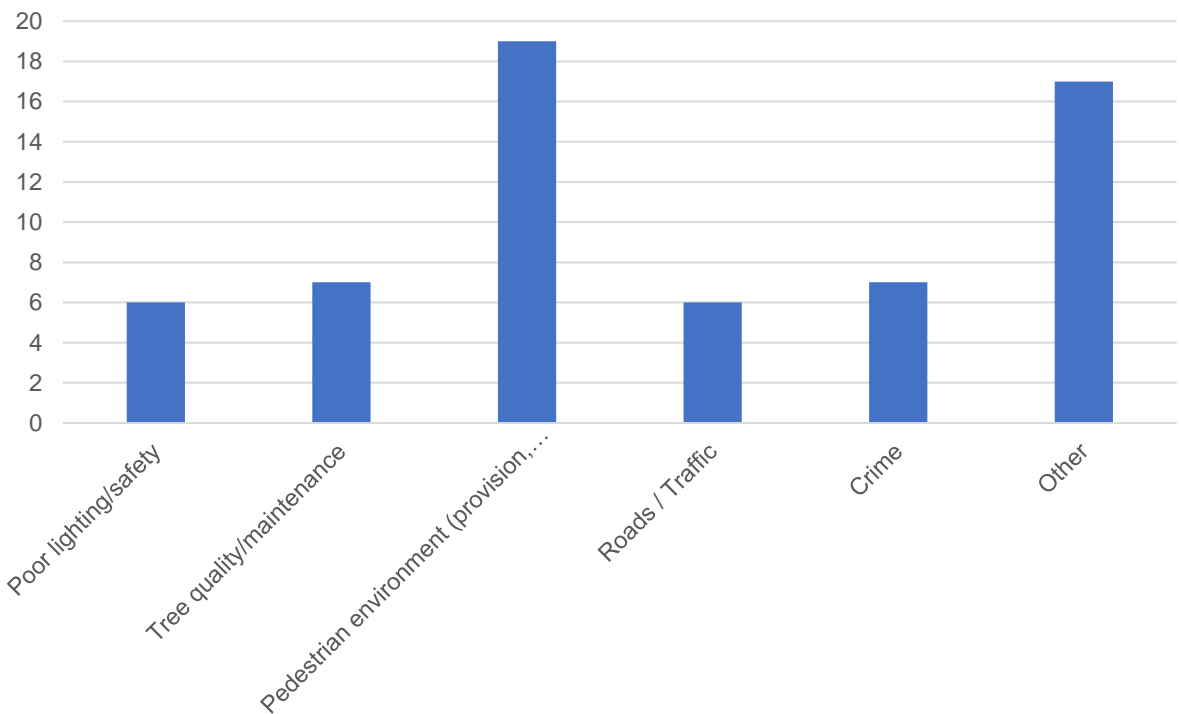
“Public artworks & focal points instead of ugly shopping sprawl

# Community Survey Feedback

## Feedback Results

Answered: 26    Skipped: 28 (3 issues each, total 63 answers)

### 3. Public Realm Issues



“Kelmscott shopping centre should be fully leased for vibrancy

“footpath and pedestrian surfaces have a lot of trip hazards

“Lack of street trees and understory planting

“Difficulty providing safe crossing of Albany Highway to pedestrians travelling from station to river area

“Kelmscott Pool area could be upgraded- tidied cleaned up

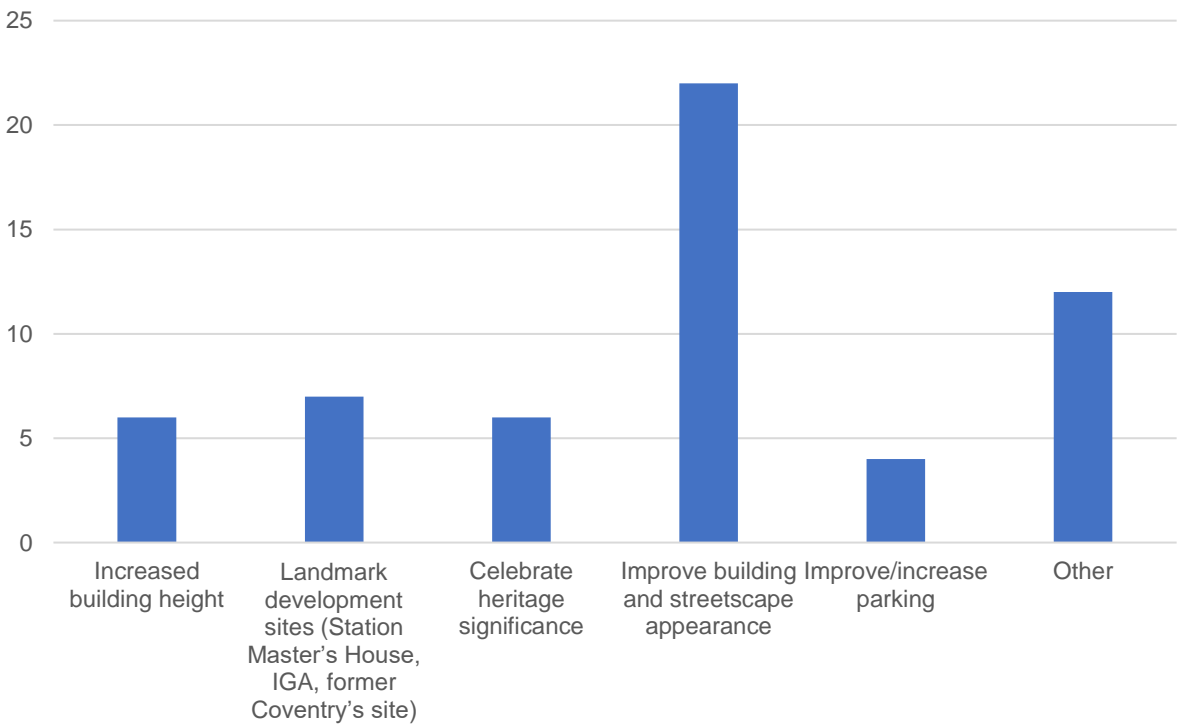


# Community Survey Feedback

## Feedback Results

Answered: 24    Skipped: 28 (3 opportunities each, total 75 answers)

### 4. Built Form Opportunities



*“Buildings can integrate renewable energy such as solar on the roof*

*“Encourage earth tones in construction*

*“Develop a look and feel for Kelmscott town centre*

*“Create a modern feature building as a business hub*

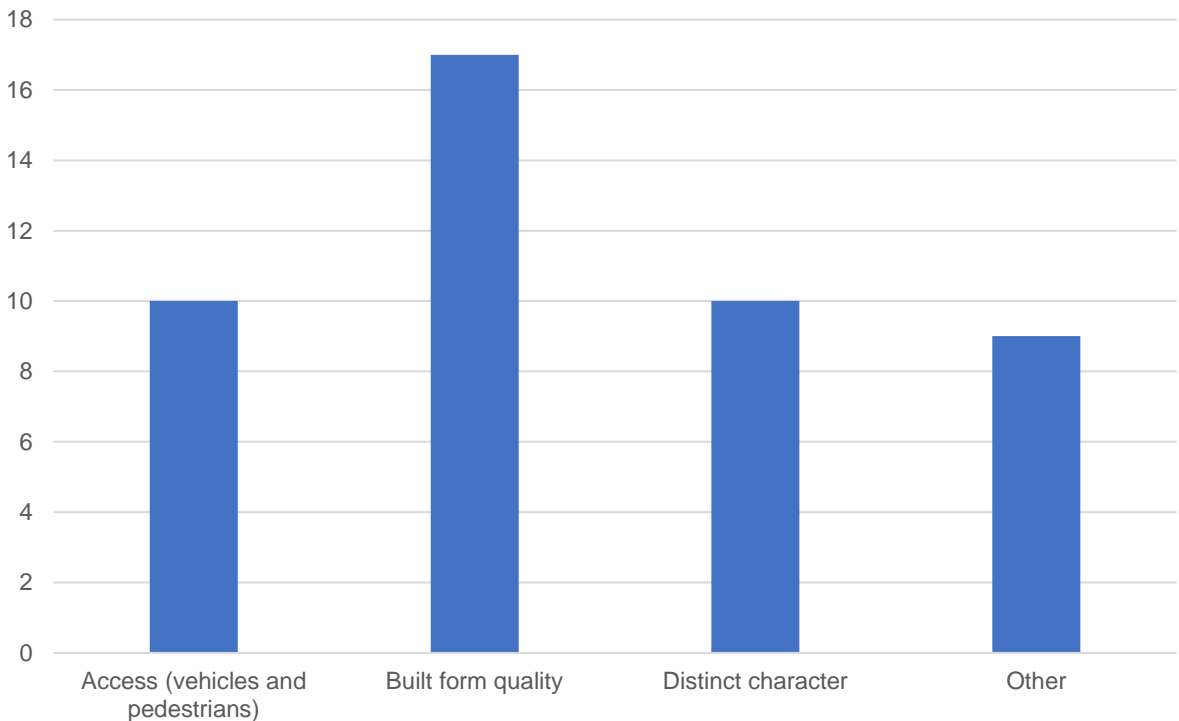
*“create railway museum with arcade for cafes and shops*

# Community Survey Feedback

## Feedback Results

Answered: 26    Skipped: 35 (3 issues each, total 63 answers)

### 5. Built Form Issues



*“Difficult to access - in lots of different shopping centres*

*“ad hoc appearance of building form at present*

*“The area in front of Spud Shed, bordered by Albany Hwy & Denny Ave needs beautifying - really ugly!*

*“Owners of buildings need to invest in the upkeep of shops and carparks to stop them becoming worn and dirty*

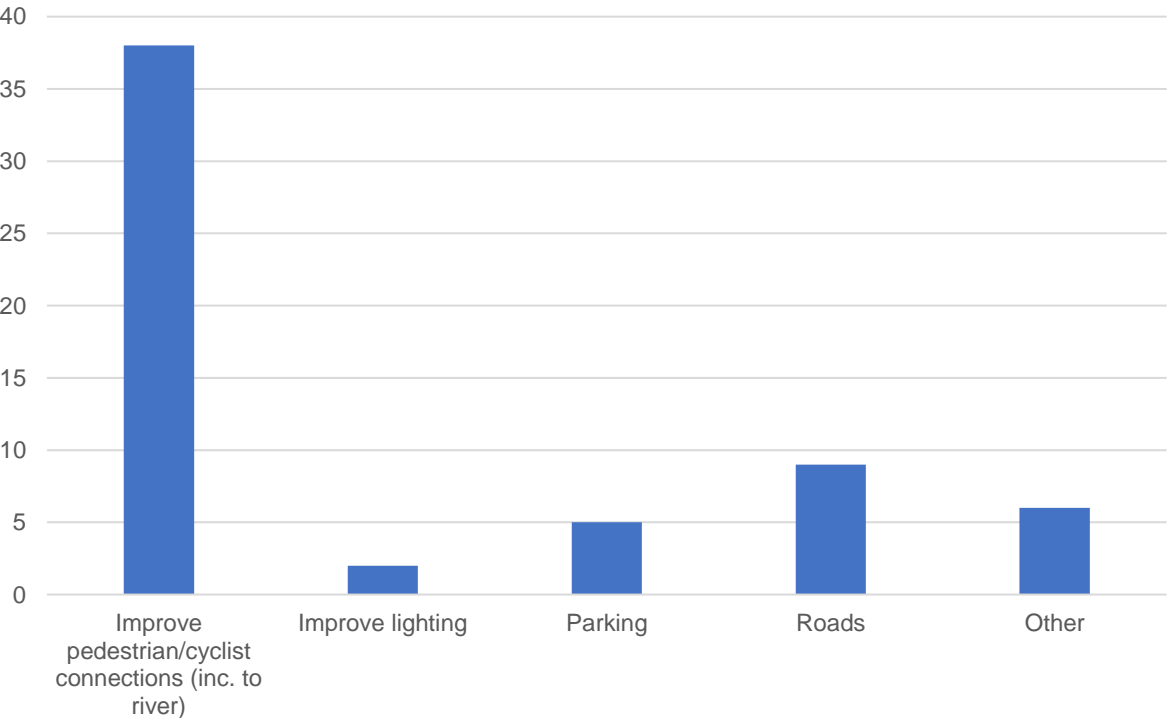
*“Setting a standard for unit and high rise buildings rather than building to the lowest price*

# Community Survey Feedback

## Feedback Results

Answered: 26    Skipped: 28 (3 opportunities each, total 61 answers)

### 6. Movement Opportunities



“potential to beautify the railway station/flyover area with signage and artwork reflecting the local history/environment

“Off-road dedicated cycle lane needed along Albany Highway and wider shared paths

“More cycleways and walkways with landscaping

“Areas for flying drones in the future

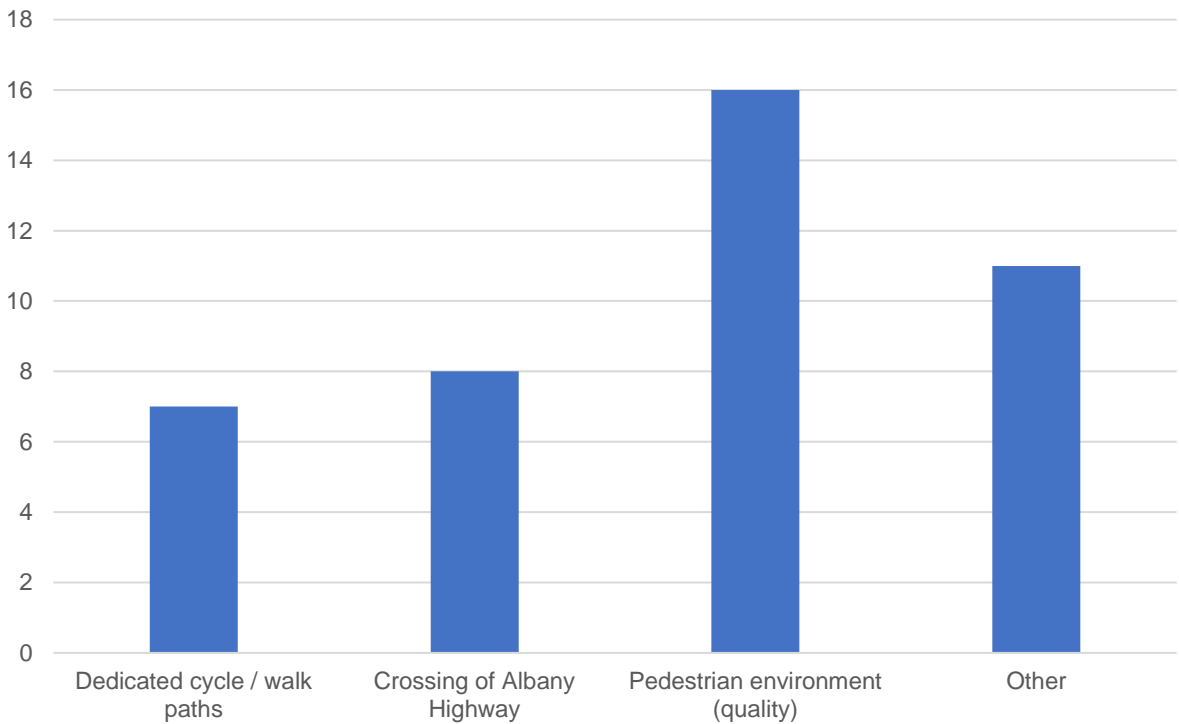


# Community Survey Feedback

## Feedback Results

Answered: 20    Skipped: 34 (3 issues each, total 43 answers)

### 7. Movement Issues



*“Make all pathways and road crossings suitable for the disabled*

*“An overwhelming reliance on vehicle transport means cycling and walking are not as safe as they could be*

*“Antisocial behaviour spoiling public open spaces*

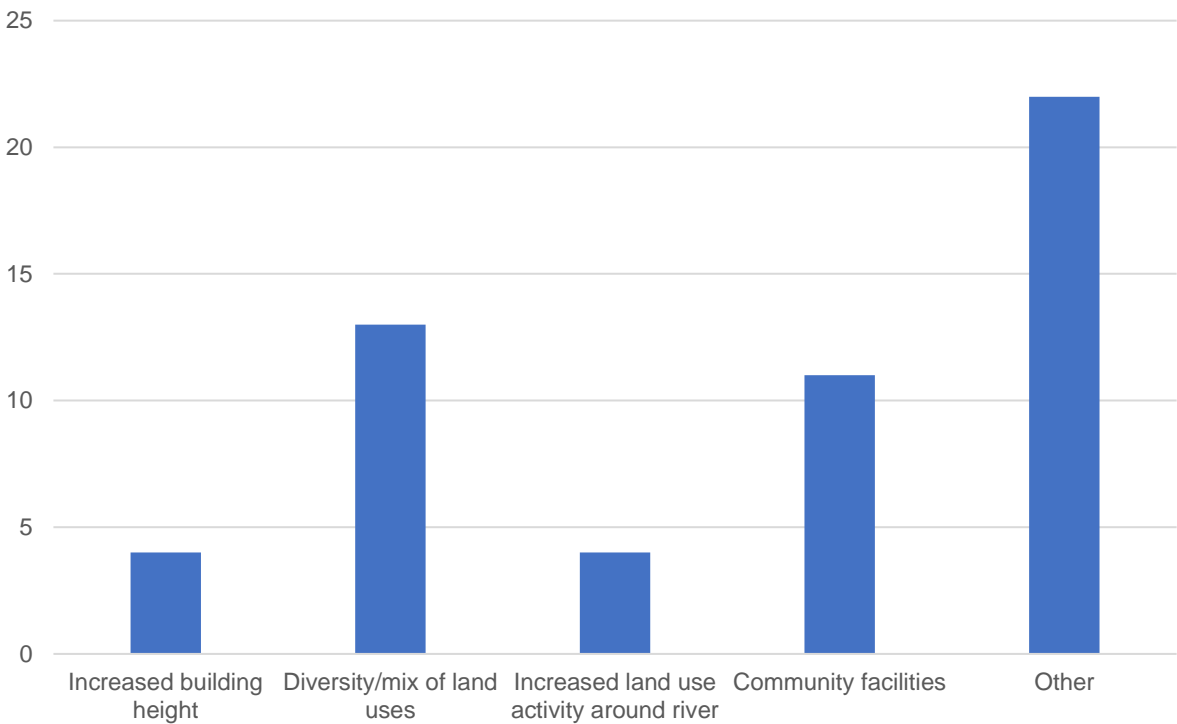
*“that cyclists are given separate lane space away from footpaths*

# Community Survey Feedback

## Feedback Results

Answered: 23    Skipped: 31 (3 opportunities each, total 54 answers)

### 8. Land Use Opportunities



*“Stop the haphazard development that has been going on. Little thought seems to have been put into the image that has been created by recent activity*

*“The core of the Town should be a mixture of services and types*

*“Central hub around train station*

*“Multistorey development with mixed use design needed (i.e. ground floor retail and upper floor residential)*

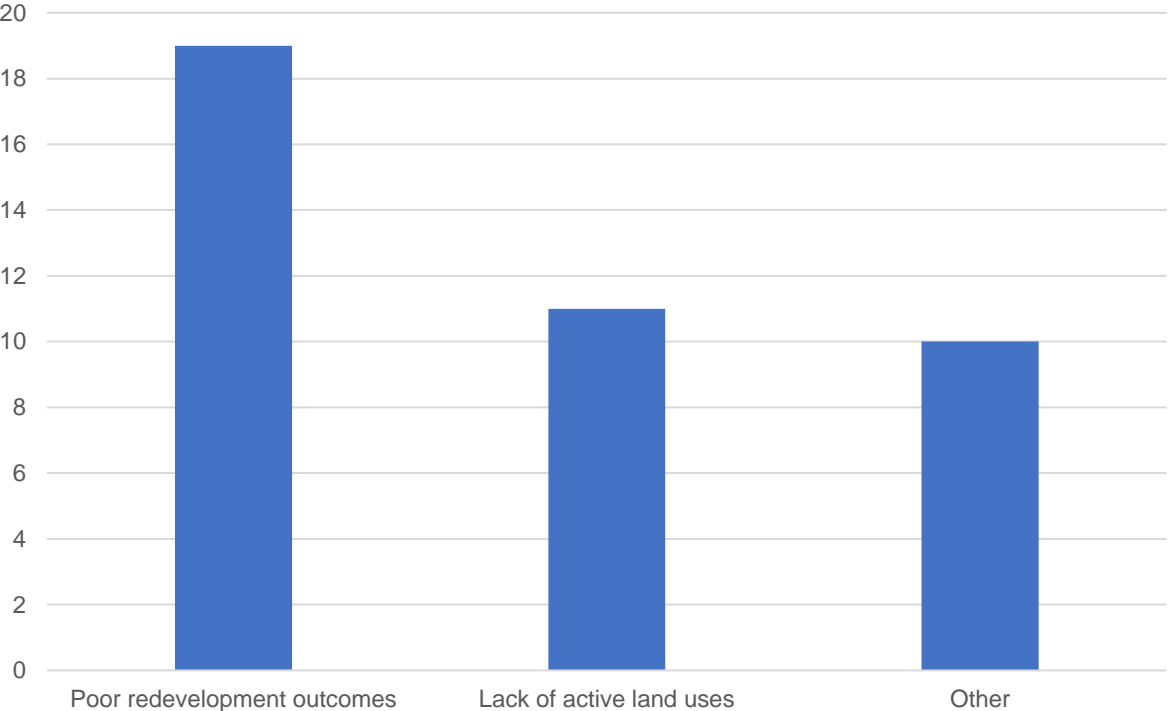
*“avoid any increase in density of living, will completely destroy the quality of life in the community*

# Community Survey Feedback

## Feedback Results

Answered: 20    Skipped: 34 (3 issues each, total 40 answers)

### 8. Land Use Issues



“ Create a lookout in hills to view the town

“ Don't want too many blocks being developed into units; this IS country living! :)

“ Most of the recent development in Kelmscott has been poor and badly planned

“ The village is simply a pass through place where you get your groceries and take away food, and that is about it. There is no vibrancy

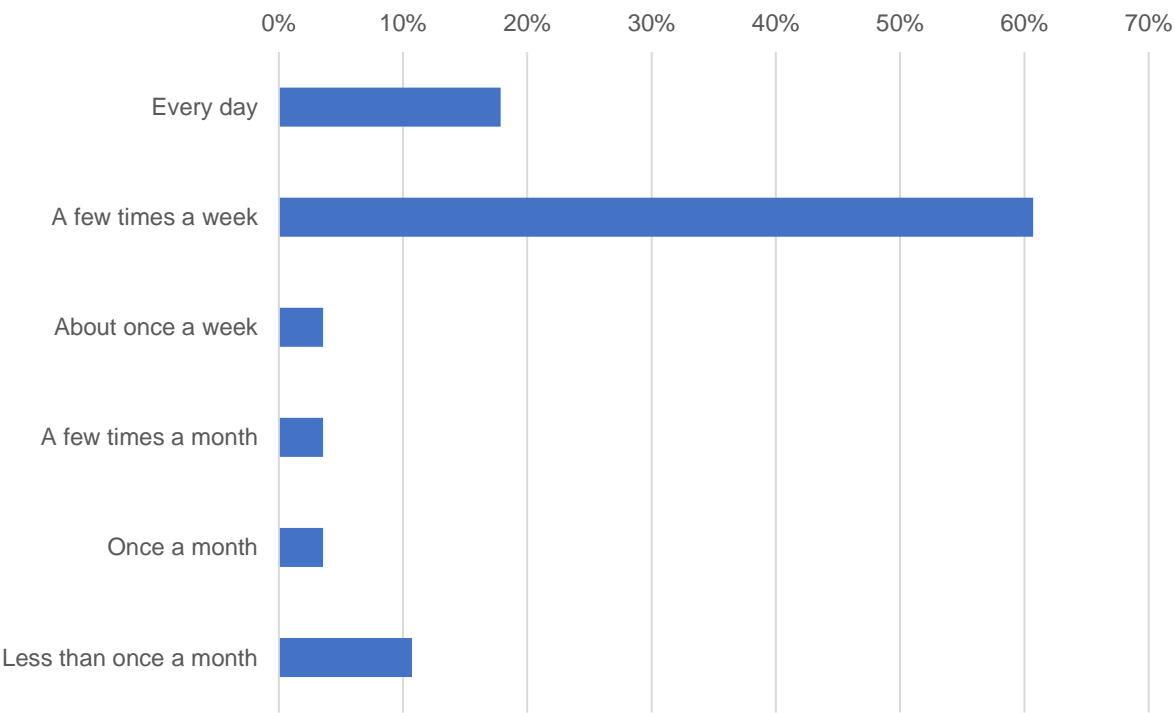


# Community Survey Feedback

## Feedback Results

Answered: 28    Skipped: 26

10.    How often do you visit the Kelmscott Town Centre

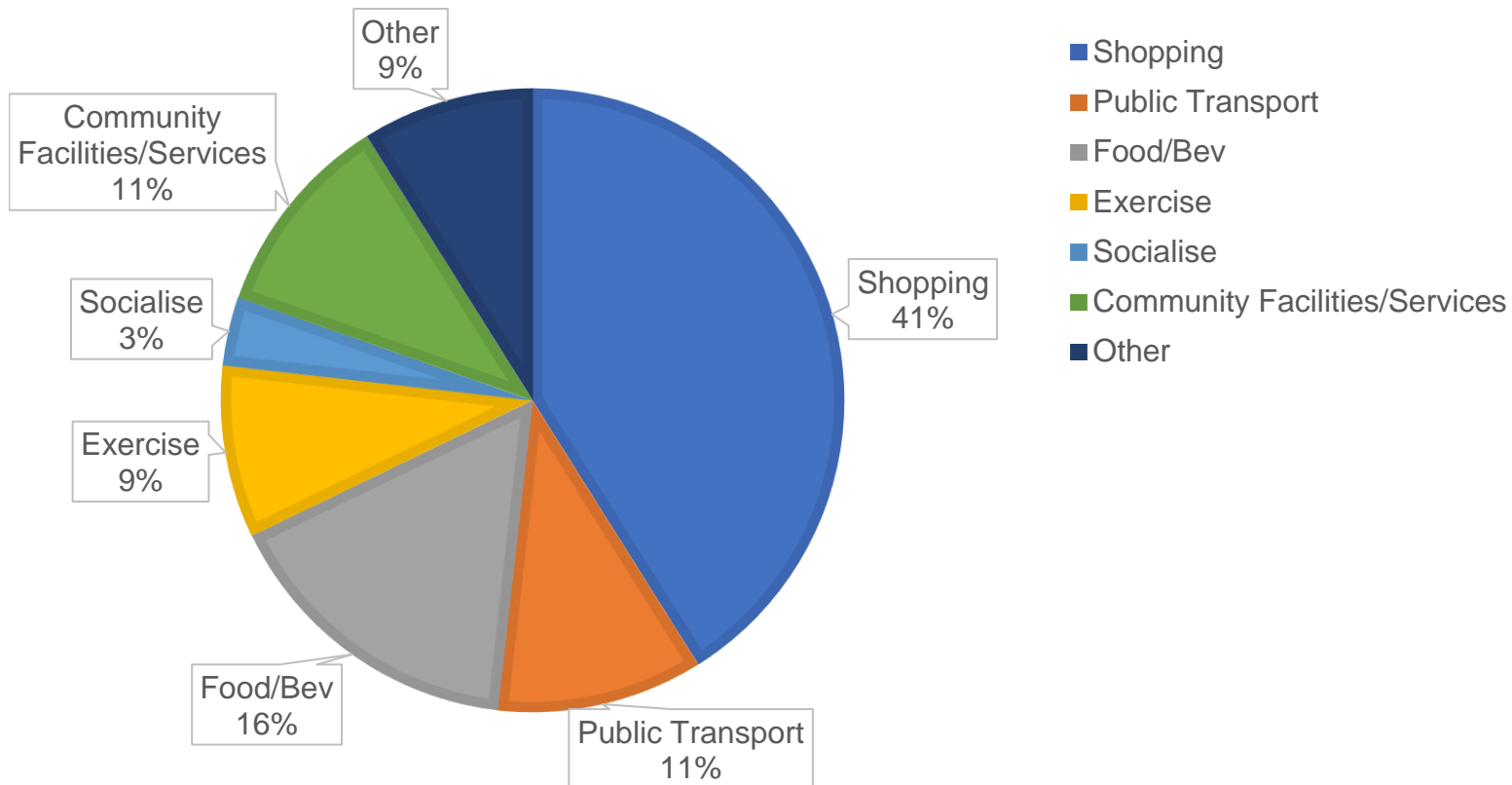


# Community Survey Feedback

## Feedback Results

Answered: 29   Skipped: 26 (topic trends – 56 responses)

### 11. Why do you visit the Kelmscott Town Centre?

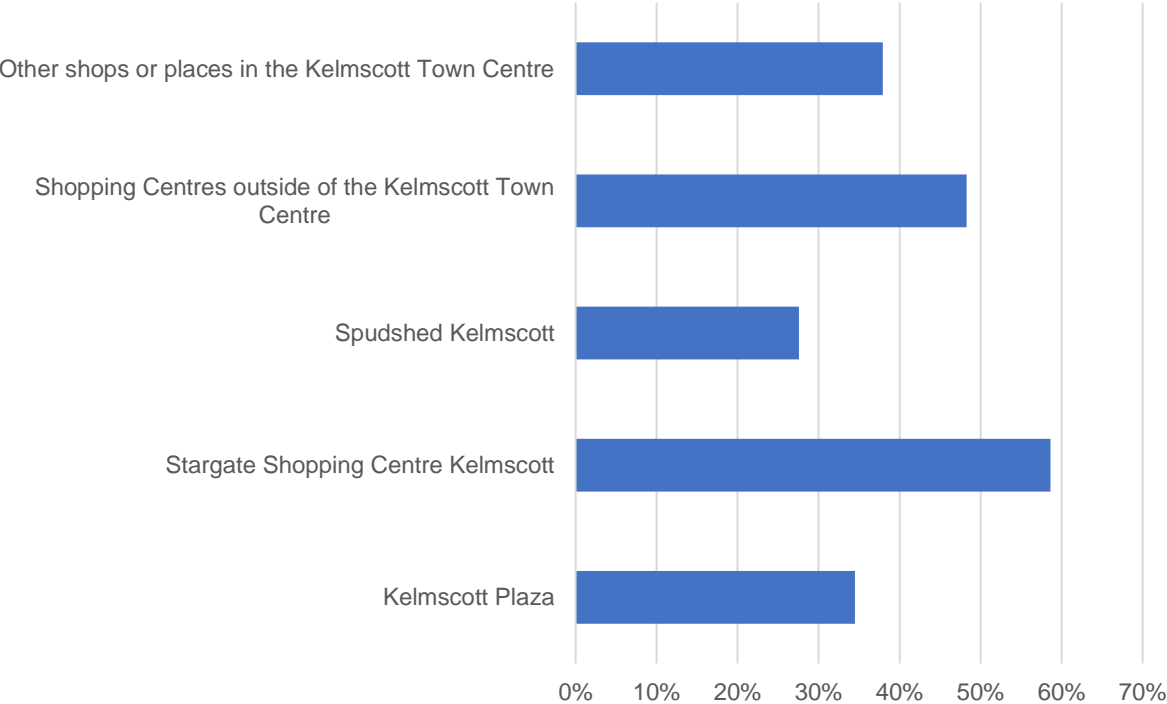


# Community Survey Feedback

## Feedback Results

Answered: 29    Skipped: 25

12.    Where do you prefer to visit for shopping, dining and social activities



**Other**

- 1. Hidden Coffee Kelmscott
- 2. Dome, Hidden etc.
- 3. Dome, HJs, Hog's Breath
- 4. Dome Cafe. Genesis Gym
- 5. Haynes shopping centre
- 6. mechanical / spare parts / take away
- 7. Kelmscott Dome
- 8. Various food outlets such as Woodies. Auto Masters, 7-11 for petrol
- 9. Town and Country fruit and veges on Highway
- 10. Dome
- 11. Genesis Rec, Getaway etc

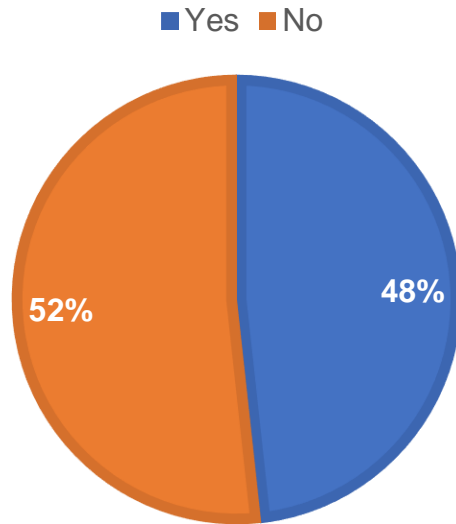


# Community Survey Feedback

## Feedback Results

Answered: 29 Skipped: 25

13. Do you regularly walk and/or cycle to/within the Kelmscott Town Centre?

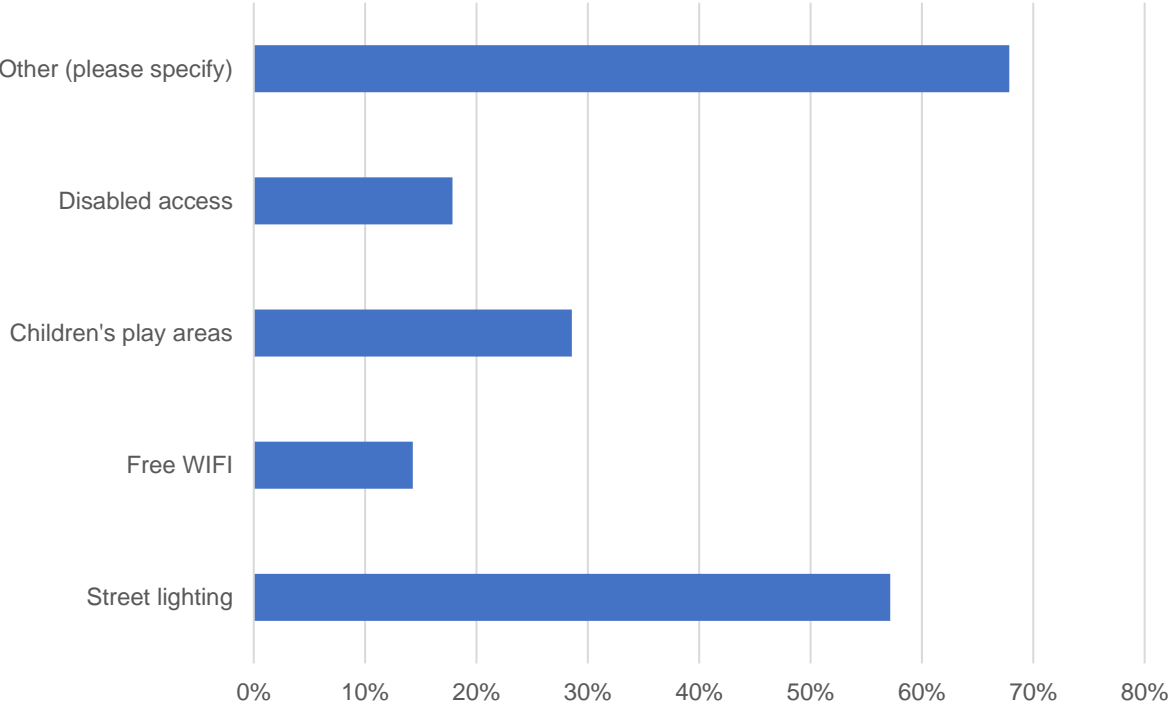


# Community Survey Feedback

## Feedback Results

Answered: 28   Skipped: 26

14.    What would make you visit the Kelmscott Town Centre and its outdoor spaces more frequently?



# Community Survey Feedback

## Feedback Results

Answered: 28   Skipped: 26

### 14. What would make you visit the Kelmscott Town Centre and its outdoor spaces more frequently?

#### **Other**

1. *Street trees and shared spaces for pedestrians over vehicles, some interesting retail and coffee shops (Dome coffee is like insipid dishwater)*
2. *Nice looking open space*
3. *If it had some character and interest I would try to visit more often but at the moment, I really only go for the supermarkets*
4. *new cafes, shops*
5. *Cycle paths*
6. *Regular police patrols*
7. *Pleasant Dining places with an ambience like Dome, or the Elizabethan Village*
8. *If I retired*
9. *better cafe / outdoor areas for general catchups*
10. *Nil other*
11. *Better shops, eg a good independent grocer, butcher, baker*
12. *More attractive, shady places to sit and enjoy the outside.*
13. *Easier highway crossing*
14. *better interface between the green area and river*
15. *Less traffic*
16. *A nice pub, more accesable river walks,*
17. *More quality restaurants*
18. *nice place to go to that isnt "busy"*
19. *Opportunities for recreation along river*

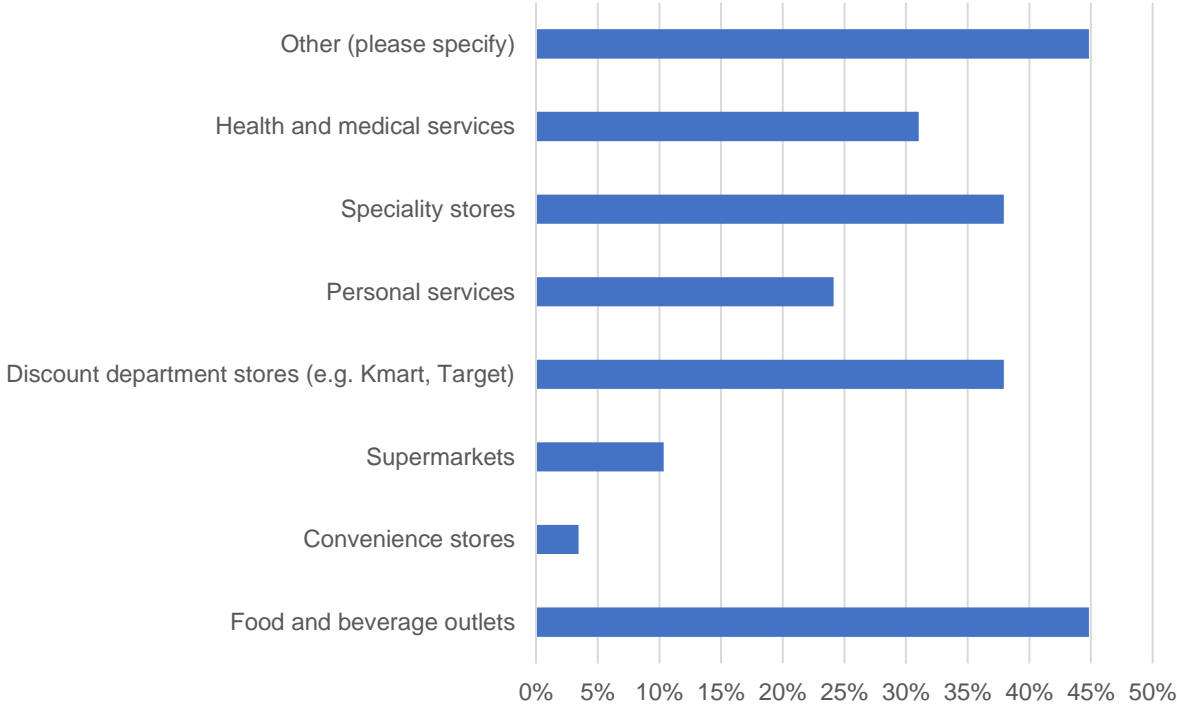


# Community Survey Feedback

## Feedback Results

Answered: 29    Skipped: 26

15.    Are there any opportunities for other businesses or local services in the Kelmscott Town Centre?



# Community Survey Feedback

## Feedback Results

Answered: 29   Skipped: 26

15. Are there any opportunities for other businesses or local services in the Kelmscott Town Centre?

### **Other**

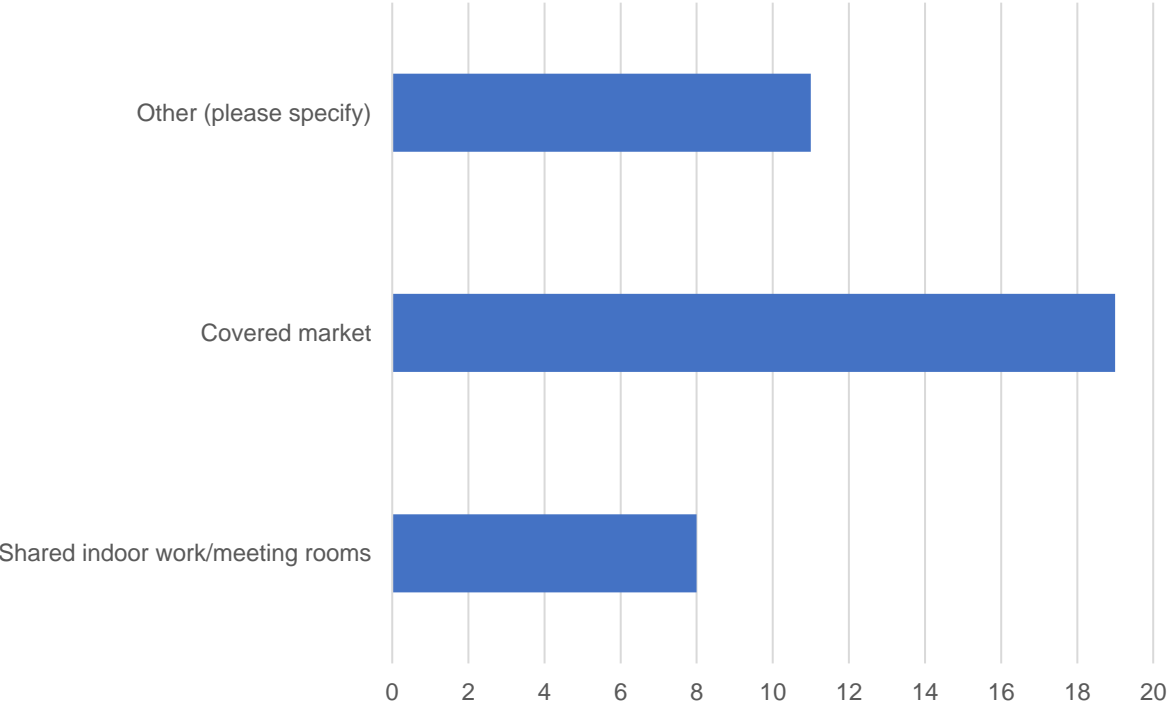
1. *No. There are enough of these types of stores, and if I want Target or KMart, I go to a proper shopping centre like Carousel, Success, Belmont or Armadale*
2. *No there are enough*
3. *Already a good range and multiple in some cases ....*
4. *Hardware, Garden Nursery, Shoes, Clothes, Bakery*
5. *store like aldi or kmart in the unused iga space*
6. *Sports Bar...where Sizzlers was*
7. *Clothing outlets*
8. *the supermarkets are dated and small/showing their age*
9. *Please no more takeaway and asian/indian supermarkets*
10. *Quality restaurants*
11. *function centres*
12. *encourage proliferation of small speciality stores over large corporate discount chains (small businesses)*

# Community Survey Feedback

## Feedback Results

Answered: 27   Skipped: 27

16. Are there any additional community facilities that would encourage you to visit the Kelmscott Town Centre more frequently?





# Community Survey Feedback

## Feedback Results

Answered: 27 Skipped: 27

16. Are there any additional community facilities that would encourage you to visit the Kelmscott Town Centre more frequently?

### **Other**

1. *Better quality shopping centers with coffee shops etc*
2. *A town square with retail / food and beverage shops and located around Kelmscott Train Station (oh and a train station that is actually visually appealing and doesn't look like a chook shed).*
3. *Nice open area, nandos, or some interesting store*
4. *No*
5. *Cafes in a nice setting*
6. *No*
7. *Nil consistent show etc helps*
8. *miss having a local florist*
9. *A nice pub*
10. *museums / historical places*
11. *more like Melbourne, small business/rec areas*

# Community Survey Feedback

## Feedback Results

Answered: 23   Skipped: 31

17. As someone who visits and spends time in the Kelmscott Town Centre, is there anything else you would like to comment on?

1. *The Upper Canning River needs to be celebrated...such a wonderful asset on the doorstep of the town centre, however the built form has turned its back on it. It makes a great place to dump Coles Shopping trolleys.*
2. *Should link to river road in some way*
3. *Let's enhance Kelmscott's historic and cultural aspects as a 'village' to make it different to Armadale as the centrepiece of the City but make it quirky and interesting utilising its fantastic access to the river and bushland*
4. *No*
5. *I think the CofA do an amazing job and the area of Armadale is underrated. The facilities and beauty of the area are fabulous.*
6. *Hard to comment at the moment with all the disruptions but Kelmscott has improved and I love living here.*
7. *It is very close to where I live however I do not always feel safe in the area and it can be hard navigating the best traffic flow sometimes with busy areas like Albany Highway.*
8. *Tidy the place up, make it a place that catches the eye when you drive through, a pleasant place to dine, and a place to enjoy your convenience shopping. Do not overdevelop the place with concrete*
9. *Hopefully you listen to long term residents who live very close to the town centre.*
10. *engage with local community and businesses to best ensure a productive outcome for all*
11. *Be nice for the look to be updated and consistent*

# Community Survey Feedback

## Feedback Results

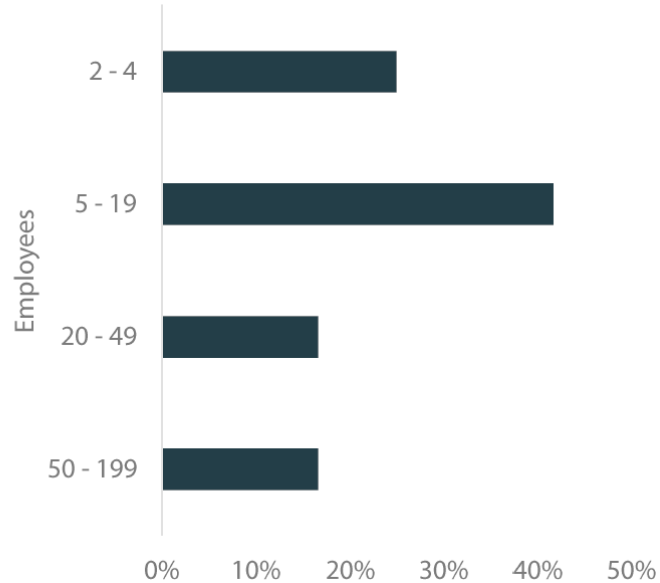
Answered: 23   Skipped: 31

17. As someone who visits and spends time in the Kelmscott Town Centre, is there anything else you would like to comment on?
12. *WE have had input to a number of these strategies in the past and little has happened. One of two heritage places left was demolished by MRA for a necessary crossing which never occurred. Higher density housing needs to happen but it should be of VERY good quality. Higher density living can only be successful if people don't have as many cars otherwise we get gridlock. eg Cannington. People very much value the green areas around the town centre that is why many of us live here rather than closer to the city. Large swaths of green land should not be seen as a cheap location for higher density housing. This needs to be carefully considered and integrated into a more complex and varied town centre that has safe, green and attractive spaces interspersed between residential and commercial buildings*
13. *Hopefully, after the Denny Ave related works are completed, it will be easier to cross Albany Highway on foot.*
14. *No*
15. *keen not to expand this area to much as serves a purpose and we have other options near by in armadale and gosnells*
16. *Are you just going to update what we have to look like every other city centre or will those who use the collective feedback have the imagination to create a unique, attractive and iconic city centre that can be immediately identified as Kelmscott. Please dream big!*
17. *We need a hub to create more atmosphere and bring people together in a nice landscaped and paved area*
18. *There are quite a large number of homeless in the area that hassle visitors for handouts. This needs to be addressed and a solution found to help them out.*
19. *Reduce antisocial behaviour*
20. *Make Kelmscott attractive so people want to stop not just drive thru*
21. *Create an urban community area with quality facilities and planning in which it is desirable to live, in order to keep values high and population less transient.*
22. *follow places like freo and Guildford, interesting to visit*
23. *No*

# Business Operator Survey Feedback

## Respondent Characteristics

- 12 responses
- 11 respondents in the Kelmscott TC
- Average revenue \$2.3 million
- All respondents were SMEs

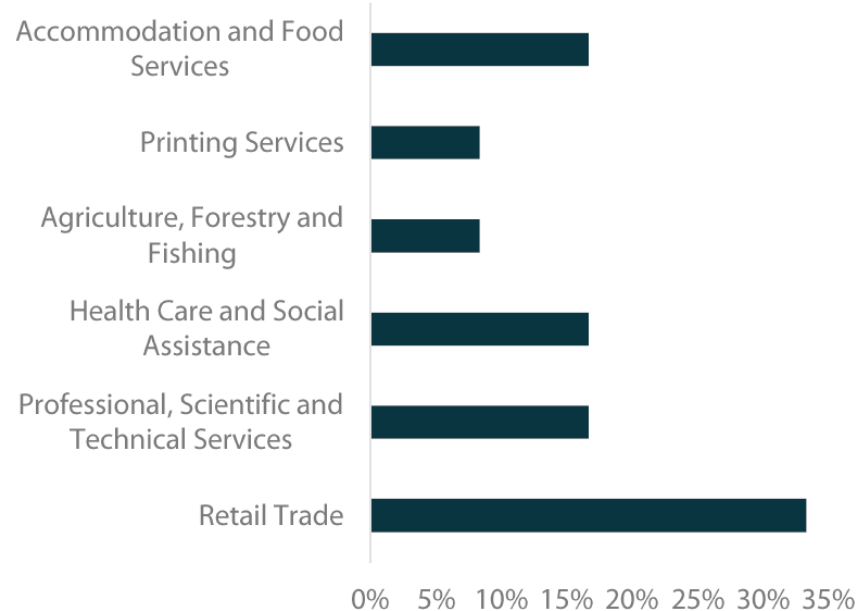




# Business Operator Survey Feedback

## Industry and Customers

- All population driven industries
- 50% of respondents in Retail or Food Services
- 33% of respondents identified tourists as part of their customer base



# Business Operator Survey Feedback

## Advantages and Barriers of the KTC

### Top three Advantages:

- Proximity to passing traffic
- Proximity to residential population
- Internet Speed

### Top three Barriers:

- Access to skilled workforce
- Proximity to similar businesses
- Access to parking\*

\*was also an advantage for many respondents

Safety was highlighted by 33% of respondents as an 'other' barrier to business, citing anti-social behaviour and homelessness.

# Business Operator Survey Feedback

## The City's Role

Five most important potential actions/projects:

- Improved Parking
- Improved regulatory/planning processes
- Greater information and business support
- Marketing of local industry capabilities
- Improved transport connections

Open suggestions:

- Need for more food and beverage offering (i.e. restaurant, tavern, etc.)
- Improve landscaping, trees and lighting for Albany Hwy
- Need to improve safety

## Future Projects

- 33% of respondents are planning investment in the Town Centre
- Average investment of \$2.8 million

# Place and POS Audit

- Ranking of the following factors that support the key attributes of a “place”:
  - Uses and activities;
  - Sociability;
  - Access and linkages; and
  - Comfort and image.

## LEGEND





# Place and POS Audit – Uses and Activities

- Generally represent a negative assessment of the uses and activities survey over the entire study area, with Streich Avenue D recording the worst overall score
- Key concern for the overall quality of place and should be considered in place creation strategies



## Streich Avenue D



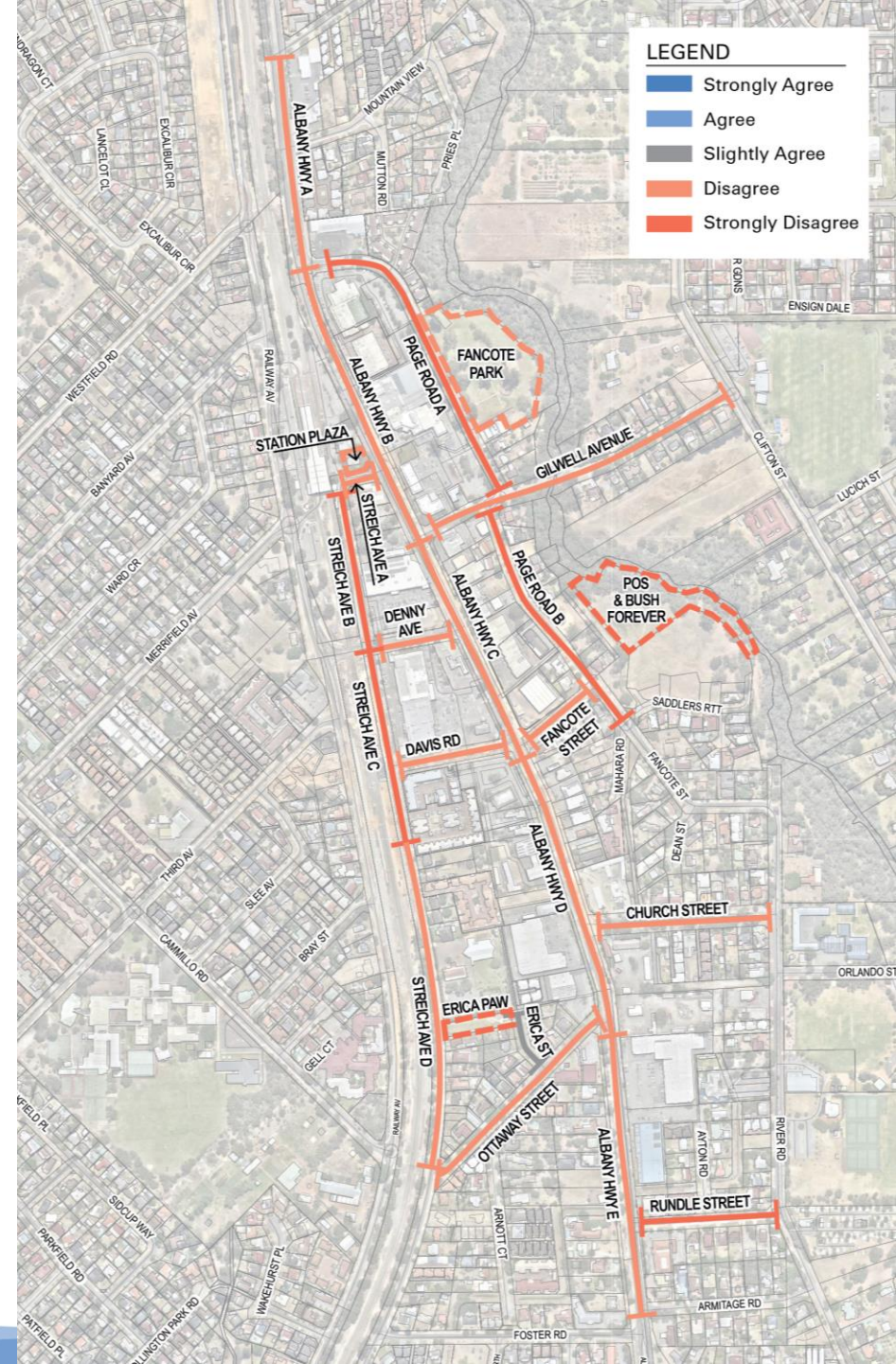
### Streich Avenue D





# Place and POS Audit – Sociability

- Erica Street scored the highest due largely to the 'borrowed amenity' from the adjacent PAW
- Majority of the streets are not very well placed in the sociability category with Rundle Street scoring the lowest
- Pedestrian amenity and places to gather should be a key focus of any place improvements





# Place and POS Audit – Access and Linkages

- Results were mixed across this category
- Streich Avenue (A) ranked the highest and Davis Road and Albany Highway scored the lowest
- Improvements such as provision for active transport, signage and wayfinding should be considered across the study area





# Place and POS Audit – Comfort and Image

- Relatively low scoring across all areas
- Albany Highway (A) scored the lowest and Page Road (A) and Erica Street scored the highest
- Improvements will be required to all areas within the study area, such as the attractiveness of landscaping and building presentation, night time safety and provision of places to sit





# APPENDIX C

Exercise 2 Workshop Sheets



WORKSHOP EXERCISE 2

PLACE EXPERIENCE

ALBANY HIGHWAY

Table No.



VISION IDEAS EXAMPLES



GENERAL COMMENTS



WORKSHOP EXERCISE 2

PLACE EXPERIENCE

DAVIS ROAD

Table No.



VISION IDEAS EXAMPLES



GENERAL COMMENTS



WORKSHOP EXERCISE 2

PLACE EXPERIENCE

DENNY AVENUE

Table No.



VISION IDEAS EXAMPLES



GENERAL COMMENTS



WORKSHOP EXERCISE 2

Table No.

PLACE EXPERIENCE

GILWELL AVENUE

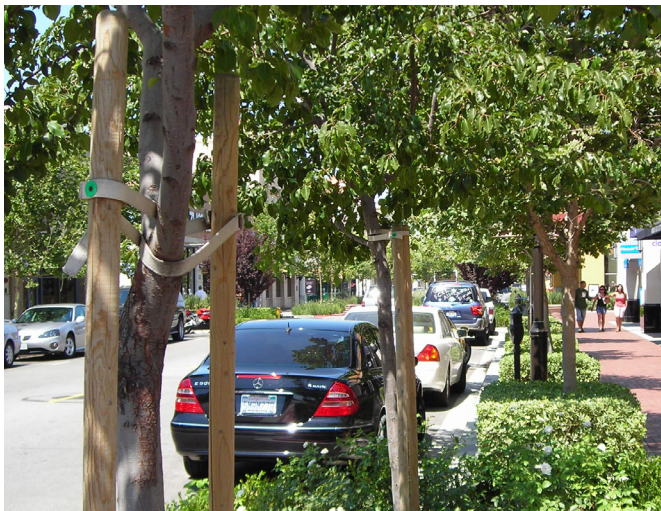


VISION IDEAS EXAMPLES

1



2



3



4



GENERAL COMMENTS



WORKSHOP EXERCISE 2

PLACE EXPERIENCE

PAGE ROAD

Table No.



VISION IDEAS EXAMPLES

①



②



③



④



⑤



GENERAL COMMENTS



WORKSHOP EXERCISE 2

Table No.

PLACE EXPERIENCE

STREICH AVENUE



VISION IDEAS EXAMPLES

1



2



GENERAL COMMENTS



WORKSHOP EXERCISE 2

PLACE EXPERIENCE

URBAN SPACES

Table No.

VISION IDEAS EXAMPLES



1



2



3



4



GENERAL COMMENTS



# Kelmscott District Activity Centre Precinct Plan

## Place Design Workshop Outcomes Report



# Document History & Status

**Kelmscott District Activity  
Centre Precinct Plan**

**Place Design Workshop  
Outcomes Report**

**Taylor Burrell Barnett  
Town Planning and Design**

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Revision	Reviewer	Date Issued
20/053 – Rev 0	BDM	13/12/2021



# Table of Contents

1.0	Introduction	2	Technical Appendices
1.1	Project Scope	2	APPENDIX A Place Design Workshop Agenda
1.2	Engagement Process	2	APPENDIX B Place Design Workshop Presentation
1.3	Structure of this Report	3	APPENDIX C Exercise 3 Workshop Sheets
2.0	Place Design Workshop	5	
2.1	Location	5	
2.2	Workshop Purpose	5	
2.3	Workshop Agenda/Format	5	
2.4	Workshop Attendance	6	
2.5	Exercise 1 – Principles and Objectives	6	
2.5.1	Summary and Analysis of Outcomes	6	
2.6	Exercise 2 – Vision Statement Ideas	9	
2.7	Exercise 3 – Draft Place Ideas Plans	10	
2.7.1	Summary and Analysis of Outcomes	11	
3.0	Next Steps	14	

Section

# 1.0

## Introduction

# 1.0 Introduction

## 1.1 Project Scope

Taylor Burrell Barnett (TBB), in collaboration with Emerge Associates, Pracsys, Flyt and The Civil Group has been engaged by the City of Armadale to prepare a Precinct Structure Plan and supporting Amendment to Town Planning Scheme No. 4 (TPS 4) for the Kelmscott District Activity Centre. The changes to the planning framework for the centre will be supported by an Implementation/Recommendations Report which will include strategies and recommendations for placemaking, economic development, public realm improvements, servicing upgrades, and policy and governance changes.

Planning for the Kelmscott District Centre is required to accommodate not only future growth of the centre, but also a changing appreciation for the urban form of town centres generally. This includes a greater emphasis on increased residential density living in close proximity to public transport, activated commercial precincts and attractive town centre locations and streetscapes.

The Precinct Plan will help guide the future planning and development for the District Centre and will be supported by strategies such as a Place Plan, Retail and Employment Strategy, Movement, Transport and Car Parking Strategy, Local Water Management Strategy, BAL Assessment/Bushfire Management Plan, Road and Rail Noise and Ground Vibration Management Plan and Servicing Report.

## 1.2 Engagement Process

Stakeholder engagement is a pivotal component of the project to encapsulate as many of the stakeholder's practical and viable aspirations as possible. TBB has been commissioned to conduct stakeholder and community engagement during the preparation of the Precinct Plan.

The City of Armadale Council has endorsed a stakeholder engagement process to support Precinct Structure Plan preparation. This includes a variety of engagement activities such as online community and business owner surveys, landowner and business owner workshops and formal public advertising of a proposed draft Precinct Structure Plan. An overview of the engagement process and methods is summarised below:

- Stage 1: Community and Business Online Surveys.
- Stage 2: Study Area Landowner and Business Operator Workshops.
- Stage 3: Council considers Draft Precinct Structure Plan for advertising for public comment.
- Stage 4: Advertising of Precinct Structure Plan for public review and comment.

A Place Vision Workshop was held on Tuesday 31<sup>st</sup> August 2021 with landowners and business operators located in the study area. The purpose of this workshop was to provide feedback and add to the opportunities analysis and to identify values and aspirations for future development. The feedback obtained from this workshop has been considered by the project team in the design formulation of the Draft Place Ideas Plan presented at this workshop.

The outcomes of the Place Vision Workshop with Landowner and Business Operators (within Stage 2 of the above engagement process) are contained within a separate report.



## 1.3 Structure of this Report

This report is presented in three sections:

- **Section 1** provides the introduction;
- **Section 2** explains the purpose, format and outcomes of the Place Design Workshop;
- **Section 3** contains information on the next steps.

The appendices to this report contain the materials presented at the workshop (agenda, PowerPoint presentation and exercise sheets). A full copy of the completed exercise sheets/feedback can be provided upon request.

Section

2.0

Place Design Workshop

## 2.0 Place Design Workshop

### 2.1 Location

The Place Design Workshop with landowners and business operators located in the study area was held on Thursday 18<sup>th</sup> November 2021 from 6:15pm-8:30pm at John Dunn Hall, Kelmscott.

### 2.2 Workshop Purpose

The purpose of the Place Design Workshop was:

- To identify principles that could guide future development in the precinct.
- To collaborate and discuss the development of a 'vision' for the future of the precinct.
- To review, provide feedback, and add to the Draft Ideas Plans.

Building upon the feedback obtained at the previous Place Vision Workshop, the outcomes of this workshop will be considered in the preparation of the Draft Place Plan and to ensure that the plan reflects the vision and values established by the stakeholders.

### 2.3 Workshop Agenda/Format

The Place Design Workshop agenda covers the following items (full agenda can be found in **Appendix A**):

1. Presentation of summary of precinct context and planning background and previous Place Vision Workshop Outcomes;
2. **Workshop Exercise 1 – Principles and Objectives;**
3. **Workshop Exercise 2 – Vision Statement Ideas;**
4. **Workshop Exercise 3 – Draft Place Ideas Plans**, including presentation of built form and public realm ideas examples;
5. Next steps / program / future engagement.

The workshop was supported by a PowerPoint presentation providing information on the background of the project and purpose of the workshop (the full PowerPoint presentation can be found in **Appendix B**).

The workshop exercises were facilitated by the project team (including representatives from Emerge – Landscape Architecture) in one small group, and questions were generally dealt with as they arose at the workshop tables.

The workshop aimed to capture as many comments and ideas as possible, with feedback recorded by workshop facilitators on the workshop exercise sheets and plans made available on the table. After each workshop exercise the table facilitator provided a summary of the key results of the discussions.



## 2.4 Workshop Attendance

The City mailed invitations to landowners and business operators in the study area and key State Government Stakeholders seeking expressions of interest to attend the workshop. In addition, a memo was circulated to City Councillors inviting attendance at the workshop and briefly explaining the workshop purpose and format. A list of attendees is provided below.

Name	Role	Organisation
Cr G J Smith	Councillor	City of Armadale
Cr S J Mosey	Councillor	City of Armadale
Cr P A Hetherington	Councillor	City of Armadale
Mr P Sanders	Executive Director Development Services	City of Armadale
Mr A VanderPlas	Senior Strategic Planning Officer	City of Armadale
Ms R Chapman	Project Team Member – Director	Taylor Burrell Barnett
Mr B De Marchi	Project Team Member - Director	Taylor Burrell Barnett
Ms P Ashford	Project Team Member - Director	Emerge
Mr & Mrs P & M Ashworth	Landowners	-
Mr & Mrs G & K Warren	Landowners	-
Mr I McAllister	Landowner	-

## 2.5 Exercise 1 – Principles and Objectives

The rationale underpinning the planning and design of the precinct has been focused on four key themes (Belong; Live; Prosper; Play). Principles and objectives associated with each of the themes helps to support various aspects and proposals inherent in the Draft Ideas Plans.

Following explanation of these themes and associated principles, attendees were asked to consider some key principles and objectives that could guide future development in the precinct and inform preparation of the Precinct Plan. Attendees were asked whether they agreed, disagreed or wished to add to any of the draft principles and objectives proposed by the project team, which would then be further explored under Exercise 2 (Vision Statement Ideas).

### 2.5.1 Summary and Analysis of Outcomes

The following draft principles and objectives were developed by the project team for discussion with workshop attendees. Objectives that were strongly supported by attendees are identified in **bold text**. Suggested modifications to the wording of the principles are identified in **green text**.

## BELONG

### A Place of Distinct Character

- **Support the essence of a 'riverside Town Centre' and better reflect Kelmscott's social, cultural and built heritage qualities.**
- Extend the landscape qualities of the Canning River environs through tree-planting in the open spaces and streets extending up to Albany Highway.
- Increase the quality and diversity of green spaces.

### A Friendly Place

- In key areas, provide the ground space at the front of buildings more for pedestrians than for parked cars.
- **Connect the places and spaces together with a great pedestrian and cyclist path networks.**
- Make the spaces and connections safe and comfortable – providing shade and shelter, cool spots and warm spots.

### A Welcoming Place

- Make the Town Centre easy to get to for pedestrians, cyclists and transit users, and easy to get to parking areas.
- **Make it easy to move about the Town Centre, with improvements to the amount and directness of pedestrian linkages.**
- Remove barriers to movement and the enjoyment of spaces, such as difficult streets to cross and large street blocks to walk around.

### A Place that Fosters Togetherness

- **Creating and managing spaces and nodes of activity for socialising.**
- Support a democratic Town Centre, with features and facilities that cater for everyone.
- Provide choices of spaces, settings and uses.

## LIVE

### A Place of Housing Choices

- Support a mix of residential dwellings to include apartments and small-lot housing.
- **Provide places for higher-density living close to the train station, in mixed-use streets and overlooking parks.**

### A Place of Quality Amenity

- Optimise retention of existing trees, particularly in parks and street verges.
- **Create appealing settings in the Commercial and Mixed Use areas that help to attract and sustain businesses and residents.**
- Ensure the architecture of all new buildings contributes to the creation of a high-quality urban environment, and do not settle for mediocre outcomes.

## An Enlivened Place

- **Integrate residential in the Town Centre to increase the amount of people supporting businesses and activating the public realm during the day and night.**
- **The distribution and orientation of dwellings throughout the Town Centre should enhance the sense of safety for people in the streets and spaces, and in their homes.**
- **Provide uses and facilities in the riverside parks and public spaces that are attractions for Town Centre residents and visitors.**

## PROSPER

### A Business and Jobs Attractor

- **Ensure that land containing existing non-residential floorspace maintains a similar amount whenever redevelopment occurs.**
- **Provide appropriate land use zones, land use permissibility and development requirements that supports the growth of non-residential uses and associated employment.**
- **Connect students and entrepreneurs with educational, employment and lifestyle opportunities and facilities in the Town Centre.**

### A Place of Cultural and Social Well-being

- **Use the Town Centre revitalisation as a flagship for a more beautiful, liveable, and healthy city.**
- **Locate and connect public spaces and facilities to support and raise the awareness of cultural initiatives and community diversity.**
- **Ensure the design of the public realm and facilities expresses and celebrates the community's identity, shared histories, values, beliefs and traditions.**

### A Place of Synergies

- **Support the growth of socialising and hospitality uses, particularly in Denny Avenue, Page Road and urban spaces with close proximity to key retail facilities and amenity areas.**
- **Enable appropriate non-residential uses in and/or around the riverside and urban spaces that add value to people's use and enjoyment of those spaces.**
- **Locate consolidated parking stations so pedestrian traffic optimises people's exposure to retail and hospitality businesses.**

### A Place to Invest

- **Champion a Town Centre vision and implementation strategy with collaboration between public and private stakeholders.**
- **Enable desired Town Centre outcomes to be staged as private redevelopment and public works occur over time.**
- **Provide development requirements that will lead to a high quality urban environment whilst enabling cost-efficient approvals and construction.**



## PLAY

### A Place to Socialise

- **Create Denny Avenue as a ‘people street’ socialising hub for cafes, restaurants and bars in the Town Centre.**
- **Foster the ‘evening economy’ with a diversity of entertainment, leisure and hospitality drawcards, particularly between Davis Road and Fancote Park.**
- **Make more of the amenity offered in Fancote Park, with possible family-focussed amenities such as a café-in-the park, nature play, water play, youth play.**

### A Place for Active Recreation and Leisure

- **Integrate the Canning River environs into Town Centre life, particularly with activity attractions in the riverside parks.**
- **Improve the pedestrian and cycle links to the riverside parks, including across the Canning River.**
- **Provide well-defined walking trails through streets and spaces that connect to parks, playgrounds and other destinations within the Town Centre and nearby.**

### A Place for Passive Recreation and Leisure

- **Improve the community-value of Fancote Park and enhance the park’s use with complementary new features.**
- **Enhance the use and enjoyment of the Canning River environs and the appreciation of its conservation qualities.**
- **Use spaces as a combined system for singular events, such as Denny Avenue and adjacent pedestrian-oriented spaces.**

## 2.6 Exercise 2 – Vision Statement Ideas

A key component of the Precinct Plan will be to consider all relevant ideas and opportunities provided through the engagement tasks and formulate a vision statement to ensure that a suitable framework is in place to guide land use, built form, movement and public realm outcomes and provide the highest and best use of the site. The identification of words/themes/ideas through Exercise 2 will be used by the project team to formulate a vision for the precinct.

Based on the principles and objectives identified in Exercise 1, attendees were asked to consider words/themes/ideas to assist with the development of a Vision Statement which describes how the precinct should develop in the future. The following words/themes/ideas were supported by the attendees. A strong emphasis was placed on “**riverside**” and “**town centre**”.



## 2.7 Exercise 3 – Draft Place Ideas Plans

Following presentation of image examples representing built form and public realm ideas that could be applied to various areas in the precinct, TBB provided an overview of the two Draft Place Plan scenarios (Higher and Lower Scenarios).

The Draft Place Plans were divided into three logical sub-precincts (North, Central and South) and attendees were asked three questions as follows:

1. What do you think are good ideas?
2. What would you change on the ideas plans?
3. Do you have any other ideas you think should be considered?

Workshop sheets were prepared for each of the three sub-precincts for attendees to identify which aspects of the scenarios they liked or disliked, or identify ideas for further consideration, in addition to inspiration imagery they would like to see in the key areas. Opportunities for additional ideas/general comments on the plan were available.

A copy of the exercise sheet booklet which was provided is contained at **Appendix C** of this report.

## 2.7.1 Summary and Analysis of Outcomes

A summary of the outcomes of Exercise 3 is described below. Based on this analysis of the two Draft Place Plan scenarios (Higher and Lower Scenarios), the key findings and considerations will inform the development of the Draft Place Ideas Plan (single option) for consideration by Councillors, Internal Working Group and Executive Leadership Team in early February 2022.

Question	Lower Scenario	Higher Scenario	General
<b>Precinct 1 - North</b>			
1. What do you think are good ideas?		<ul style="list-style-type: none"> <li>Park/café close to river is supported.</li> <li>Urban Space south of Stargate Kelmscott to provide pedestrian connectivity between Albany Highway and Fancote Park.</li> </ul>	<ul style="list-style-type: none"> <li>Proposed building heights on both scenarios is supported but easier to visualise 4 storeys as opposed to 9 storeys. Variation in height is supported, however consider wind tunnelling and avoid reinforcing height of the rail.</li> <li>Variety/type of development – Residential, Commercial, Mixed Use.</li> <li>Locations and historical significance of river crossings (three logs).</li> <li>Urban spaces linking spaces and people.</li> <li>Landscaped parking within front setback areas.</li> <li>Key Urban Pedestrian Connections between Albany Highway and Fancote Park and Page Road and Denny Avenue.</li> </ul>
2. What would you change on the ideas plans?			<ul style="list-style-type: none"> <li>More breaks and variety in built form - no continuous walls of development.</li> <li>More food and beverage opportunities at ground level.</li> </ul>
3. Do you have any other ideas you think should be considered?			<ul style="list-style-type: none"> <li>More opportunities for park café/food and beverage opportunities near/within parks.</li> <li>Ensure quality amenity and built form architecture.</li> <li>More family friendly spaces.</li> </ul>
<b>Precinct 2 - Central</b>			
1. What do you think are good ideas?		<ul style="list-style-type: none"> <li>Potential opportunity to sleeve development behind the service station (Caltex/Ampol) and Red Rooster.</li> </ul>	<ul style="list-style-type: none"> <li>Building heights and variety/type of development comments as per North Precinct.</li> <li>Landscaped parking within front setback areas.</li> <li>Pedestrian shopping streets linking Denny Avenue and Davis Road.</li> <li>Shared space streets.</li> </ul>



Question	Lower Scenario	Higher Scenario	General
2. What would you change on the ideas plans?			
3. Do you have any other ideas you think should be considered?			<ul style="list-style-type: none"> <li>Opportunities for temporary structures along Denny Avenue to generate activity in the short-term.</li> </ul>
<b>Precinct 3 - South</b>			
1. What do you think are good ideas?		<ul style="list-style-type: none"> <li>No parking within front setback particularly along Albany Highway south of Ottaway Street.</li> </ul>	<ul style="list-style-type: none"> <li>Building heights and variety/type of development comments as per North Precinct.</li> </ul>
2. What would you change on the ideas plans?	<ul style="list-style-type: none"> <li>Ensure no parking within front setback area along Albany Highway in front of existing Genesis Gym development site and existing 7-Eleven service station site (corner of Albany Hwy &amp; Church St).</li> </ul>		<ul style="list-style-type: none"> <li>Extend Mixed Use Residential development (3-6 storeys) around the corner of Ottaway Street and Albany Highway.</li> <li>Consider the extent of landscaping of parking areas to achieve appropriate balance between greening/softening of spaces and primary function for convenient parking.</li> </ul>
3. Do you have any other ideas you think should be considered?			<ul style="list-style-type: none"> <li>Ensure safe pedestrian connections along Ottaway Street as used by children travelling to/from school.</li> </ul>

As can be seen from the above summary and analysis, there are various aspects of both scenarios that obtained support and resonated with attendees and no clear preference for either scenario. Building upon these discussions and preferences, various elements of both scenarios will ultimately inform the land use patterns, built form considerations, movement ideas and public realm associated with the Draft Place Plan.

Section

# 3.0

## Next Steps

## 3.0 Next Steps

The next steps for the project and key engagement milestones are identified in the table below.

Task	Timeframe
<b>Issues, Opportunities and Constraints</b>	
Online survey - community, business owners and landowners	Jun – Aug 2021
<b>Place Vision Workshop</b>	
Facilitate Place Vision Workshop with community and stakeholders	31 Aug 2021
IWG & ELT presentation on outcomes of workshop	20 Sept 2021
<b>Place Ideas Plans</b>	
Prepare Draft Place Ideas Plans	Sept – Nov 2021
IWG & ELT presentation (input into Draft Plans)	12 Oct 2021
Councillor Workshop	27 Oct 2021
<b>Place Design Workshop</b>	
Place Design Workshop	18 Nov 2021
Outcomes presented to IWG & ELT, then Councillors	15 Dec 2021
<b>Draft Precinct Plan and Place Plan</b>	
Prepare Draft Precinct Plan and Draft Place Plan	Late 2021 – Mid 2022
Draft Place Ideas Plan presented to IWG, ELT & Councillors	Early Feb 2022
Public advertising of Draft Precinct Plan	Mid – Late 2022



# APPENDIX A

## Place Design Workshop Agenda

# KELMSCOTT DISTRICT CENTRE PRECINCT STRUCTURE PLAN

PLACE DESIGN (LANDOWNER/BUSINESS OPERATOR)  
WORKSHOP AGENDA

Thursday 18<sup>th</sup> November 2021 (6:15pm-8:30pm)

Venue: John Dunn Hall, John Dunn Memorial Park,  
Third Avenue, Kelmscott



Time	Item	Presenter
6.15pm	<b>Welcome &amp; Introduction</b> <ul style="list-style-type: none"> <li>Welcome and Acknowledgement of Country</li> <li>Overview of the study area, project scope, purpose and timeframes</li> <li>Project team roles and responsibilities</li> <li>Purpose and format of workshop</li> </ul>	TBB/CoA
6.20pm	<b>Planning Background</b> <ul style="list-style-type: none"> <li>Contextual overview</li> <li>Planning background</li> <li>Overview of Place Vision Workshop outcomes (including feedback on opportunities and place experience)</li> </ul>	TBB
6.40pm	<b>Exercise 1 – Principles &amp; Objectives</b> <i>(small group facilitated discussion – 15 mins)</i> Consider some key principles and objectives that could guide future development in the precinct and inform the preparation of the Precinct Plan.	ALL (facilitated by TBB)
6.55pm	<b>FEEDBACK from Exercise 1 (10 mins)</b>	TBB
7.05pm	<b>Exercise 2 – Vision Statement Ideas</b> <i>(group facilitated discussion – 10 mins)</i> Based on the Principles identified in Exercise 1, consider words/themes/ideas for a Vision Statement which describes how you want to see the precinct in the future.  The Vision should describe what you would like the precinct to look like, feel like, including in 5-10 years' time.	ALL (facilitated by TBB)
7.15pm	<b>Exercise 3 Presentation (10 mins)</b>	TBB
7.25pm	<b>Exercise 3A – Draft Ideas Plans – Precinct 1: North</b> <i>(small group facilitated discussion – 15 mins)</i> Q1: What do you think are good ideas? Q2: What would you change on the ideas plans? Q3: Do you have any other ideas you think should be considered?	ALL (facilitated by TBB)
7.40pm	<b>Exercise 3B – Draft Ideas Plans – Precinct 2: Central</b> <i>(small group facilitated discussion – 15 mins)</i> Q1: What do you think are good ideas? Q2: What would you change on the ideas plans? Q3: Do you have any other ideas you think should be considered?	ALL (facilitated by TBB)
7.55pm	<b>Exercise 3C – Draft Ideas Plans – Precinct 3: South</b> <i>(small group facilitated discussion – 15 mins)</i> Q1: What do you think are good ideas? Q2: What would you change on the ideas plans? Q3: Do you have any other ideas you think should be considered?	ALL (facilitated by TBB)

<b>8.10pm</b>	<b>FEEDBACK from Exercise 3 (15 mins)</b>	TBB
<b>8.25pm</b>	<ul style="list-style-type: none"> <li>Recap and confirm vision statement ideas based on outcomes of Exercise 3</li> <li>Next steps / program / future engagement</li> </ul>	TBB
<b>8.30pm</b>	<ul style="list-style-type: none"> <li>Close</li> </ul>	TBB



# APPENDIX B

Place Design Workshop Presentation



# Kelmscott District Centre Precinct Plan

Place Design Workshop – Landowners and Business Operators




Date: 18/11/2021

Presented By: Taylor Burrell Barnett

Prepared For: City of Armadale



# Welcome & Introduction

- Welcome and Acknowledgement of Country
  - Overview of the study area, project scope, purpose and timeframes
  - Project team roles and responsibilities
  - Purpose and format of workshop
- 



# Project Background

- Preparation of a **Precinct Plan and supporting Amendment to Town Planning Scheme No. 4** (TPS 4) for the Kelmscott District Activity Centre to accommodate future growth of the centre within proximity to public transport, commercial precincts and other non-residential land uses.
- **Supported by an Implementation/Recommendations Report** which will include strategies and recommendations for placemaking, economic development, public realm improvements, servicing upgrades, and policy and governance changes.
- **Stakeholder engagement** will be a pivotal component of the project to encapsulate as many of the stakeholders' practical and viable aspirations as possible.

# Project Team Roles and Responsibilities

- **City of Armadale** – Client
- **Taylor Burrell Barnett** – Town Planning, Urban Design & Stakeholder Engagement
- **Taylor Robinson Chaney Broderick** – Built Form & Architecture
- **Flyt** – Traffic & Transport
- **Emerge** – Landscape, Environmental, Bushfire, Noise & Vibration
- **Pracsys** – Employment and Retail
- **The Civil Group** – Servicing

# Where we are at

	Task	Timeframe
✓	<b>Site and Context Analysis</b>	Early 2021
✓	<b>Engagement with Government and Servicing Agencies</b>	Early 2021
✓	<b>Issues, Opportunities and Constraints</b>	
	Online survey - community, business owners and landowners	June – Aug 2021
✓	<b>Place Vision Workshop</b>	
	Facilitate Place Vision Workshop with community and stakeholders	31 Aug 2021
	IWG & ELT presentation on outcomes of workshop	20 Sept 2021
✓	<b>Place Ideas Plans</b>	
	Prepare Draft Place Ideas Plans	Sept – Nov 2021
	IWG & ELT presentation (input into Draft Plans)	12 Oct 2021
	Councillor Workshop	27 Oct 2021
	<b>Place Design Workshop</b>	
★	<i>Place Design Workshop – Landowners and Business Operators</i>	18 Nov 2021



# Purpose of the Workshop

- To identify principles that could guide future development in the precinct.
- To collaborate and discuss the development of a 'vision' for the future of the precinct.
- To review, provide feedback, and add to the Draft Ideas Plans.

# SUMMARY OF PRECINCT CONTEXT AND PLANNING BACKGROUND

# Contextual Overview

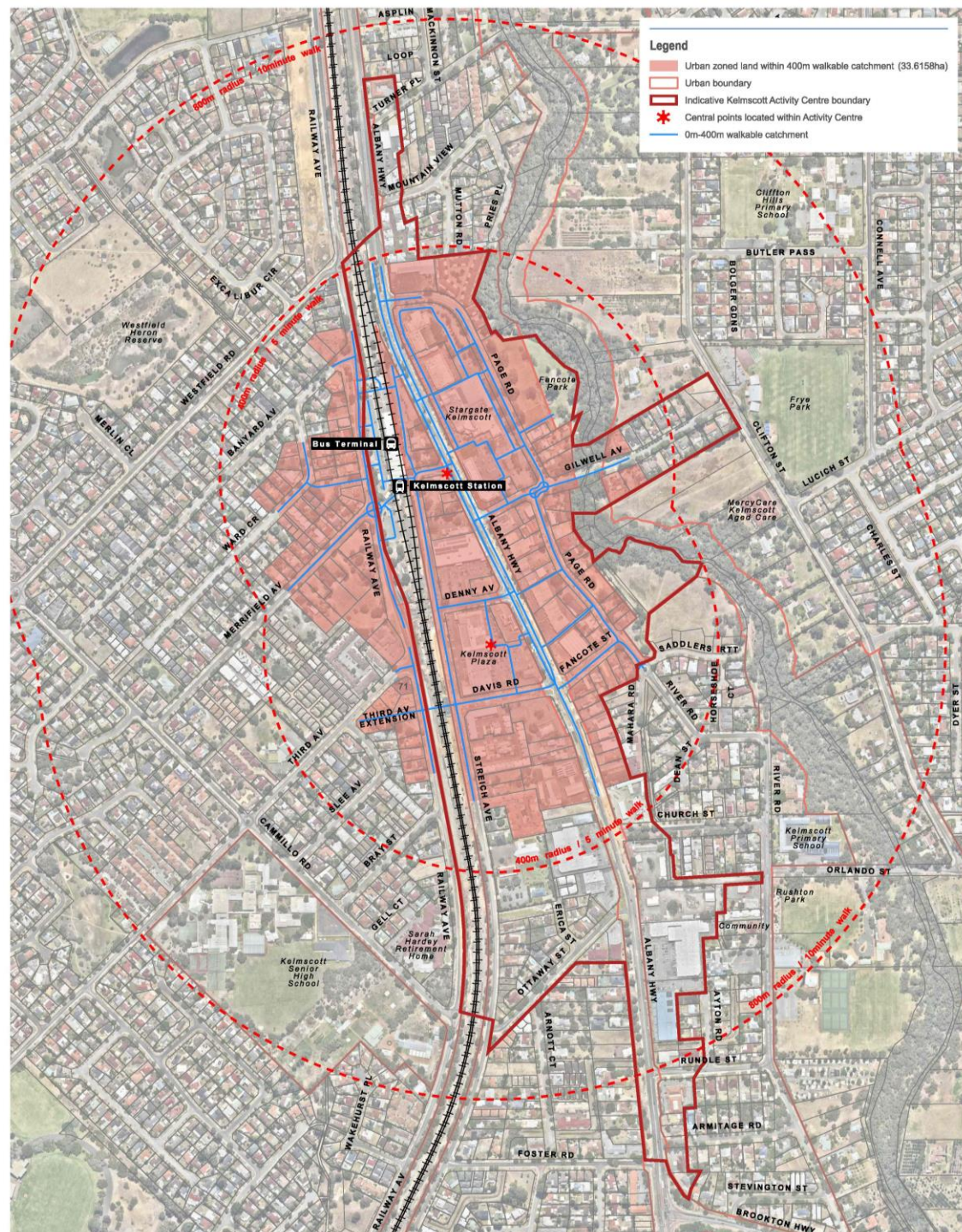
- Estimated population of 11,573 people in 2018 Kelmscott East and West (of Albany Highway.  
*\*forecast.id*
- *Forecast.id* estimates an increase to 14,445 people by 2036 (an increase of 2,872 people or 24.8% population increase).
- The City's Local Planning Strategy identifies a population of 46,548 people by 2036 within the District Activity Centre catchment.
- This growth, and existing population, will support existing retail and commercial offerings and education and community services.





# Precinct Plan Area

- Approximately 57.44 ha
- Approx. 33.62 ha of urban land (land within 400m walkable catchment of the two central activity points - Kelmscott Village & Stargate Kelmscott)
- Approximately 217 existing dwellings within 400m walkable catchment

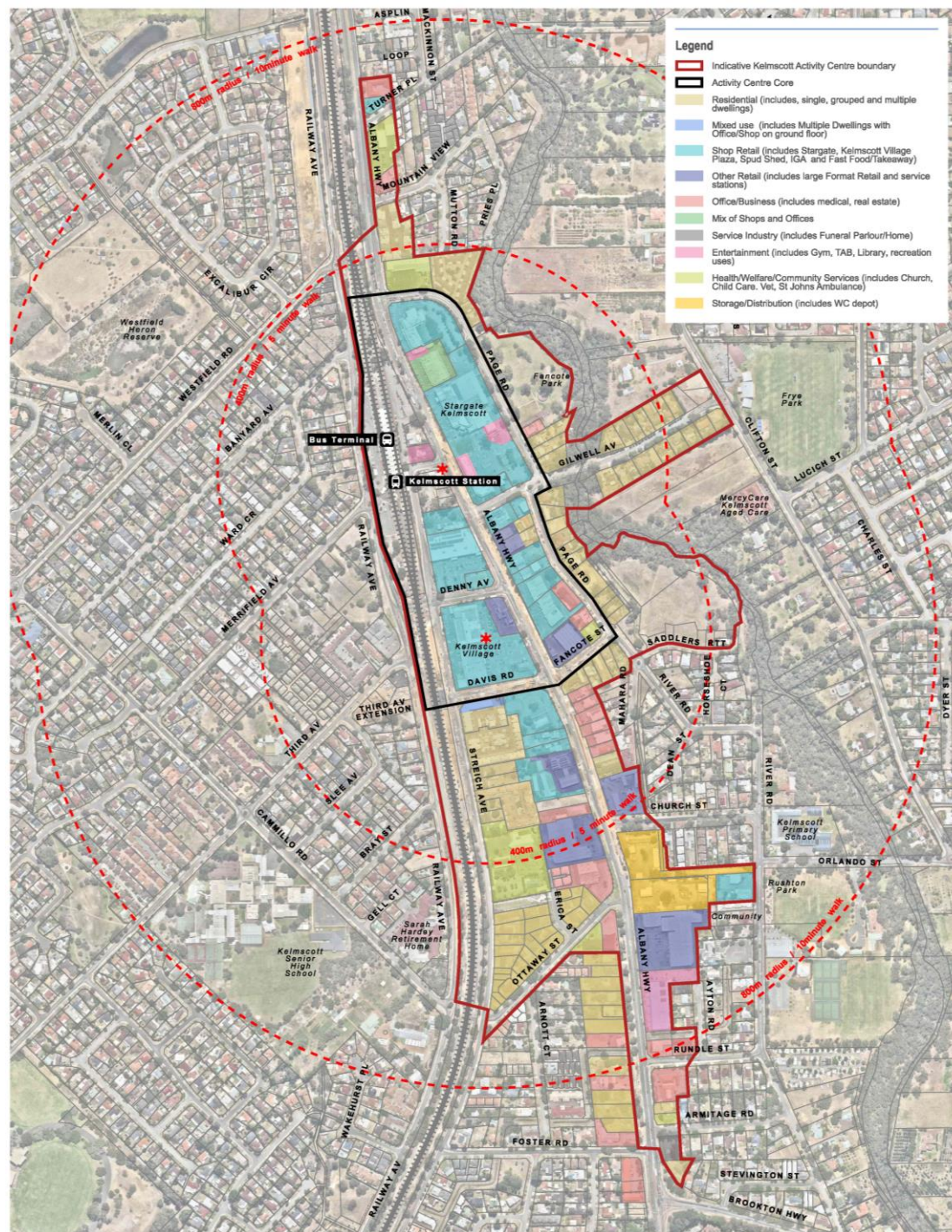




# Generalised Land Use

## Legend

- Indicative Kelmscott Activity Centre boundary
- Activity Centre Core
- Residential (includes, single, grouped and multiple dwellings)
- Mixed use (includes Multiple Dwellings with Office/Shop on ground floor)
- Shop Retail (includes Stargate, Kelmscott Village Plaza, Spud Shed, IGA and Fast Food/Takeaway)
- Other Retail (includes large Format Retail and service stations)
- Office/Business (includes medical, real estate)
- Mix of Shops and Offices
- Service Industry (includes Funeral Parlour/Home)
- Entertainment (includes Gym, TAB, Library, recreation uses)
- Health/Welfare/Community Services (includes Church, Child Care, Vet, St Johns Ambulance)
- Storage/Distribution (includes WC depot)



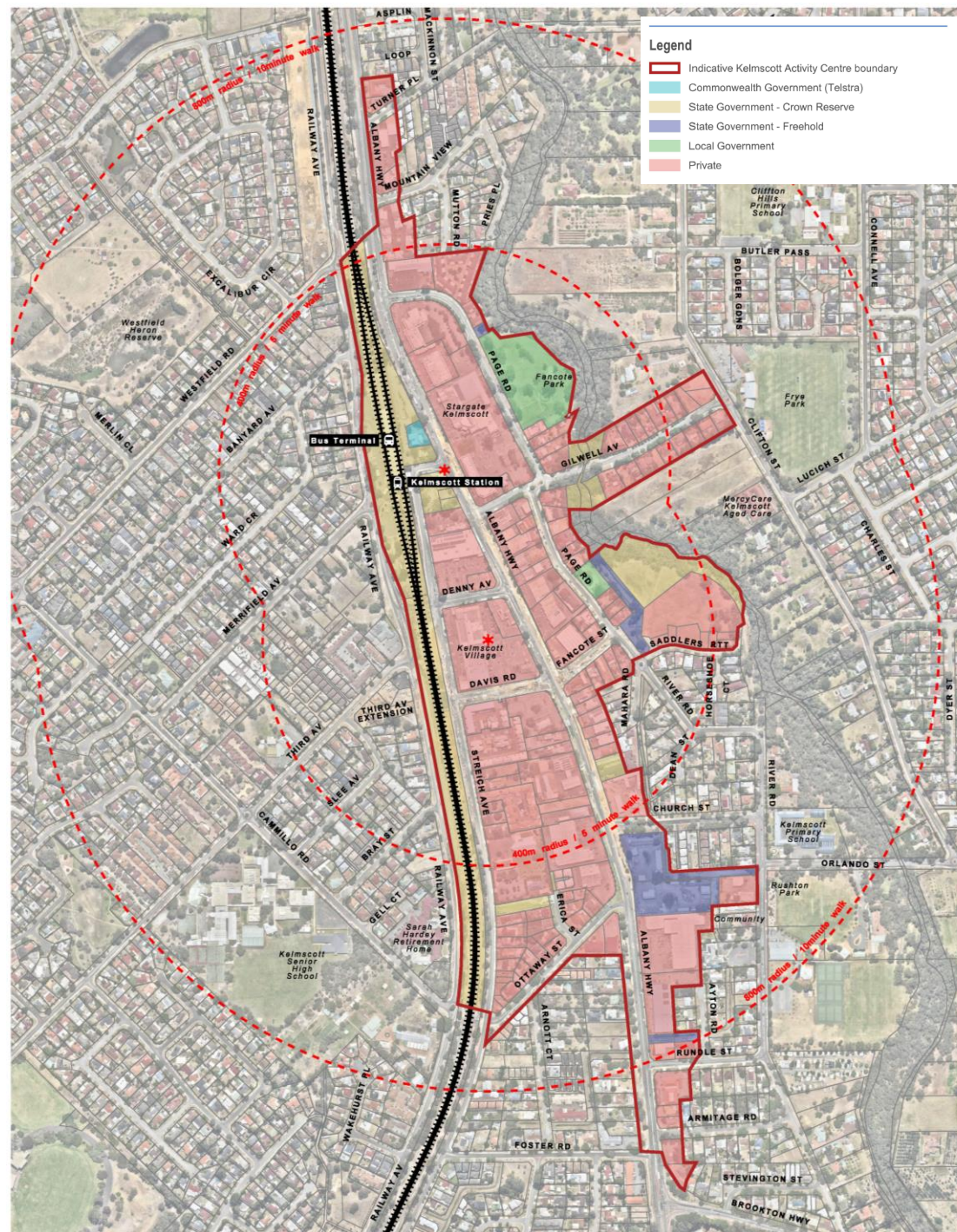


# Land Tenure / Ownership

- Predominately privately owned
- State Government owned development site at northern entry to Town Centre
- State Government owned potential redevelopment site at southern entry to Town Centre
- Limited City owned land

## Legend

	Indicative Kelmscott Activity Centre boundary
	Commonwealth Government (Telstra)
	State Government - Crown Reserve
	State Government - Freehold
	Local Government
	Private





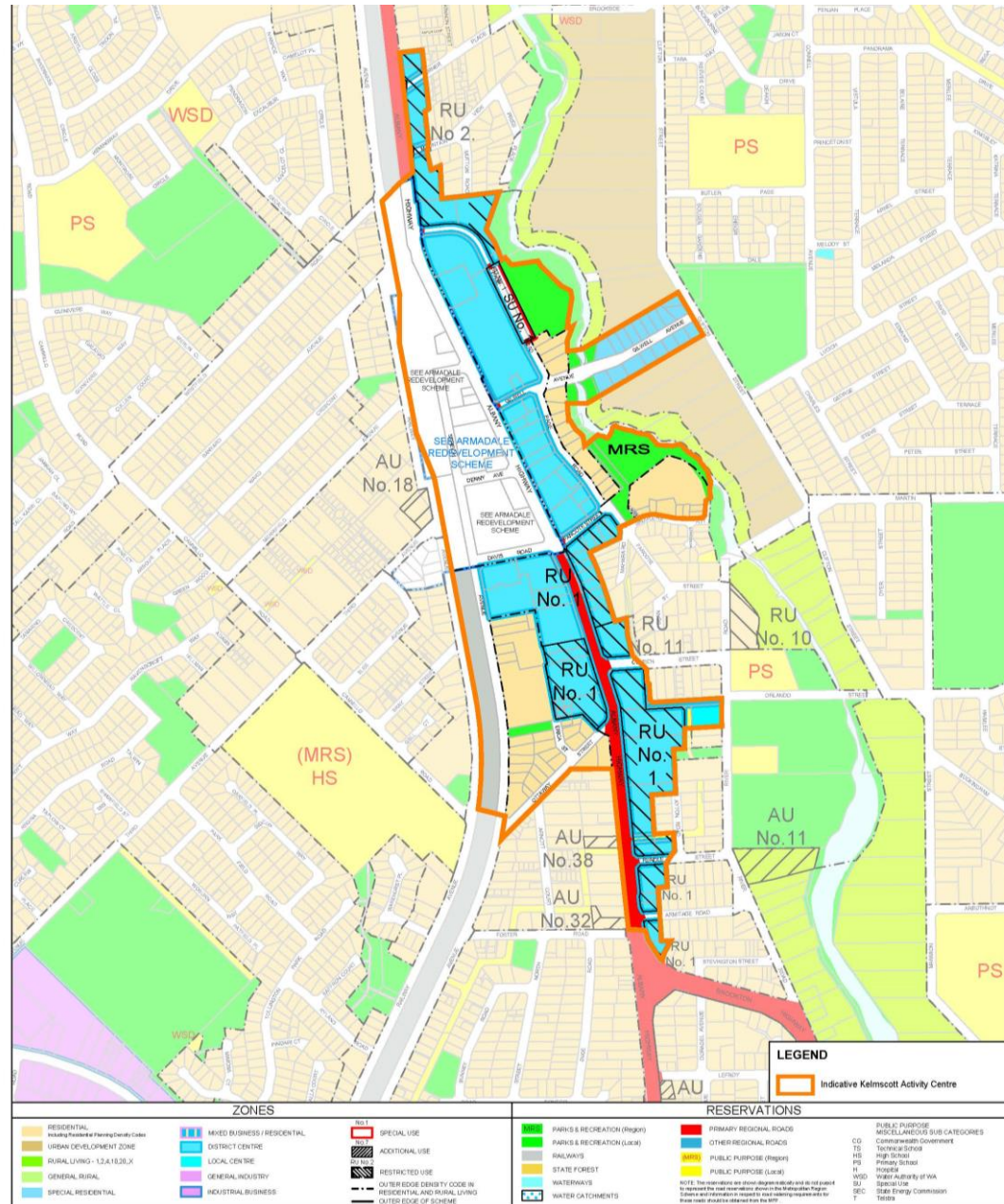
# Planning Framework

## Town Planning Scheme No. 4

- District Centre Zone, Special Residential zone (possible future Residential zone) and Residential zone (R15/40)
- Albany Highway - Primary Regional Roads reserve

## Metropolitan Region Scheme & Town Planning Scheme Amendments

- Normalisation of ARA Scheme Area to Urban under the MRS and District Centre zone in TPS (interim measure)



# PLACE VISION WORKSHOP OUTCOMES

# EXERCISE 1A

## OPPORTUNITIES – MOVEMENT AND PUBLIC REALM



# Summary and Analysis of Outcomes

Theme	Response/Comments		Key Opportunities
	Table 1	Table 2	
<b>Movement</b>	<ul style="list-style-type: none"> <li>• Provide undercover parking next to Train Station.</li> <li>• Improve street lighting and safety (however consider trees screening lighting).</li> <li>• Improve and activate bridge over Gilwell Avenue.</li> <li>• Provide street trees within Albany Highway median.</li> <li>• Provide more pathways along the river and improve access/wayfinding.</li> </ul>	<ul style="list-style-type: none"> <li>• Create a river pathway (along and across).</li> <li>• Improve the safety of the river environs.</li> <li>• Create a safer, easier way to walk and cycle under the Gilwell Avenue bridge.</li> <li>• Pedestrian protection in the Albany Highway median islands.</li> <li>• Create a great pedestrian link from the Train Station to the river.</li> <li>• Connect people to the heritage structure/building on the river, and to the heritage of the Town Centre (social, built form and cultural).</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Create/improve pathways to, along and across the river (connections along river to celebrate social, built form and cultural aspects).</b></li> <li>• <b>Improve pedestrian amenity and safety of Albany Highway (e.g. lighting, street tree planting).</b></li> </ul>

# Summary and Analysis of Outcomes

Theme	Response/Comments		Key Opportunities
	Table 1	Table 2	
Public Realm	<ul style="list-style-type: none"> <li>• Provide trees along Albany Highway.</li> <li>• Retain and improve Old Station Masters House (consider opportunity for museum).</li> <li>• Improve and provide additional trails and connections along and across the river.</li> <li>• Provide lighting under Gilwell Avenue bridge.</li> <li>• Opportunity for Farmer's Market at Denny Avenue/Spud Shed site.</li> <li>• Celebrate cultural heritage (European and Indigenous).</li> <li>• Improve safety, particularly at night.</li> <li>• Enhance night-time economy to improve safety.</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage the City to incentivise tree planting in carparks to start the improvement of Town Centre amenity.</li> <li>• Make Fancote Park more exciting (e.g. café).</li> <li>• Improve the ability to use the 'Southern Park'.</li> <li>• Create a series of riverside experiences.</li> <li>• Improve space to landscape Albany Highway.</li> <li>• Improve the landscaping of Albany Highway edges where carparks are along the edges.</li> <li>• Create a character that draws in a sense of the river character (e.g., natural vegetation).</li> <li>• Provide artwork that is related to the character and vision of Kelmscott.</li> <li>• Consider opportunities for off-leash dog area.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Encourage street tree planting within car parking areas and along Albany Highway.</b></li> <li>• <b>Improve activation and use of Fancote Park and river surrounds.</b></li> <li>• <b>Create and celebrate character and cultural heritage of the area.</b></li> </ul>

# EXERCISE 1B

## OPPORTUNITIES – BUILT FORM AND LAND USE



# Summary and Analysis of Outcomes

Theme	Response/Comments		Key Opportunities
	Table 1	Table 2	
Built Form	<ul style="list-style-type: none"> <li>• Improve the presentation and redevelopment of the land fronting Page Road (north of Gilwell Avenue).</li> <li>• Page Road sloping sites: use the slope to enable residential development.</li> </ul>	<ul style="list-style-type: none"> <li>• Provide shade sails over parking areas.</li> <li>• Increased height (up to 4 storeys), built form improvements and mixed use around Train Station.</li> <li>• Opportunities for internalised and outdoor alfresco.</li> <li>• Consider overlooking concerns for one-storey development along Gilwell Avenue.</li> <li>• Support for aged care development near river.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Improve the presentation of built form.</b></li> <li>• <b>Support for increased height – however, consider interface with surrounding lower-density residential development.</b></li> <li>• <b>Improve the appearance of car parking areas.</b></li> <li>• <b>Create an environment that stimulates maintenance and uplift of existing buildings and car parks; encourage a sense of ownership; consider incentives and funding opportunities.</b></li> </ul>

# Summary and Analysis of Outcomes

Theme	Response/Comments		Key Opportunities
	Table 1	Table 2	
Land Use	<ul style="list-style-type: none"> <li>Consider family-oriented and alfresco F&amp;B options (restaurant/bistro/food court).</li> <li>Re-establish historical land uses.</li> <li>Focus activity around the centre.</li> <li>Consider land uses which attract visitors and contribute to the night time economy.</li> <li>Provide land uses that draw patronage in to the Town Centre, particularly as parking located next to the Train Station allows for a quick 'getaway'.</li> <li><i>Leisure/Placemaking</i></li> <li>Celebrate history of place / cultural acknowledgement.</li> <li>Provide outdoor seating spaces between park and library and close to street</li> <li>Champion Lakes is an asset but how do we draw into Kelmscott?</li> </ul>	<ul style="list-style-type: none"> <li>Increase activity in Fancote Park that stimulates use and passive surveillance.</li> <li>Facilitate redevelopment that encourages more diversity of retail and F&amp;B uses.</li> <li>Create a health/medical focus/cluster in the Town Centre.</li> </ul>	<ul style="list-style-type: none"> <li><b>Encourage diversity of uses and uses that encourage people to visit and stay in Kelmscott (e.g., uses that stimulate night time economy, retail and F&amp;B).</b></li> <li><b>Increase activity in Fancote Park by encouraging uses that improve surveillance/safety and celebrate the history of the place.</b></li> </ul>

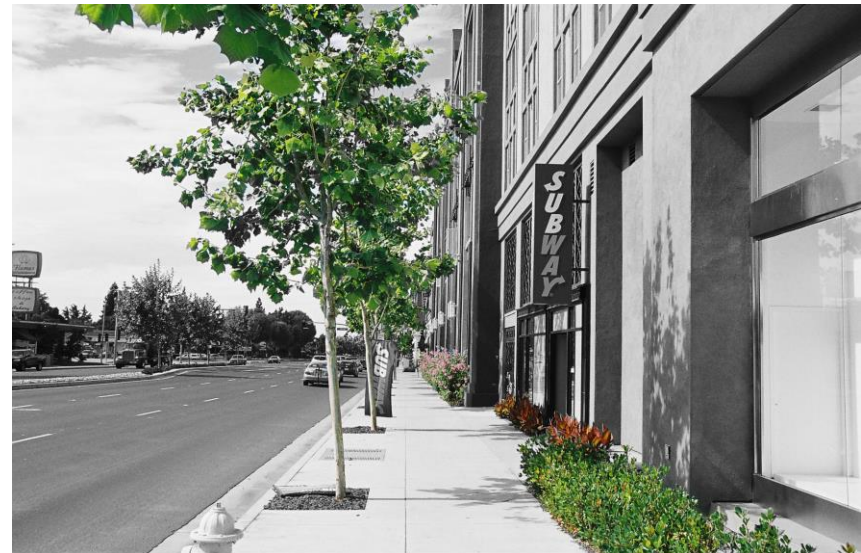
## EXERCISE 2 – PLACE EXPERIENCE



# Albany Highway

## Comments and ideas

- Provide convenient parking
- Public art that connects to the town's history
- Consider hanging baskets/artwork/historical elements
- Consider how buildings relate to and address public spaces
- Parking adjacent to Highway, including landscaping
- Ease of pedestrian access (e.g., non-slip paths)
- Provide LED lighting features in streets



# Davis Road

## Comments and ideas

- Connection to the heritage of the orchards
- Prepare signage/wayfinding strategy
- Facilitate art mural on side of shopping centre to promote Kelmscott history



# Denny Avenue

## Comments and ideas

- Large tree planting within Denny Avenue
- Opportunity for Farmer's Market (local produce; create a central focus)
- Facilitate a signature building at key corner of Denny Avenue and Albany Highway





# Gilwell Avenue

## Comments and ideas

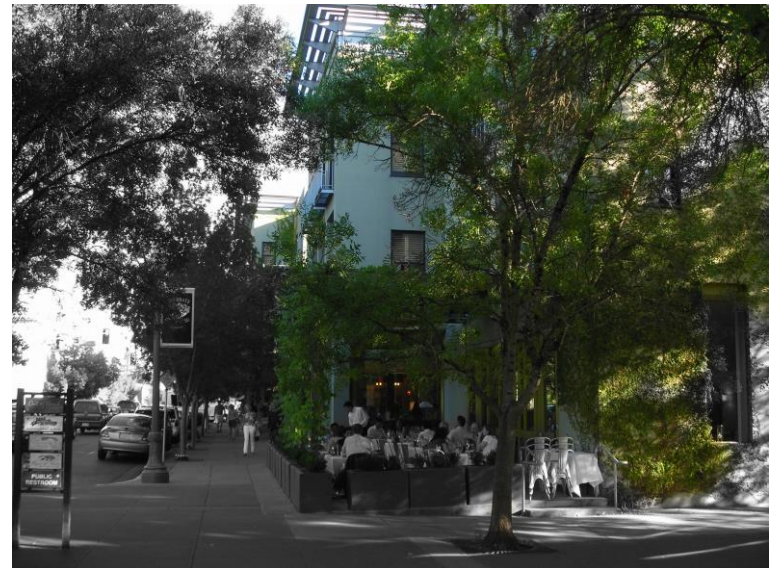
- Ensure consistent theme of pavement design across the street
- Underground the powerlines to improve tree canopy coverage
- Prioritise pedestrian access and encourage one-way traffic



# Page Road

## Comments and ideas

- Improve pedestrian paths
- Reduce road pavement to make more space for trees
- Page Road is a great place to start the revitalisation of the Town Centre
- Slow the traffic
- Multi-storey housing overlooking the park

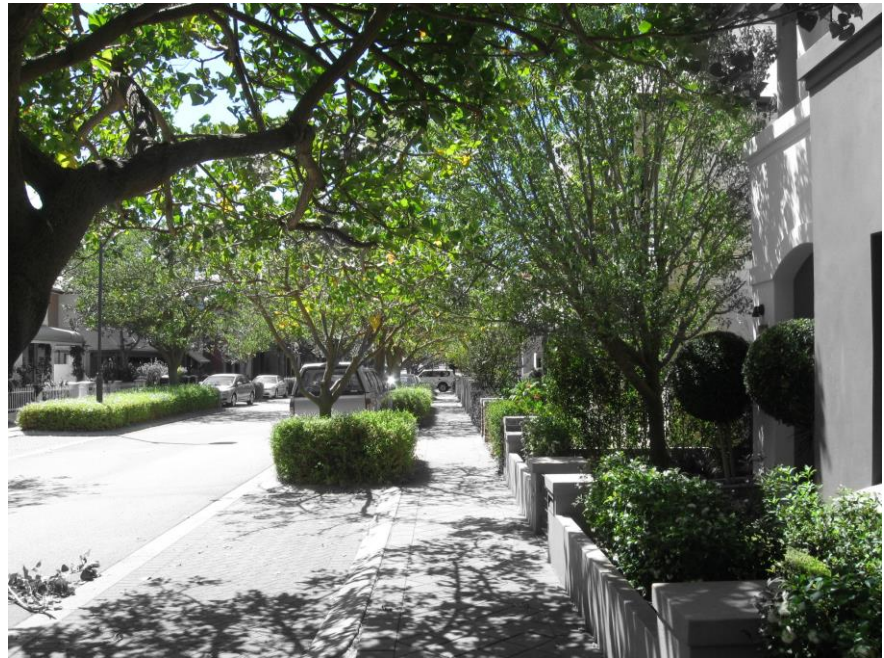




# Streich Avenue

## Comments and ideas

- Street tree replanting
- Improve wayfinding and lighting for pedestrians, particularly for access to Woolworths – be careful of the 'shortest route'
- Support redevelopment of the shopping centre site
- Provide native streetscapes/small dwarf landscaping in residential/foot traffic areas





# Urban Spaces

## Comments and ideas

- Facilitate the pooling of resources with shop owners to improve landscaping and public art
- Provide great wayfinding through spaces and linkages
- Artwork that promotes the relationship between the Town Centre and hills areas
- Provide undercover parking
- Improve pedestrian linkages to uses/activities



# EXERCISE 1 – PRINCIPLES & OBJECTIVES

*(15 mins)*

# THEMES

**BELONG**

**LIVE**

**PROSPER**

**PLAY**



# PRINCIPLES

## BELONG

A Place of Distinct Character

A Friendly Place

A Welcoming Place

A Place that Fosters Togetherness



# PRINCIPLES

## LIVE

A Place of Housing Choices

A Place of Quality Amenity

An Enlivened Place



# PRINCIPLES

## PROSPER

A Business and Jobs Attractor

A Place of Cultural and Social Well-being

A Place of Synergies

A Place to Invest





# PRINCIPLES

## PLAY

A Place to Socialise

A Place for Active Recreation  
and Leisure

A Place for Passive Recreation  
and Leisure



# Principles & Objectives

## **Exercise Question:**

**Consider some key principles and objectives that could guide future development in the precinct and inform preparation of the Precinct Plan.**

FEEDBACK  
*(10 mins)*



## EXERCISE 2 – VISION STATEMENT IDEAS

*(10 mins)*

# Vision Statement Ideas

**Question: Based on the Principles identified in Exercise 1, consider words/themes/ideas for a Vision Statement which describes how you want to see the precinct in the future.**



# EXERCISE 3 - DRAFT PLACE IDEAS PLANS – North, Central & South Precincts *(3 questions, 15 mins per precinct)*



# Built Form: 9-storey max.

## Land Use + Built Form

- Mixed Use Residential - 9 Storey max.(R-AC1)
- Mixed Use Residential - 6 Storey max.(R-AC3)
- Mixed Use Residential - 3 Storey max.(R-AC4)



# Built Form: 9-storey max.

## Land Use + Built Form

- Mixed Use Residential - 9 Storey max.(R-AC1)
- Mixed Use Residential - 6 Storey max.(R-AC3)
- Mixed Use Residential - 3 Storey max.(R-AC4)





# Built Form: 9-storey max.

## Land Use + Built Form

- Mixed Use Residential - 9 Storey max.(R-AC1)
- Mixed Use Residential - 6 Storey max.(R-AC3)
- Mixed Use Residential - 3 Storey max.(R-AC4)





# Built Form: 9-storey max.

## Land Use + Built Form

- Mixed Use Residential - 9 Storey max.(R-AC1)
- Mixed Use Residential - 6 Storey max.(R-AC3)
- Mixed Use Residential - 3 Storey max.(R-AC4)





# Built Form: 6-storey max.

## Land Use + Built Form

 Mixed Use Residential - 9 Storey max.(R-AC1)

 Mixed Use Residential - 6 Storey max.(R-AC3)

 Mixed Use Residential - 3 Storey max.(R-AC4)





# Built Form: 6-storey max.

## Land Use + Built Form

- Mixed Use Residential - 9 Storey max.(R-AC1)
- Mixed Use Residential - 6 Storey max.(R-AC3)
- Mixed Use Residential - 3 Storey max.(R-AC4)





# Built Form: 6-storey max.

## Land Use + Built Form

- Mixed Use Residential - 9 Storey max.(R-AC1)
- Mixed Use Residential - 6 Storey max.(R-AC3)
- Mixed Use Residential - 3 Storey max.(R-AC4)



# Built Form: 6-storey max.

## Land Use + Built Form

- Mixed Use Residential - 9 Storey max.(R-AC1)
- Mixed Use Residential - 6 Storey max.(R-AC3)
- Mixed Use Residential - 3 Storey max.(R-AC4)





# Built Form: 3-storey max.

## Land Use + Built Form

- Mixed Use Residential - 9 Storey max.(R-AC1)
- Mixed Use Residential - 6 Storey max.(R-AC3)
- Mixed Use Residential - 3 Storey max.(R-AC4)





# Built Form: 3-storey max.

## Land Use + Built Form

- Mixed Use Residential - 9 Storey max.(R-AC1)
- Mixed Use Residential - 6 Storey max.(R-AC3)
- Mixed Use Residential - 3 Storey max.(R-AC4)



# Built Form: 3-storey max.

## Land Use + Built Form

- Mixed Use Residential - 9 Storey max.(R-AC1)
- Mixed Use Residential - 6 Storey max.(R-AC3)
- Mixed Use Residential - 3 Storey max.(R-AC4)





# Pedestrian Shopping Street





# Pedestrian Shopping Street





# Park Café / Food & Beverage



# Park Café / Food & Beverage





# Park Café / Food & Beverage





# Buildings set-back for trees





# Buildings set-back for trees





# Buildings set-back for trees



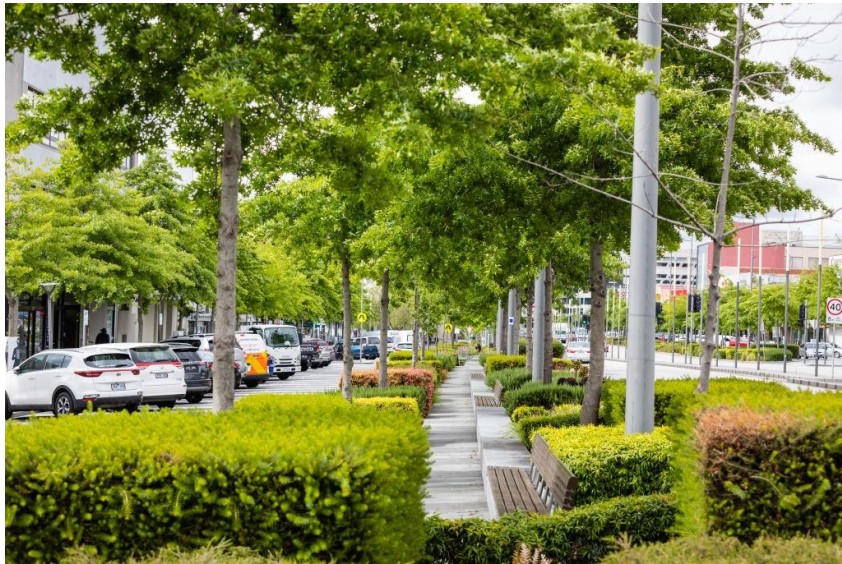


# Landscaped parking at street edge





# Landscaped parking at street edge





# Slow-speed Town Centre Street



# Slow-speed Town Centre Street



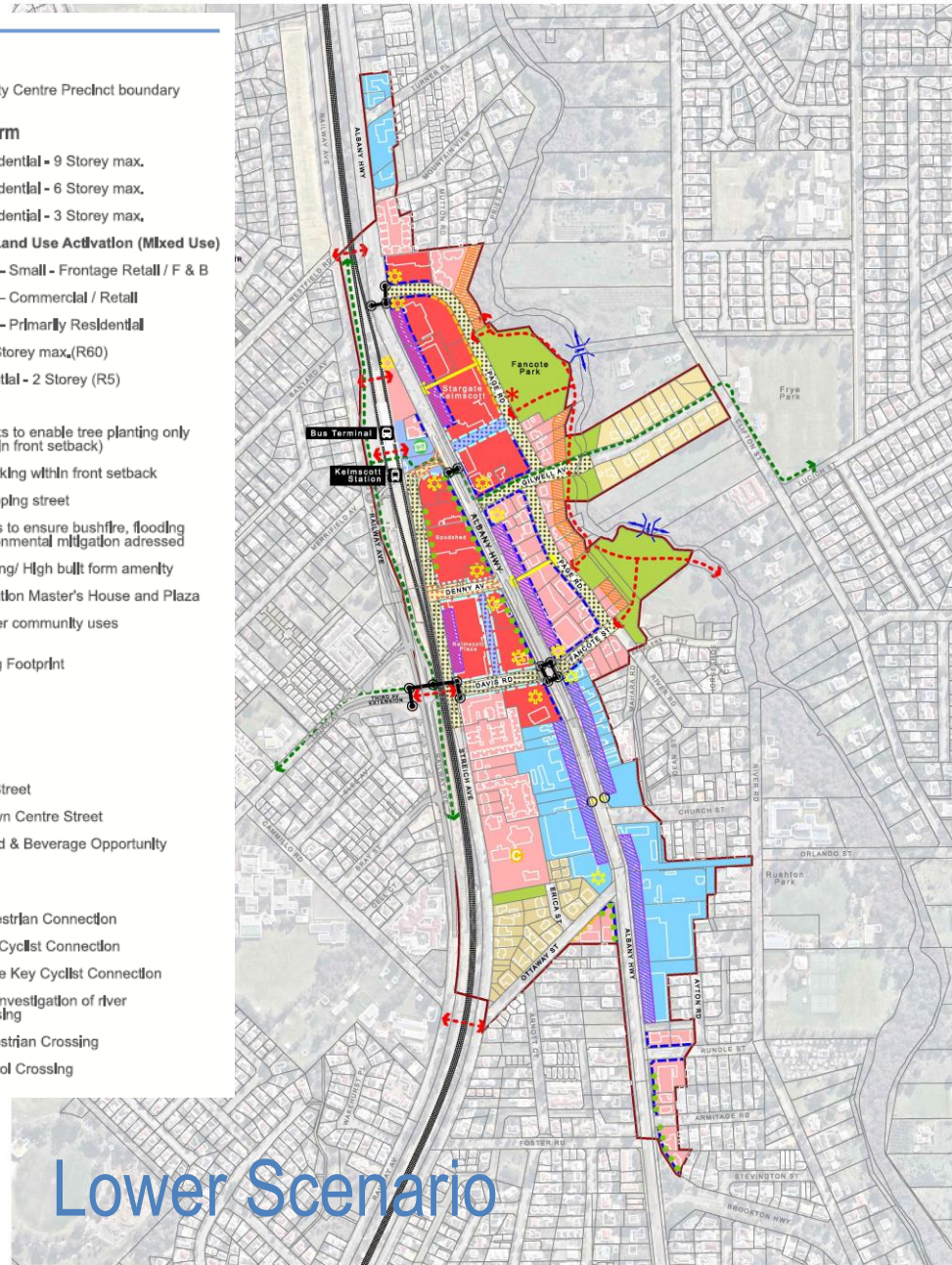
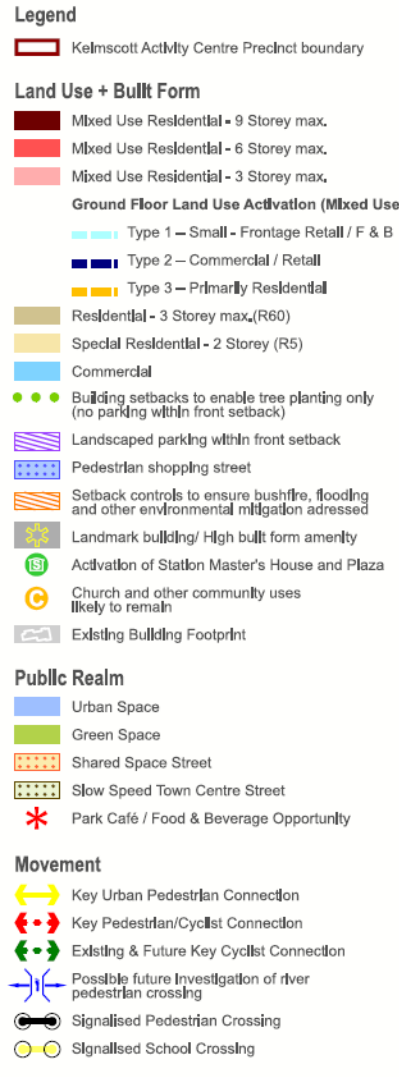
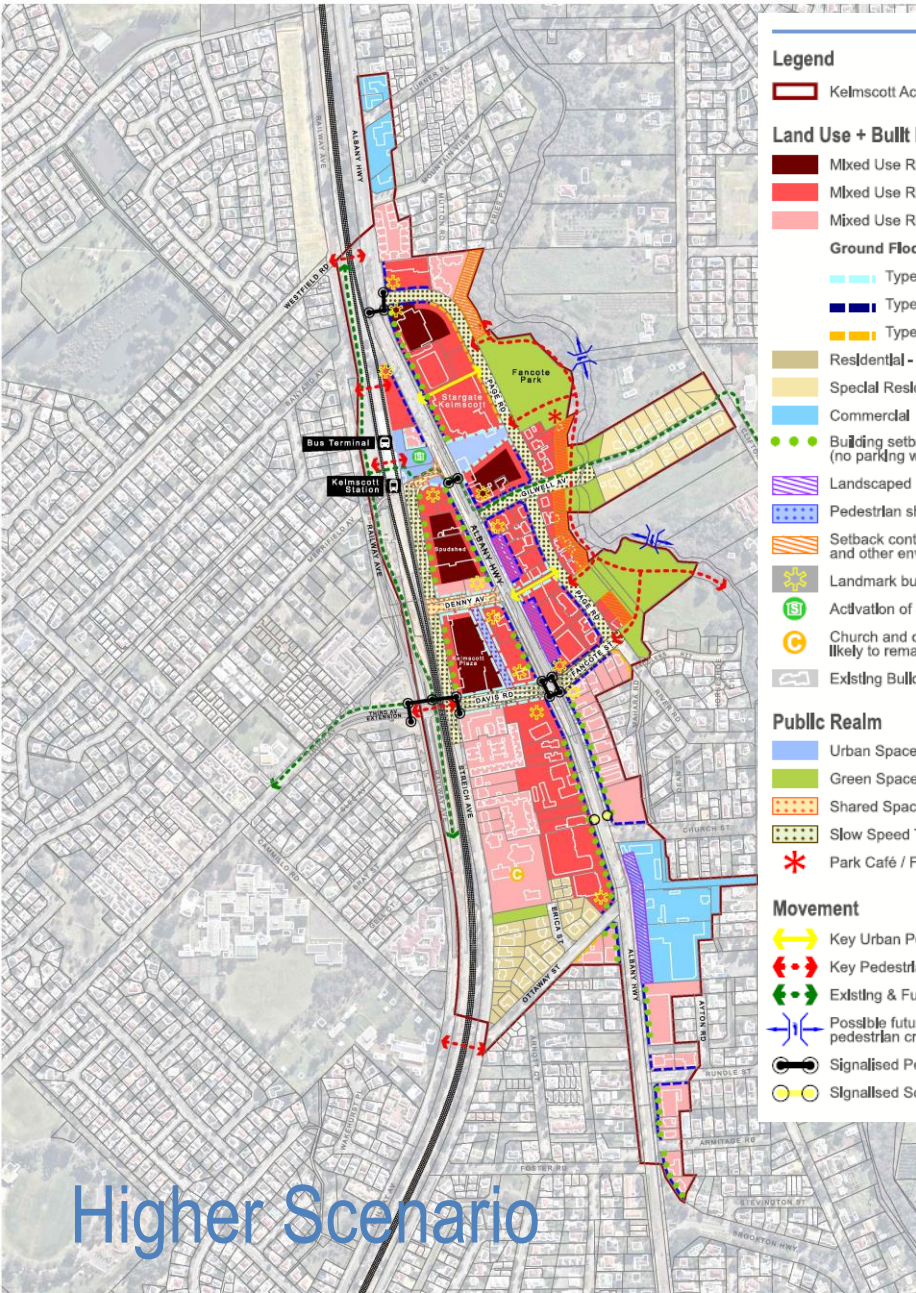


# Shared-space Street





# Ideas Plans Comparison



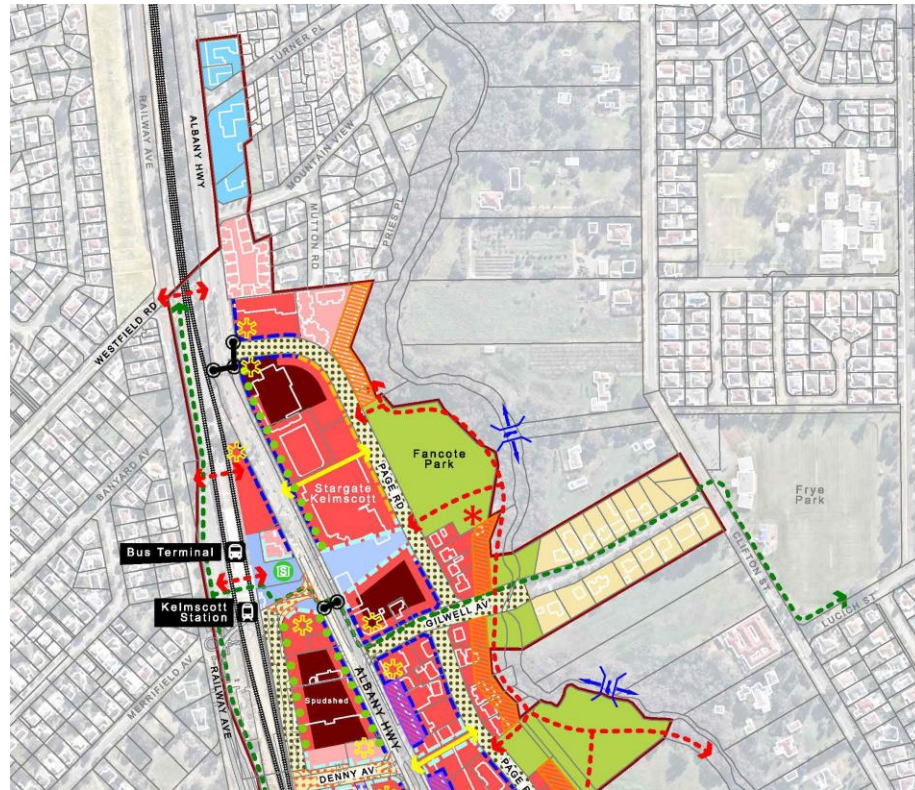
Higher Scenario

Lower Scenario



# Precinct 1: North

## Higher Scenario



### Legend

  Kelmscott ActMty Centre Precinct boundary

### Land Use + Built Form

Mixed Use Residential - 9 Storey max.

Mixed Use Residential - 6 Storey max.

Mixed Use Residential - 3 Storey max.

### Ground Floor Land Use Activation (Mixed Use)

Type 1 – Small - Frontage Retail / F & B

Type 2 – Commercial / Retail

Type 3 – Primarily Residential

Residential - 3 Storey max (R60)

Special Residential - 2 Storey (R5)

Commercial

Building setbacks to enable tree planting only (no parking within front setback)

Landscaped parking within front setback

Pedestrian shopping street

Setback controls to ensure bushfire, flooding and other environmental mitigation addressed

Landmark building/ High built form amenity

Activation of Station Master's House and Plaza

Church and other community uses likely to remain

Existing Building Footprint

### Public Realm

Urban Space

Green Space

Shared Space Street

Slow Speed Town Centre Street

Park Café / Food & Beverage Opportunity

### Movement

Key Urban Pedestrian Connection

Key Pedestrian/Cyclist Connection

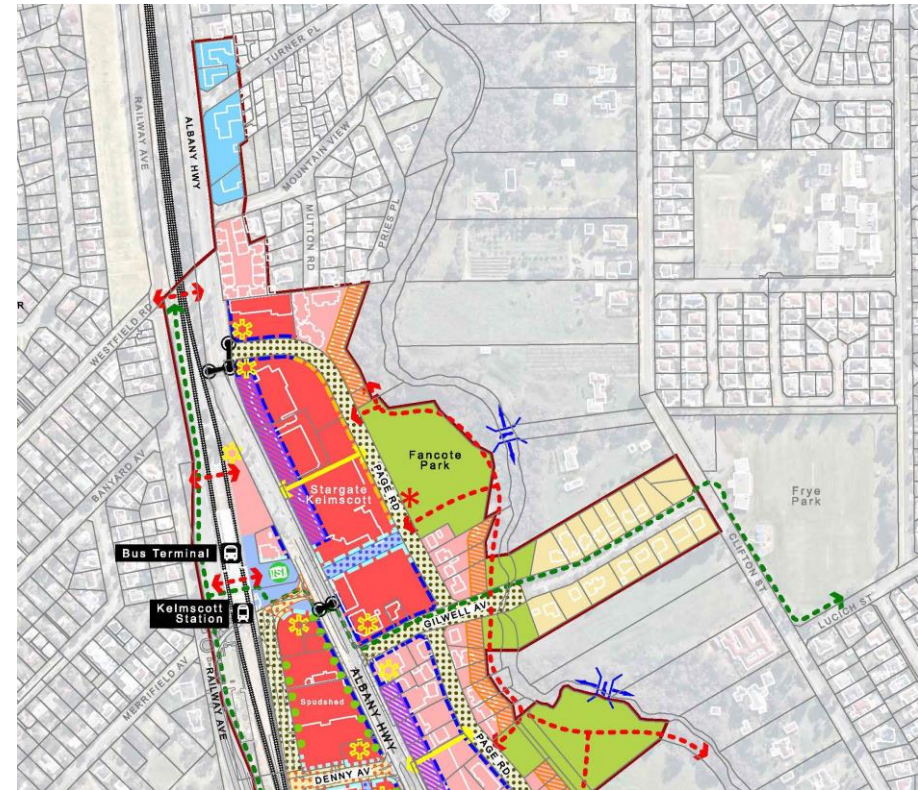
Existing & Future Key Cyclist Connection

Possible future investigation of river pedestrian crossing

Signalised Pedestrian Crossing

Signalised School Crossing

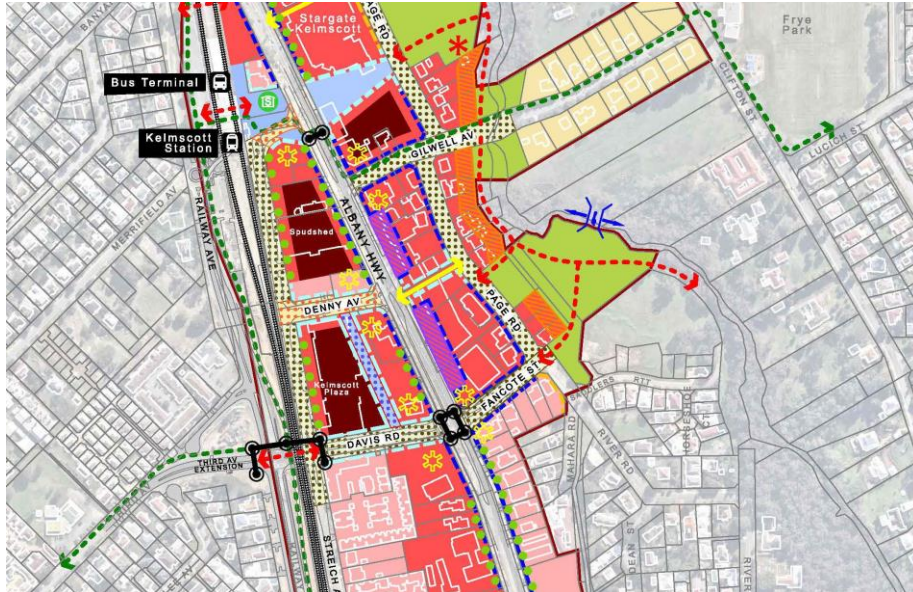
## Lower Scenario



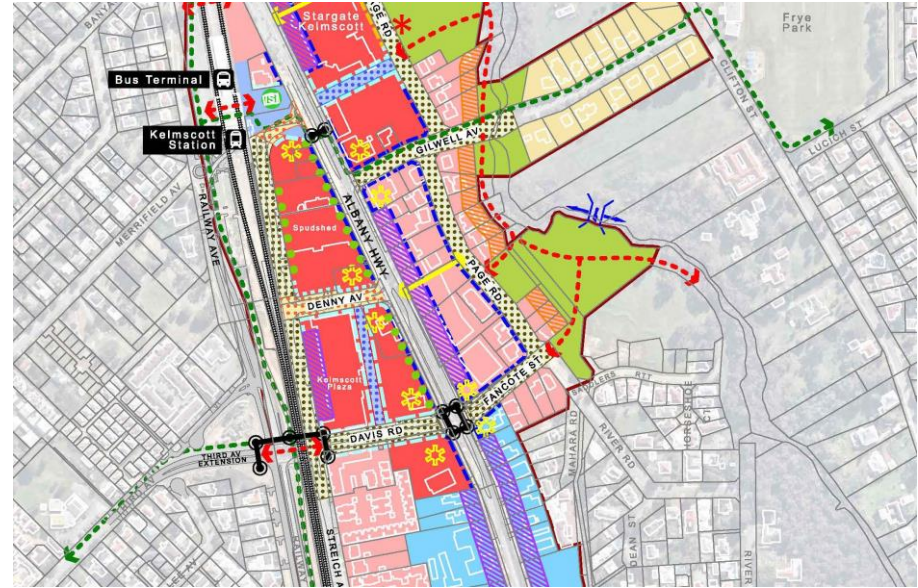


# Precinct 2: Central

## Higher Scenario



## Lower Scenario



### Legend

  Kelmscott ActMty Centre Precinct boundary

### Land Use + Built Form

Mixed Use Residential - 9 Storey max.

Mixed Use Residential - 6 Storey max.

Mixed Use Residential - 3 Storey max.

#### Ground Floor Land Use Activation (Mixed Use)

Type 1 – Small - Frontage Retail / F & B

Type 2 – Commercial / Retail

Type 3 – Primarily Residential

Residential - 3 Storey max (R60)

Special Residential - 2 Storey (R5)

Commercial

●●● Building setbacks to enable tree planting only (no parking within front setback)

Landscaped parking within front setback

Pedestrian shopping street

Setback controls to ensure bushfire, flooding and other environmental mitigation addressed

Landmark building/ High built form amenity

● Activation of Station Master's House and Plaza

○ Church and other community uses likely to remain

Existing Building Footprint

### Public Realm

Urban Space

Green Space

Shared Space Street

Slow Speed Town Centre Street

✱ Park Café / Food & Beverage Opportunity

### Movement

↔ Key Urban Pedestrian Connection

↔ Key Pedestrian/Cyclist Connection

↔ Existing & Future Key Cyclist Connection

↔ Possible future investigation of river pedestrian crossing

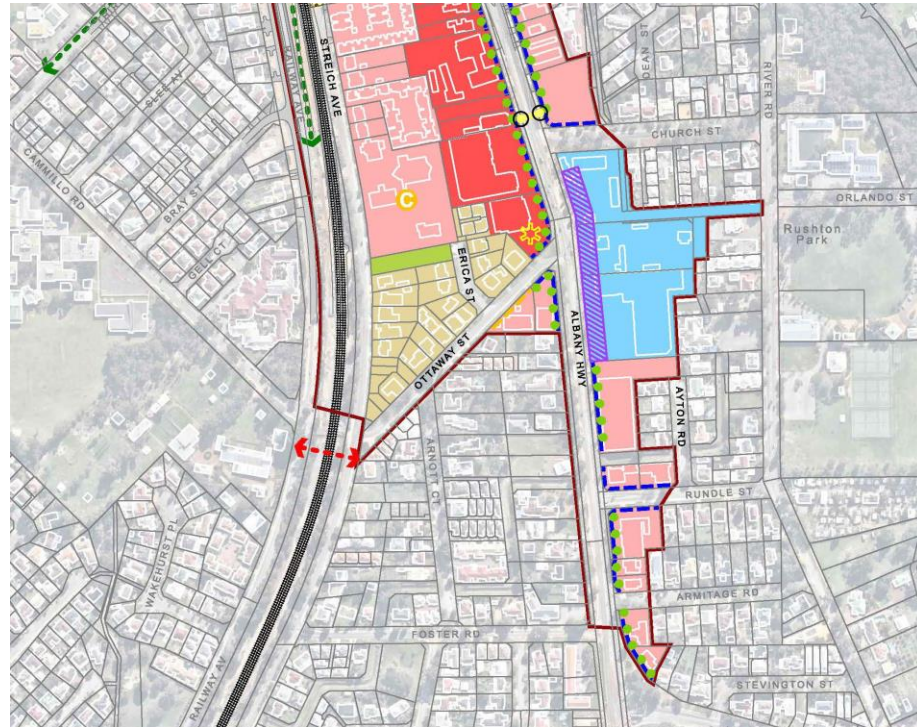
● Signalised Pedestrian Crossing

● Signalised School Crossing

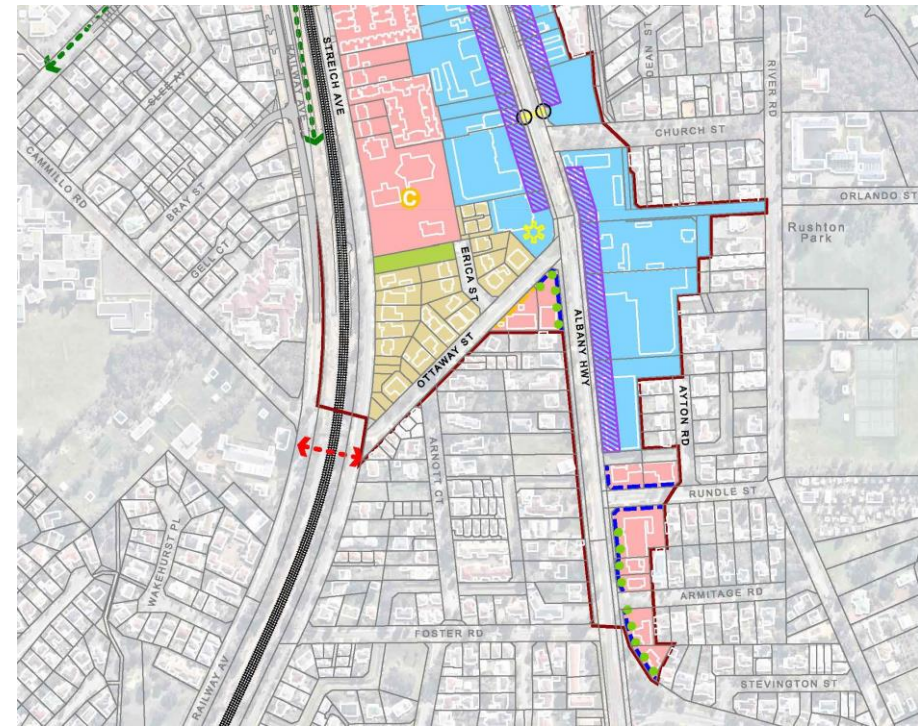


# Precinct 3: South

## Higher Scenario



## Lower Scenario



### Legend

  Kelmscott ActMty Centre Precinct boundary

### Land Use + Built Form

Mixed Use Residential - 9 Storey max.

Mixed Use Residential - 6 Storey max.

Mixed Use Residential - 3 Storey max.

### Ground Floor Land Use Activation (Mixed Use)

Type 1 – Small - Frontage Retail / F & B

Type 2 – Commercial / Retail

Type 3 – Primarily Residential

Residential - 3 Storey max. (R60)

Special Residential - 2 Storey (R5)

Commercial

●●● Building setbacks to enable tree planting only (no parking within front setback)

Landscaped parking within front setback

Pedestrian shopping street

Setback controls to ensure bushfire, flooding and other environmental mitigation addressed

Landmark building/ High built form amenity

Activation of Station Master's House and Plaza

⊙ Church and other community uses likely to remain

Existing Building Footprint

### Public Realm

Urban Space

Green Space

Shared Space Street

Slow Speed Town Centre Street

✱ Park Café / Food & Beverage Opportunity

### Movement

↔ Key Urban Pedestrian Connection

↔ Key Pedestrian/Cyclist Connection

↔ Existing & Future Key Cyclist Connection

↔ Possible future investigation of river pedestrian crossing

⬮ Signalised Pedestrian Crossing

⬮ Signalised School Crossing

## Small-group Exercises (45 mins)

**Precinct 1: North (3 questions, 15 mins)**

**Precinct 2: Central (3 questions, 15 mins)**

**Precinct 3: South (3 questions, 15 mins)**

- Q1: What do you think are good ideas?
- Q2: What would you change on the ideas plans?
- Q3: Do you have any other ideas you think should be considered?

FEEDBACK  
*(15 mins)*



# OTHER FEEDBACK AND RECAP/CONFIRM VISION STATEMENT IDEAS

# Next Steps

Task	Timeframe
<b>Issues, Opportunities and Constraints</b>	
Online survey - community, business owners and landowners	Jun – Aug 2021
<b>Place Vision Workshop</b>	
Facilitate Place Vision Workshop with community and stakeholders	31 Aug 2021
<i>IWG &amp; ELT presentation on outcomes of workshop</i>	20 Sept 2021
<b>Place Ideas Plans</b>	
Prepare Draft Place Ideas Plans	Sept – Nov 2021
<i>IWG &amp; ELT presentation (input into Draft Plans)</i>	12 Oct 2021
<i>Councillor Workshop</i>	27 Oct 2021
<b>Place Design Workshop</b>	
<i>Place Design Workshop</i>	18 Nov 2021
<i>Outcomes presented to IWG &amp; ELT, then Councillors</i>	15 Dec (Councillors)
<b>Draft Precinct Plan and Place Plan</b>	
Prepare Draft Precinct Plan and Draft Place Plan	Late 2021 – Mid 2022
Public advertising of Draft Precinct Plan	Mid – Late 2022



# THANK YOU

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08 9226 4276



Rachel@tbbplanning.com.au





# APPENDIX C

Exercise 3 Workshop Sheets





# KELMSCOTT DISTRICT CENTRE PRECINCT STRUCTURE PLAN

Table No.

## PRECINCT 1 - NORTH

Q1 What do you think are good ideas?

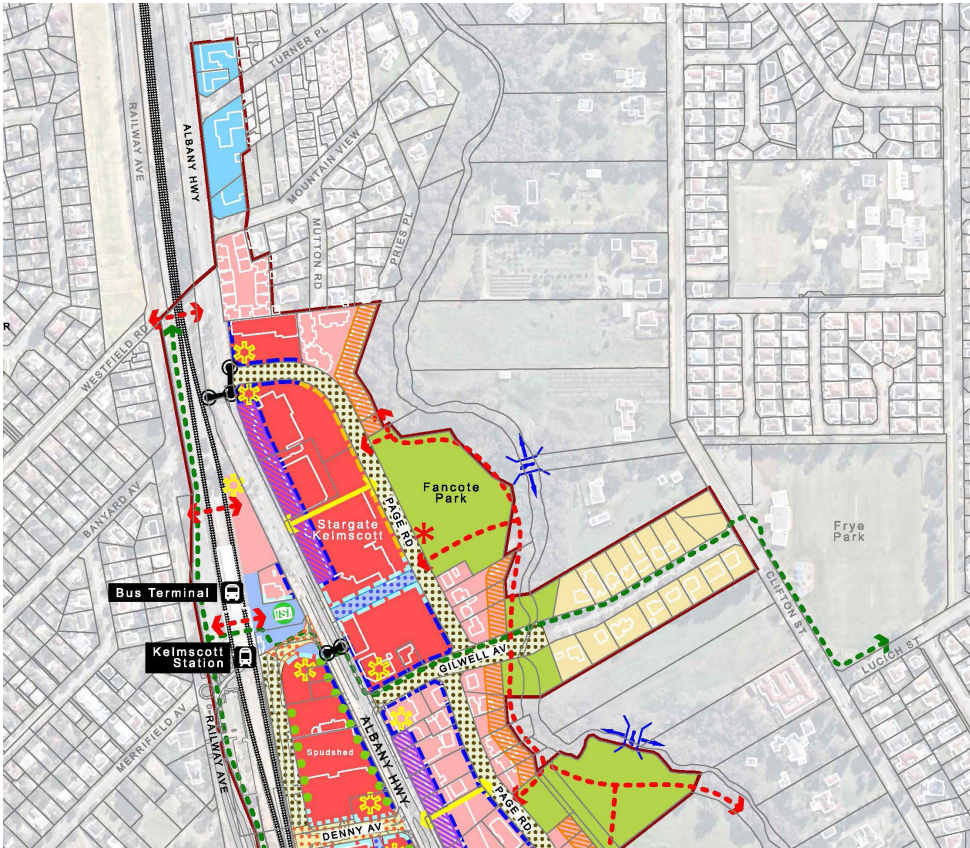
COMMENTS

Q2 What would you change on the ideas plans?

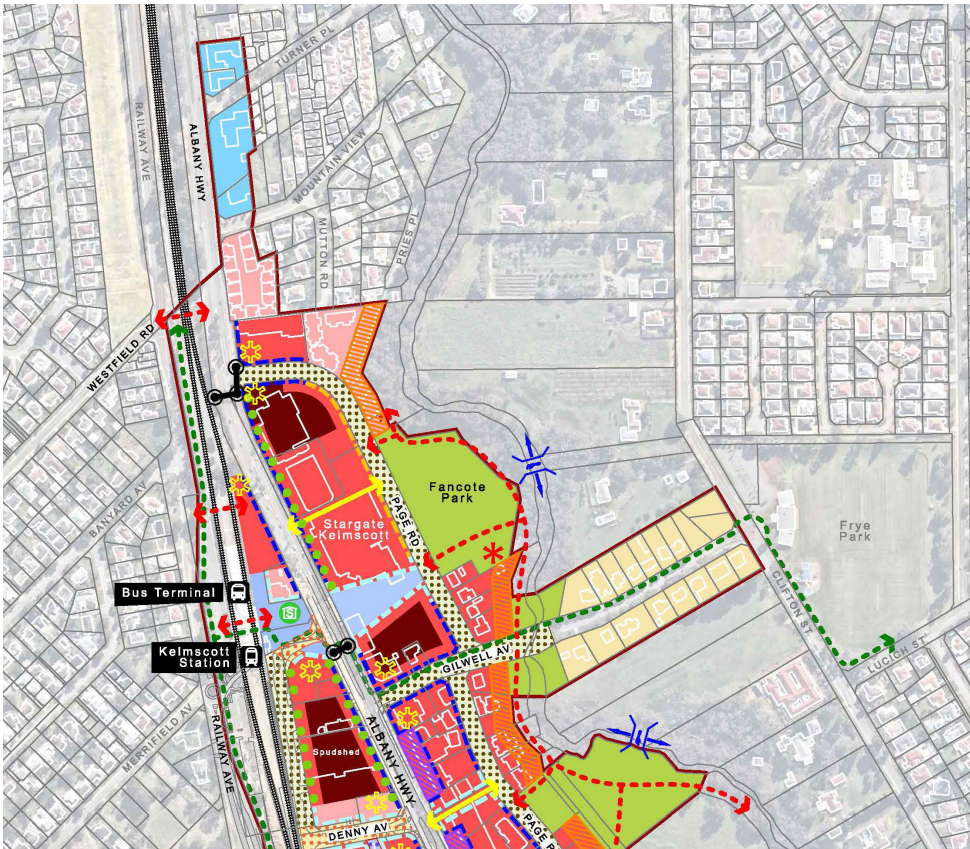
COMMENTS

Q3 Do you have any other ideas you think should be considered?

COMMENTS



LOWER SCENARIO



HIGHER SCENARIO

- Legend**
- Kelmscott Activity Centre Precinct boundary
- Land Use + Built Form**
- Mixed Use Residential - 9 Storey max.
  - Mixed Use Residential - 6 Storey max.
  - Mixed Use Residential - 3 Storey max.
- Ground Floor Land Use Activation (Mixed Use)**
- Type 1 – Small - Frontage Retail / F & B
  - Type 2 – Commercial / Retail
  - Type 3 – Primarily Residential
- Residential - 3 Storey max.(R60)**
- Special Residential - 2 Storey (R5)
- Commercial**
- Building setbacks to enable tree planting only (no parking within front setback)
- Public Realm**
- Landscaped parking within front setback
  - Pedestrian shopping street
  - Setback controls to ensure bushfire, flooding and other environmental mitigation addressed
  - Landmark building/ High built form amenity
  - Activation of Station Master's House and Plaza
  - Church and other community uses likely to remain
  - Existing Building Footprint
- Movement**
- Key Urban Pedestrian Connection
  - Key Pedestrian/Cyclist Connection
  - Existing & Future Key Cyclist Connection
  - Possible future investigation of river pedestrian crossing
  - Signalised Pedestrian Crossing
  - Signalised School Crossing

### Possibilities for North Precinct





# KELMSCOTT DISTRICT CENTRE PRECINCT STRUCTURE PLAN

## PRECINCT 2 - CENTRAL

Q1 What do you think are good ideas?

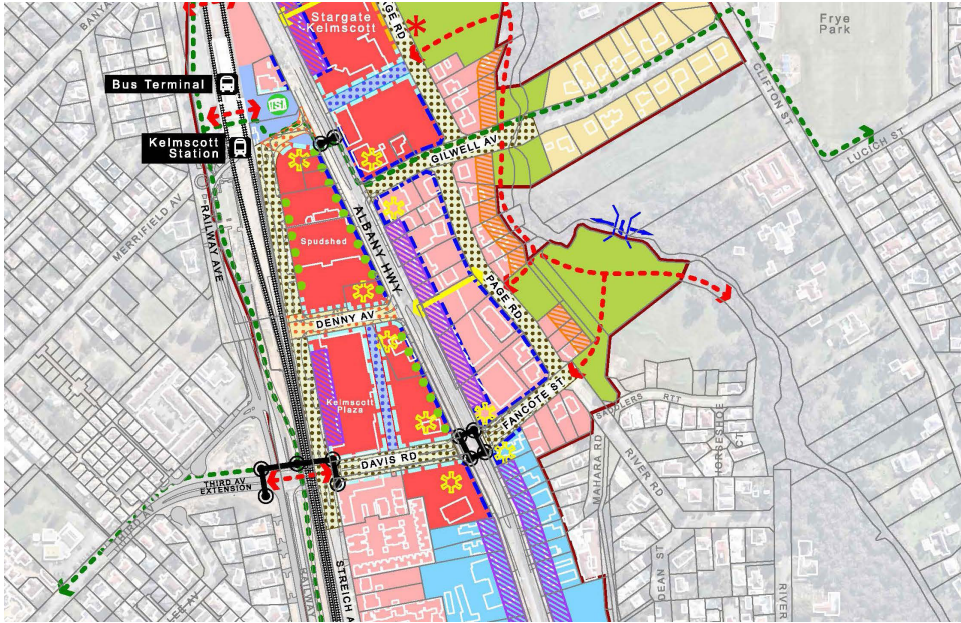
COMMENTS

Q2 What would you change on the ideas plans?

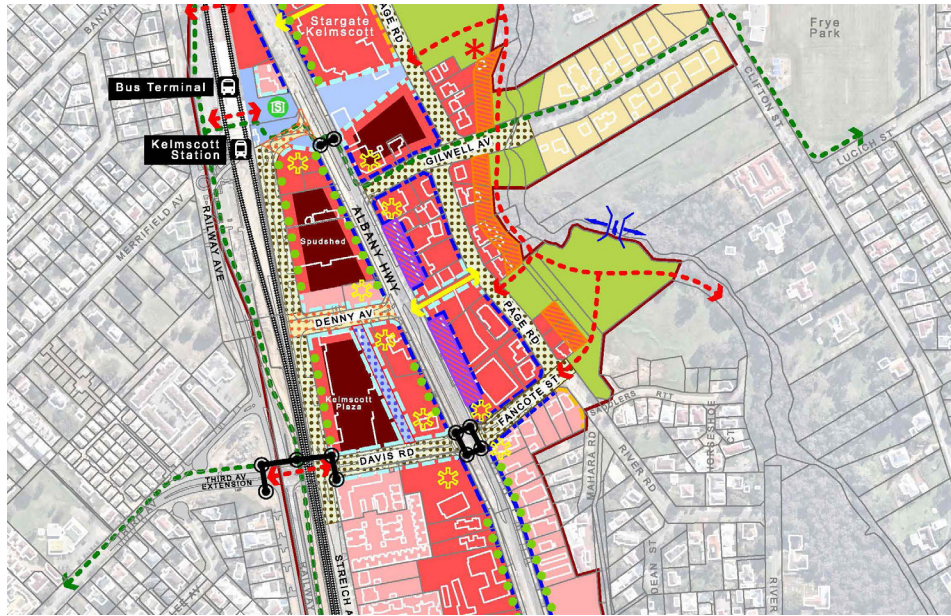
COMMENTS

Q3 Do you have any other ideas you think should be considered?

COMMENTS



### LOWER SCENARIO



### HIGHER SCENARIO

Legend	
	Kelmscott Activity Centre Precinct boundary
Land Use + Built Form	
	Mixed Use Residential - 9 Storey max.
	Mixed Use Residential - 6 Storey max.
	Mixed Use Residential - 3 Storey max.
Ground Floor Land Use Activation (Mixed Use)	
	Type 1 – Small - Frontage Retail / F & B
	Type 2 – Commercial / Retail
	Type 3 – Primarily Residential
	Residential - 3 Storey max.(R60)
	Special Residential - 2 Storey (R5)
	Commercial
	Building setbacks to enable tree planting only (no parking within front setback)
	Landscaped parking within front setback
	Pedestrian shopping street
	Setback controls to ensure bushfire, flooding and other environmental mitigation addressed
	Landmark building/ High built form amenity
	Activation of Station Master's House and Plaza
	Church and other community uses likely to remain
	Existing Building Footprint
Public Realm	
	Urban Space
	Green Space
	Shared Space Street
	Slow Speed Town Centre Street
	Park Café / Food & Beverage Opportunity
Movement	
	Key Urban Pedestrian Connection
	Key Pedestrian/Cyclist Connection
	Existing & Future Key Cyclist Connection
	Possible future investigation of river pedestrian crossing
	Signalised Pedestrian Crossing
	Signalised School Crossing

## Table No.

### Possibilities for Central Precinct





# KELMSCOTT DISTRICT CENTRE PRECINCT STRUCTURE PLAN

## PRECINCT 3 - SOUTH

Q1 What do you think are good ideas?

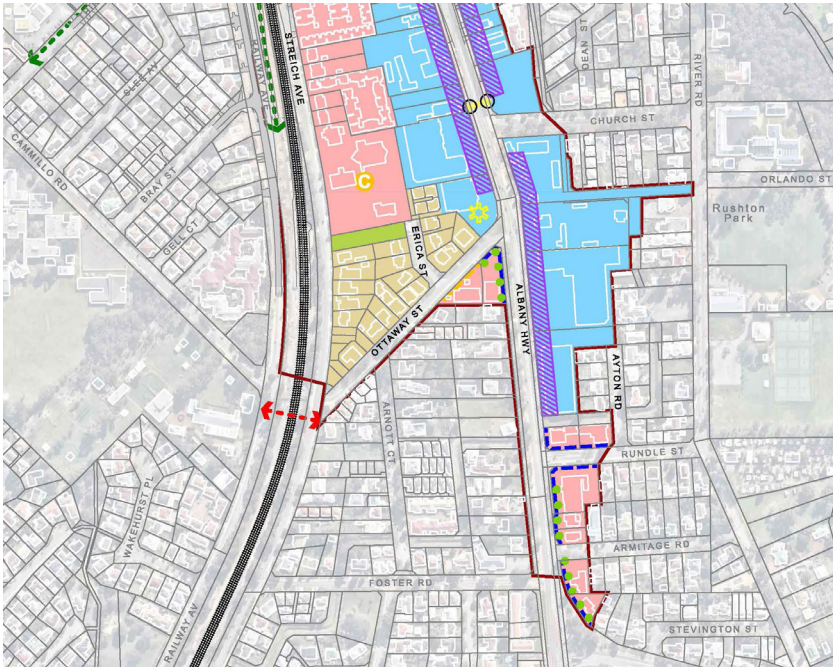
COMMENTS

Q2 What would you change on the ideas plans?

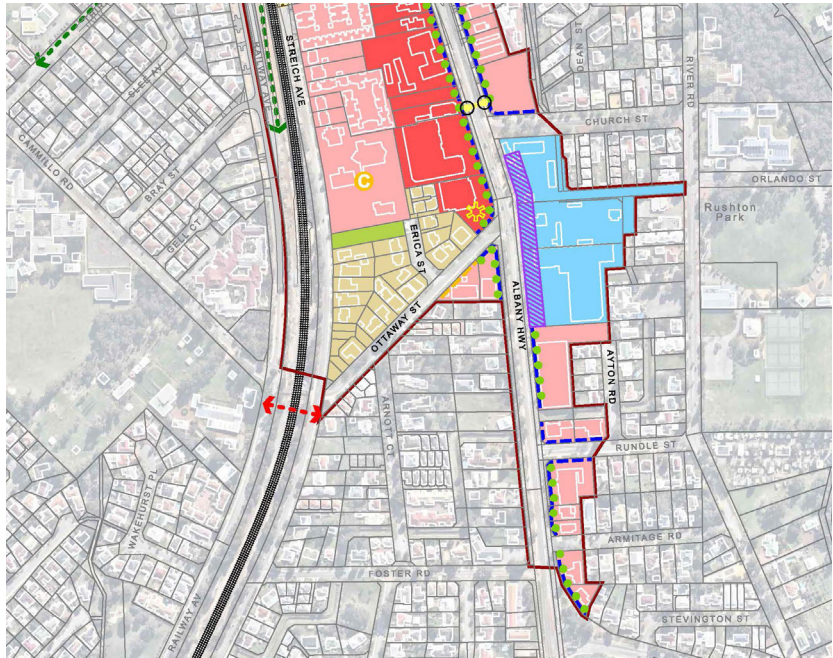
COMMENTS

Q3 Do you have any other ideas you think should be considered?

COMMENTS



LOWER SCENARIO



HIGHER SCENARIO

### Legend

Kelmscott Activity Centre Precinct boundary

### Land Use + Built Form

Mixed Use Residential - 9 Storey max.

Mixed Use Residential - 6 Storey max.

Mixed Use Residential - 3 Storey max.

### Ground Floor Land Use Activation (Mixed Use)

Type 1 – Small - Frontage Retail / F & B

Type 2 – Commercial / Retail

Type 3 – Primarily Residential

Residential - 3 Storey max.(R60)

Special Residential - 2 Storey (R5)

Commercial

Building setbacks to enable tree planting only (no parking within front setback)

Landscaped parking within front setback

Pedestrian shopping street

Setback controls to ensure bushfire, flooding and other environmental mitigation addressed

Landmark building/ High built form amenity

Activation of Station Master's House and Plaza

Church and other community uses likely to remain

Existing Building Footprint

### Public Realm

Urban Space

Green Space

Shared Space Street

Slow Speed Town Centre Street

Park Café / Food & Beverage Opportunity

### Movement

Key Urban Pedestrian Connection

Key Pedestrian/Cyclist Connection

Existing & Future Key Cyclist Connection

Possible future investigation of river pedestrian crossing

Signalised Pedestrian Crossing

Signalised School Crossing

## Table No.

### Possibilities for South Precinct

