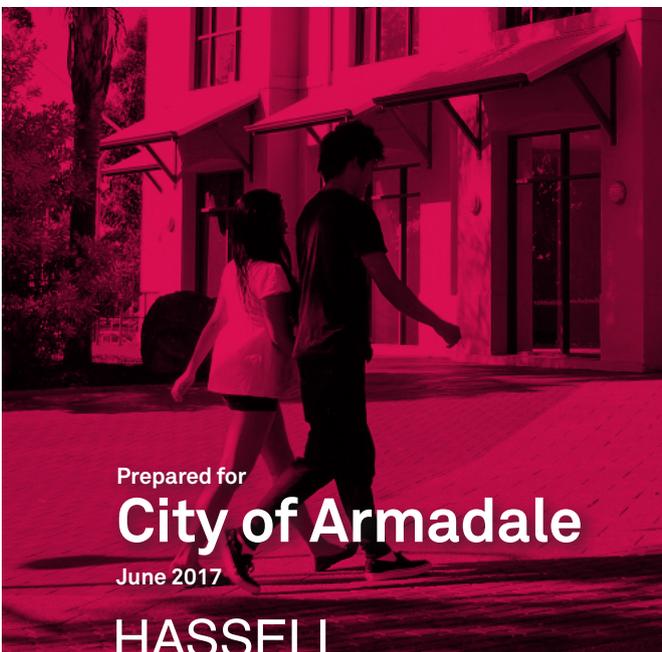
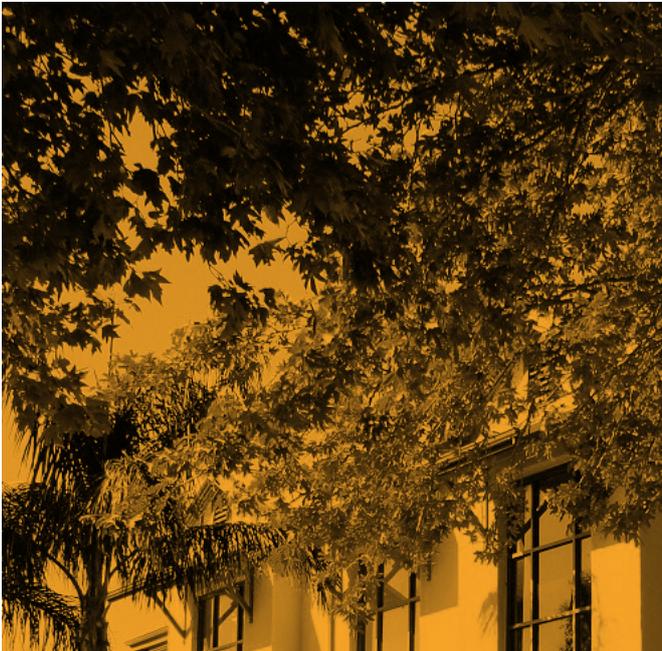


Architecture  
Interior Design  
Landscape Architecture  
Planning  
Urban Design

Australia  
China  
Hong Kong  
Singapore  
United Kingdom  
United States of America

# ARMADALE ACTIVITY CENTRE PLAN

## EXTERNAL STAKEHOLDER WORKSHOP OUTCOMES REPORT



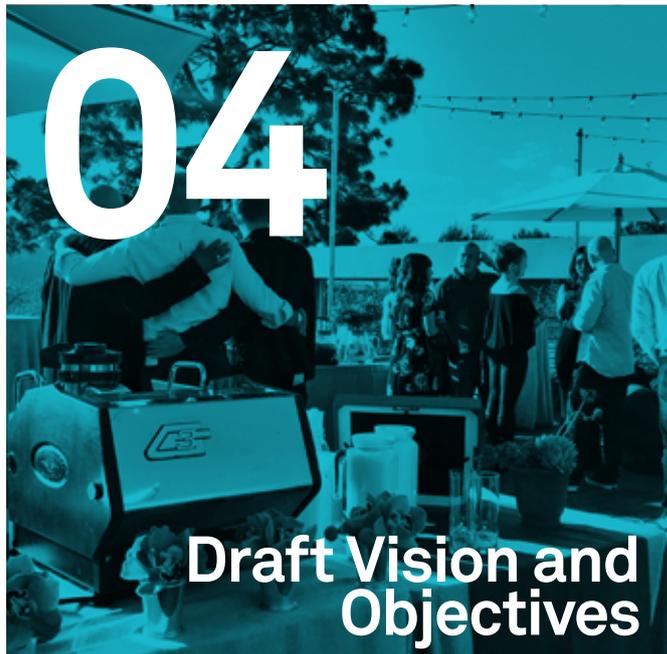
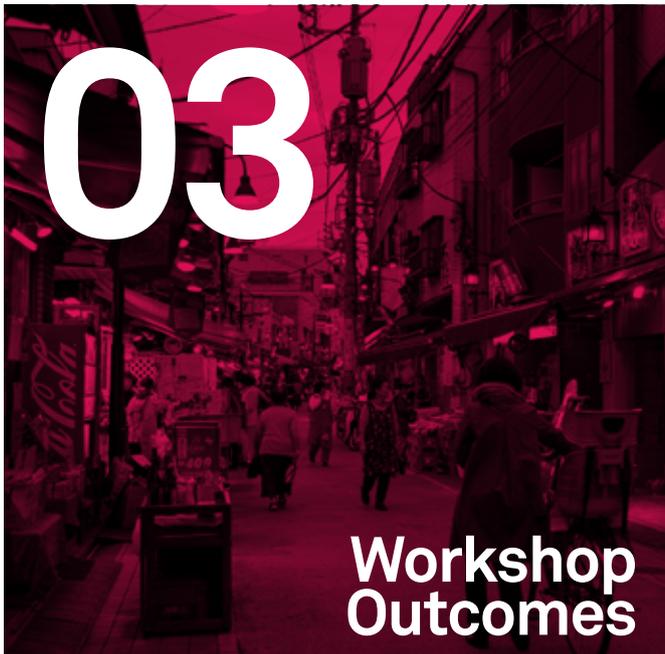
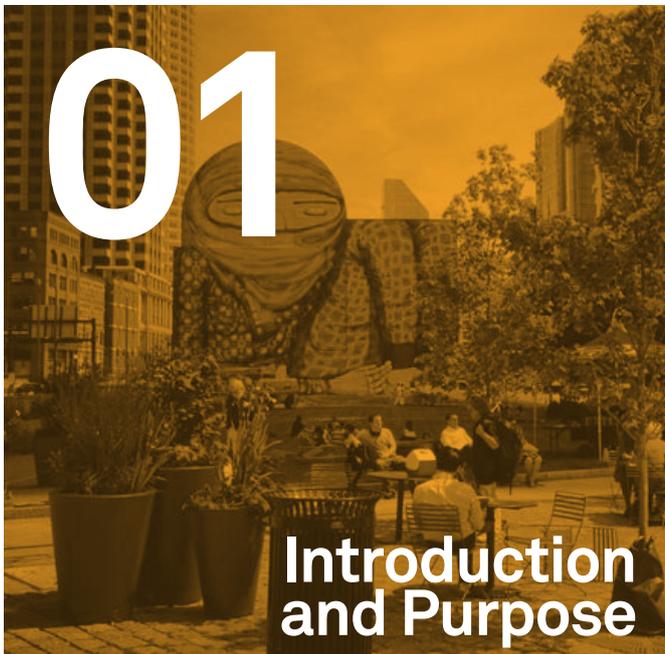
Front cover image: Jull Street Mall,  
Armadale, Western Australia. Image  
source: [http://www.lease-equity.com.au/  
asset-management/detail/tudor-arcade/](http://www.lease-equity.com.au/asset-management/detail/tudor-arcade/)

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# 01 Introduction and Purpose



Armadale, a strategic metropolitan centre within Perth, has benefited from Local and State Government leadership and investment over the past 15 years. To build on the good work by the City of Armadale and Metropolitan Redevelopment Authority, an activity centre structure plan is required to provide a framework for the maturing land use mix and attract new investment.

The imperative to improve Armadale's performance against State Policy targets and community expectations is high, particularly with regard to:

- \_ Providing opportunity for urban regeneration
- \_ Filling service gaps
- \_ Acknowledge challenges with diverse socio economic groups
- \_ Improving opportunities for employment, particularly strategic employment
- \_ Maximising the potential of strong population growth in the region
- \_ Enhancing Armadale's sense of place and unique position as a punctuation from city to country; and from Swan Coastal Plain to Perth Hills
- \_ Building upon Armadale's strong underlying urban structure.

City centres are dynamic places that continue to grow, adapt and change over time to meet the community's needs. Strong population growth in the region means Armadale will change over the coming 30 – 40 years (a typical planning horizon for activity centres). By preparing an activity centre structure plan, the City of Armadale has the opportunity to define how that change occurs, and to shape future urban characteristics.

## Activity Centre Structure Plans

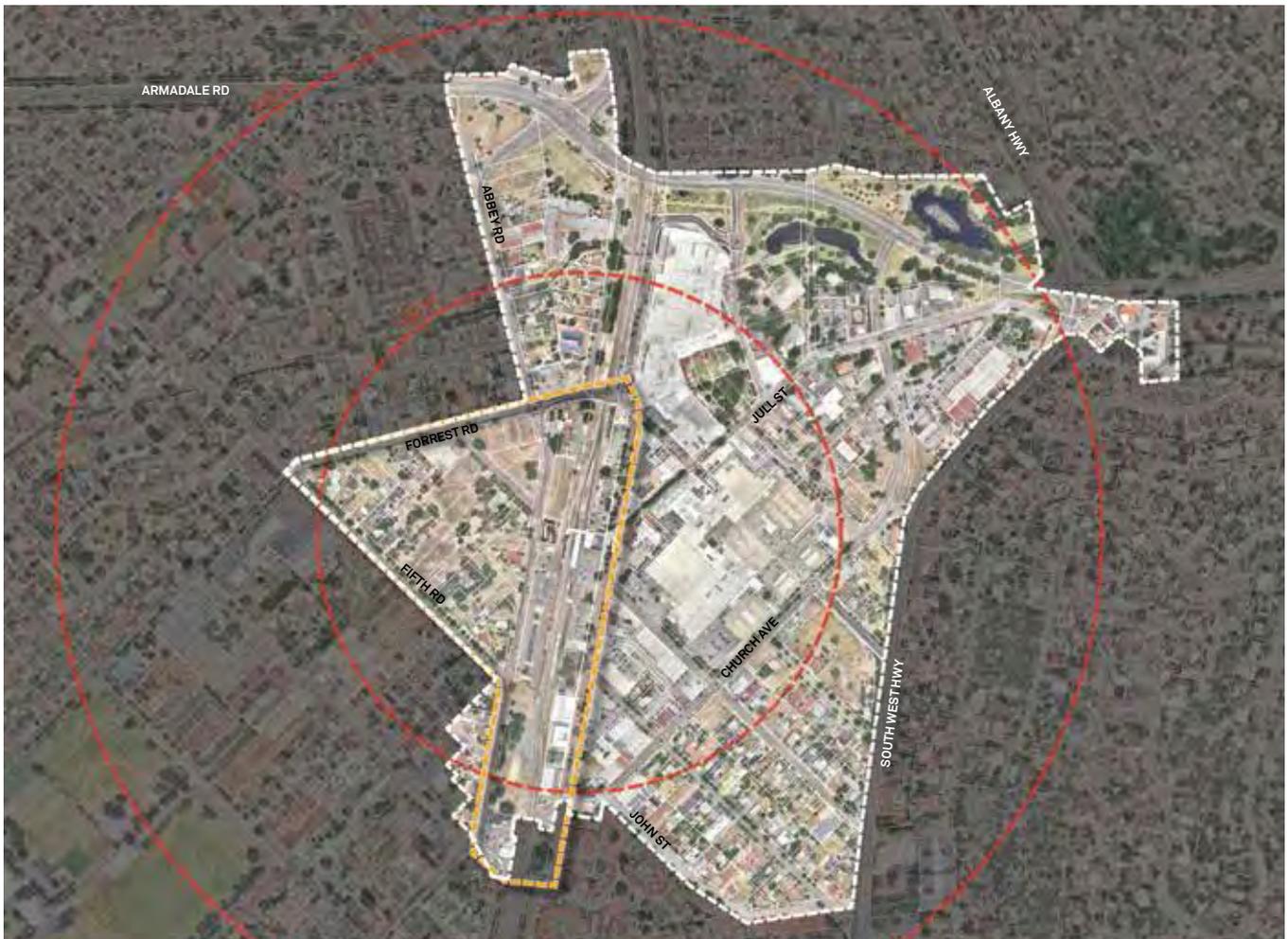
With the introduction in 2010 of State Planning Policy 4.2 Activity Centres for Perth and Peel, all town and city centres across the metropolitan area are required to plan for future growth and development. Importantly, activity centres are required to provide a mix of land uses within a high quality setting to enable equitable service provision to the population. This means activity centres need to be more than single land use destinations, they need to function as distinct community spaces where people gather, work, shop, play and live. The structure plans therefore need to provide a planning framework for the future growth and development of centres, taking into account increased residential densities, encouraging a mix of commercial floor space and employment types and allowing for alternative modes of transport, particularly public transport, walking and cycling.

## Building on Past Work

A significant amount of planning work has already been undertaken for Armadale's city centre, notably the 1999 Enquiry by Design and the 2004 Armadale Redevelopment Authority Concept Plan. Additional work undertaken by the City includes the Armadale Centres Strategy (2012), Urban Forest Strategy (2014) and Local Planning Strategy (2016). These documents provide a collective series of strategies for Armadale's future.

In addition to the City's considerable strategy work, significant effort has been undertaken to realise on the ground outcomes. This includes construction of Orchard House, the attraction of State Government Services such as the Department of Child Protection Services and advocacy to attract new investment into the Justice Precinct. The City has also recently advocated and achieved a cinema for Armadale.

# 01 Introduction and Purpose



However, SPP4.2 requires additional consideration of elements such as minimum residential densities, car parking caps, employment mix, a consideration of retail sustainability and land uses in response to recent State policy - namely Perth and Peel at 3.5 million, South Metropolitan Peel Sub-Regional Planning Framework. An activity centre structure plan is therefore required to consider additional information and be endorsed by the Western Australian Planning Commission to ensure broader metropolitan strategies are appropriately implemented.

## A Centre Plan Framework

SPP 4.2 requires activity centre structure plans to consider certain elements, namely:

- \_ The centre context, including regional and local context
- \_ Movement, including regional movement patterns and systems, public transport, pedestrian movement and cycling, private vehicle movement and access and parking caps
- \_ Activity, namely land use diversity, retailing, employment and dwellings
- \_ Urban form, including the urban structure, built form, street interface, public spaces and public realm character and key landmarks
- \_ Resource conservation including energy and water conservation
- \_ Implementation taking account of governance frameworks, agency responsibility, infrastructure provision, place management and incentives.

## Armadale Activity Centre

The Armadale Activity Centre area has been defined generally as the area zoned for Central City Area in the Metropolitan Region Scheme. It includes the Metropolitan Redevelopment Authority controlled land over and to the west of the south west rail line, but excludes the Central City zoned land already substantially developed as grouped dwellings.

## External Stakeholders Workshop

As a means of establishing strategic direction and shared understanding of Armadale's current context, an external stakeholders workshop was held with landowners, State Government agencies, Elected Members and Council staff (1 June 2017). The purpose of the workshop was to:

- \_ identify aspirations to inform the shape and content of future centre plan options
- \_ identify opportunities and challenges that the plan needs to address, with a focus on addressing both short term and long term actions
- \_ identify town centre activation opportunities to be reinforced throughout Armadale's precincts.

This has enabled the project team to prepare an over-riding vision statement and series of objectives for Armadale's activity centre.

# 02 The Workshop

## The community knows best and it takes many hands to make the centre work.

The City of Armadale hosted the External Stakeholders Workshop on the evening of 1 June 2017. Approximately 70 people attended, representing City Centre land owners, residents, business owners, State Government agencies and the City of Armadale.

*The intent of the evening was to develop a shared vision for Armadale's activity centre.*

In particular, the workshop outcomes have been used to define the opportunities for Armadale, with a view to establishing preliminary strategies for renewal and maturation of the centre. Urban transformation and renewal comes from a united suite of activities, complementary to the town planning system. The activity centre plan will focus on the three streams – planning and design, place and economic activation – to define strategic drivers, short term wins and longer term ideas for investigation as the project progresses.

Following a presentation on the need for activity centre planning, and its role in enabling urban regeneration, a series of workshop activities was undertaken by the attendees.

### Workshop Session 1: Aspirations

This session 'broke the ice' for the evening. In table groups, attendees identified their individual aspirations for Armadale's future.

### Workshop Session 2: Armadale Personality Exercise

How would you describe Armadale if it was a person? What would its personality traits be? These questions were put to the floor to understand how they saw the centre both now and in the future.

The benefit of this exercise was that it enabled everyone in the room to understand the gaps that need to be bridged in order to achieve a renewed Armadale. The exercise helped to establish success criteria, whilst also defining a point of reference for Armadale in 2017.

### Workshop Session 3: Imagine Armadale

This workshop exercise saw attendees work individually to write a short piece of prose around 'a day in the life' in Armadale in 2040.

The session built on the work already undertaken to flesh out the particular characteristics, elements and qualities of Armadale in the future. It allowed the project team to focus on people's experience of Armadale, to understand the desired richness of activity within the centre and thus build a framework of strategies to achieve the vision over time.

# 02 The Workshop



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## Workshop Session 4: Key Opportunities and Challenges

In table groups, workshop attendees identified their top challenges facing Armadale currently and opportunities for the future.

This activity provided the project team with a deeper local understanding of the lived experience in Armadale, and itemised key themes to pursue in future concept planning.

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## Workshop Session 6: Must Haves

Short and long term impositions to activate Armadale were explored by each of the table groups. This session gave the project team a sense of priority places within the centre that need attention, and longer term strategies to ensure sustainable development outcomes.

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## Workshop Session 5: Place Positioning

This session focussed on enriching Armadale as a destination. More than a shopping centre, Armadale needs to be a place of work, life, activity, recreation, culture and entertainment. Importantly, it is a centre to provide for a future population of over 350,000 people.

Workshop attendees assisted the project team in defining ideas for the future to attract people to Armadale, ensuring it can function as a true city centre.

***“I want to be able to get coffee in Armadale after 9pm!”***



# 03 Workshop Outcomes

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## Workshop Session 1: Aspirations

The following identifies the aspirations of the workshop group for Armadale's future.

### Aspirations

- \_ Accessible to all
- \_ Expand to connect retail centres
- \_ Green and clean where all can grow
- \_ Green, leafy, safe
- \_ Livability
- \_ Modern safe place for all ages
- \_ Coffee after 9pm!
- \_ Lygon Street (Carlton)
- \_ Lower the railway line to open up the City to its catchment
- \_ Make it a City within a garden

### What makes Armadale great?

- \_ Trees
- \_ Green heart
- \_ Minnowarra Park
- \_ Topography and scarp
- \_ South-west gateway
- \_ Still on the fringe
- \_ It's got some history
- \_ Transport hub



# 03 Workshop Outcomes

## Workshop Session 2: Armadale Personality Exercise

### Now



Open  
Unpredictable  
Rough edges  
Obese  
Good/bad/ugly  
A bit shy  
A bit of a reputation  
Edgy  
Confused  
Embarrassed  
Resilient

### Future



Visionary  
Vibrant for old, young and in-between  
Energetic  
Confident  
Extroverted  
Innovative (humbly)  
Knows its roots  
Reliant  
Cheeky  
Leader

# 03 Workshop Outcomes

## Workshop Session 3: Imagine Armadale

This workshop session explored:

- \_ A day in the life
- \_ Vision statement
- \_ 5 great things
- \_ 3 rituals
- \_ 1 wow factors
- \_ 3 small wins

### A day in the life

The following is a precis of the 'A day in the life' exercise:

- \_ Artists markets, coffee, eating outside, going for a ride in the hills. A beautiful place. And more high rise (4-5 levels)
- \_ A Jull Street restaurant precinct up to rail station. A university precinct in old red brick in garden setting. An arts and community focus
- \_ A unified transport hub, close to the Minnowarra Park. A service centre for the district. Lots of education near the train line.

*An underground rail to connect the centre, high density living to help the café and nightlife scene.*

*Walk to café with parents, meet kids going to uni, walk to train and travel rapid rail to work. Back for lunch in Jull Street Mall. Admire the beautiful town centre, meet family at night markets and back home to apartments.*

*A veggie garden piazza, a green and pretty city.*

*A connected community to the hills, bridle trails, day and night activity.*

## 6. A DAY IN THE LIFE

- Artists markets, coffee, eating outside, going for a ride in the hills. A beautiful place. & more high rise (4-5 levels)
- A Jull St restaurant precinct up to rail station. A uni precinct in old red brick in garden setting. An arts & community focus.
- A unified transport hub, close to Minnowarra Park - a service centre for the district. Lots of education near the train line

7. An underground rail to connect the centre, high density living to help the café & night life scene.

8. Apartments → walk to café w parents, meet kids going to uni, walk to train & travel rapid rail to work. Back for lunch in Jull St mall. Admire the beautiful town centre, meet family @ night markets & back home to apt.

9. A veggie garden piazza, a green and pretty city.

# 03 Workshop Outcomes

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## Workshop Session 3: Imagine Armadale Vision Statements

*The heart of the south-east;  
Clean, colourful and alive.*

*Montpellier on Darling.*

*A connected community - rail to scarp.*

*Village feel, heritage proud: modern and inviting.*

*The paths connect and the gaps are gone. A people place.*

*Armadale: On 24 hours!*

*Where city meets a green heart.*



# 03 Workshop Outcomes

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## Workshop Session 3: Imagine Armadale

### 5 Great Thing for Armadale's Future

- \_ Power banking, solar roof tops
- \_ Opening up the centres (unfold the boxes)
- \_ Urban Orchard
- \_ Connecting the shopping centres
- \_ Apartment buildings capturing views

### 3 Rituals in the Town Centre

- \_ Festivals, festival city, curated events
- \_ Coffee
- \_ Friday markets - Mall to Memorial Park

### 3 Small Wins (short term actions)

- \_ A light show: colourful lights
- \_ A bright city: peaceful colours
- \_ Plant more street trees

### Cool, Crazy and Mad Ideas

- \_ A revolving restaurant
- \_ A chair lift
- \_ Sink the rail line
- \_ Observation tower with public viewing platform and restaurant and bar (this could be included as part of new multi-storey development).



Queen Victoria Markets in Melbourne as a template for night markets from Mall to Memorial Park.

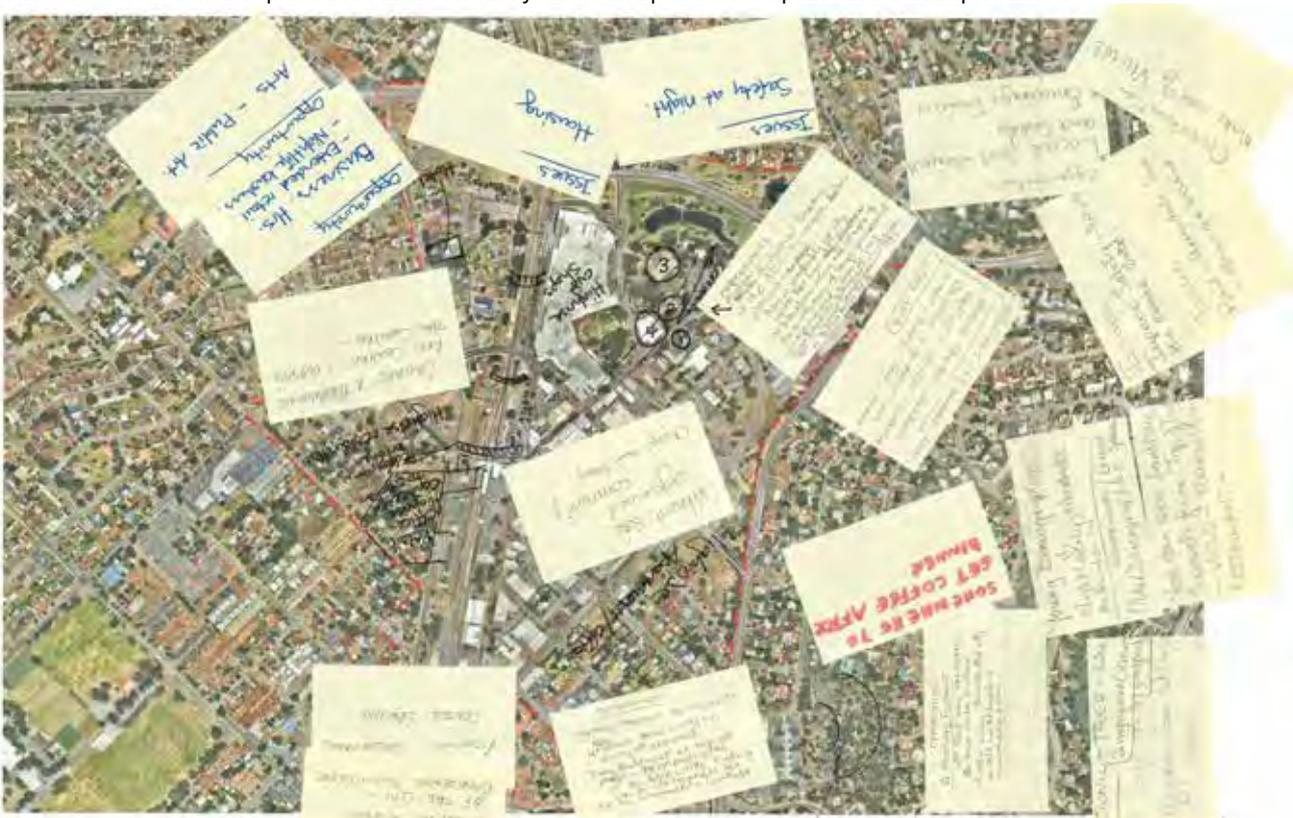
# 03 Workshop Outcomes

## Workshop Session 4: Key Opportunities and Challenges

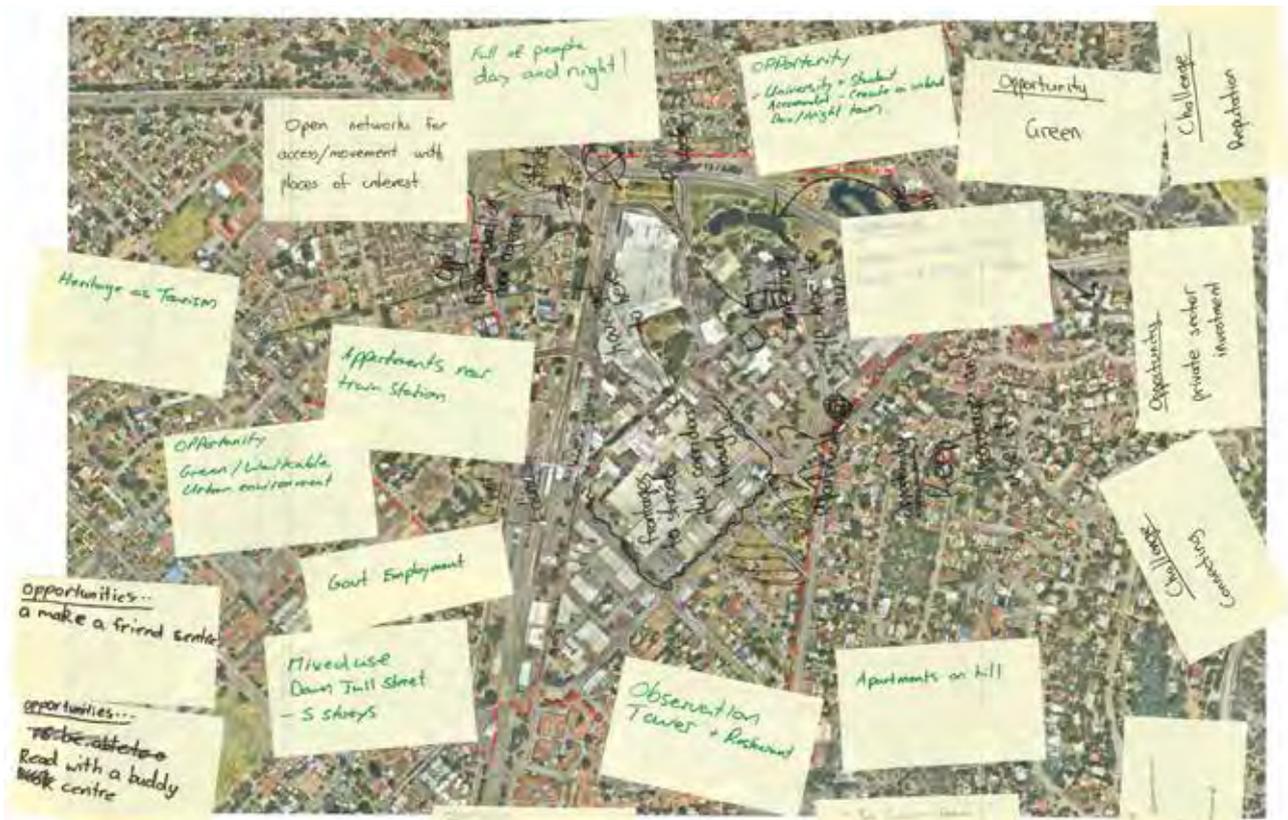
The following are the key highlights from this workshop session.

- \_ Travel through and to Armadale, not past it
- \_ Bridge over infrastructure
- \_ Make it more walkable
- \_ Orchard trails
- \_ Better signage and wayfinding
- \_ Redevelopment Sites: Stations/Court House for high rise mixed use and coffee shops
- \_ Filling Armadale's gaps – landmark buildings at courthouse precinct and on Church Avenue
- \_ Multi-level buildings
- \_ Increased intensity and expand activity beyond Jull Street
- \_ Open up Armadale from Albany Highway Armadale Road intersection
- \_ High rise and pedestrian bridges over rail
- \_ Offices near train station/hotels
- \_ Apartments on the hill, views
- \_ Observation tower/city centre restaurant tourist attraction
- \_ Government offices and education around train station
- \_ Make-a-friend centre
- \_ Heritage buildings as tourist attractions
- \_ Train station: Underground the station/ rail. Everything in walking distance
- \_ Extending the green areas through in Jull and Whitehead and Fourth Road
- \_ Trees and leafy green
- \_ Access from Armadale Road/ Albany to Jull Street
- \_ Make it a City within a garden

Attendees were asked to place their ideas on sticky labels and place on the plan - see 3 examples below



# 03 Workshop Outcomes



# 03 Workshop Outcomes

## Workshop Session 4: Common Opportunities



**Sink the rail to help connect the centre**



**Green the heart to reinforce the hills-country 'feel'**



**Fill the gaps - redevelop for mixed use intensity**

# 03 Workshop Outcomes

## Workshop Session 4: Common Opportunities



**Improve wayfinding and legibility**



**Connect the heart - make more of Jull Street Mall to Memorial Park**



**Mature the centre beyond a retail focus - education city**

# 03 Workshop Outcomes

## Workshop Session 5: Place Positioning - Great Places to Emulate



### What works:

- Shady streets
- Wide footpaths
- Alfresco dining spaces
- Defined streetscapes / building edges
- People and density



### What works:

- Connection to forest and environment
- Clean and green
- Unique, experience based activities
- Casual and laid-back

# 03 Workshop Outcomes

## Workshop Session 5: Place Positioning - Great Places to Emulate



Newtown, Sydney

### What works:

- Nightlife
- Affordable hospitality and eating
- Young and vibrant
- Fine grain, people-scaled
- Active and busy streets



Fremantle, WA

### What works:

- Places for young and old
- Democratic and inclusive
- Accessible via a range of transport options
- Walkable
- Fine grain, people-scaled
- Links to heritage and past storeys

# 03 Workshop Outcomes

## Workshop Session 6: Must Haves - Top Short Term Wins

- \_ Fashion show in the mall
- \_ Youth activity – sports and clubs (charity runs)
- \_ Ask the community
- \_ More trees
- \_ Security improvements
- \_ Interactive art all over
- \_ Review access roads, wayfinding signage (even back at freeway)
- \_ Night time activities regulated
- \_ Music events
- \_ Seating and street art
- \_ Movies in the park
- \_ Lighting in Jull Street
- \_ Picnic tables
- \_ Street performers in Jull Street. Engage with PTA re: crossings
- \_ Light the trees
- \_ Pop up cafes

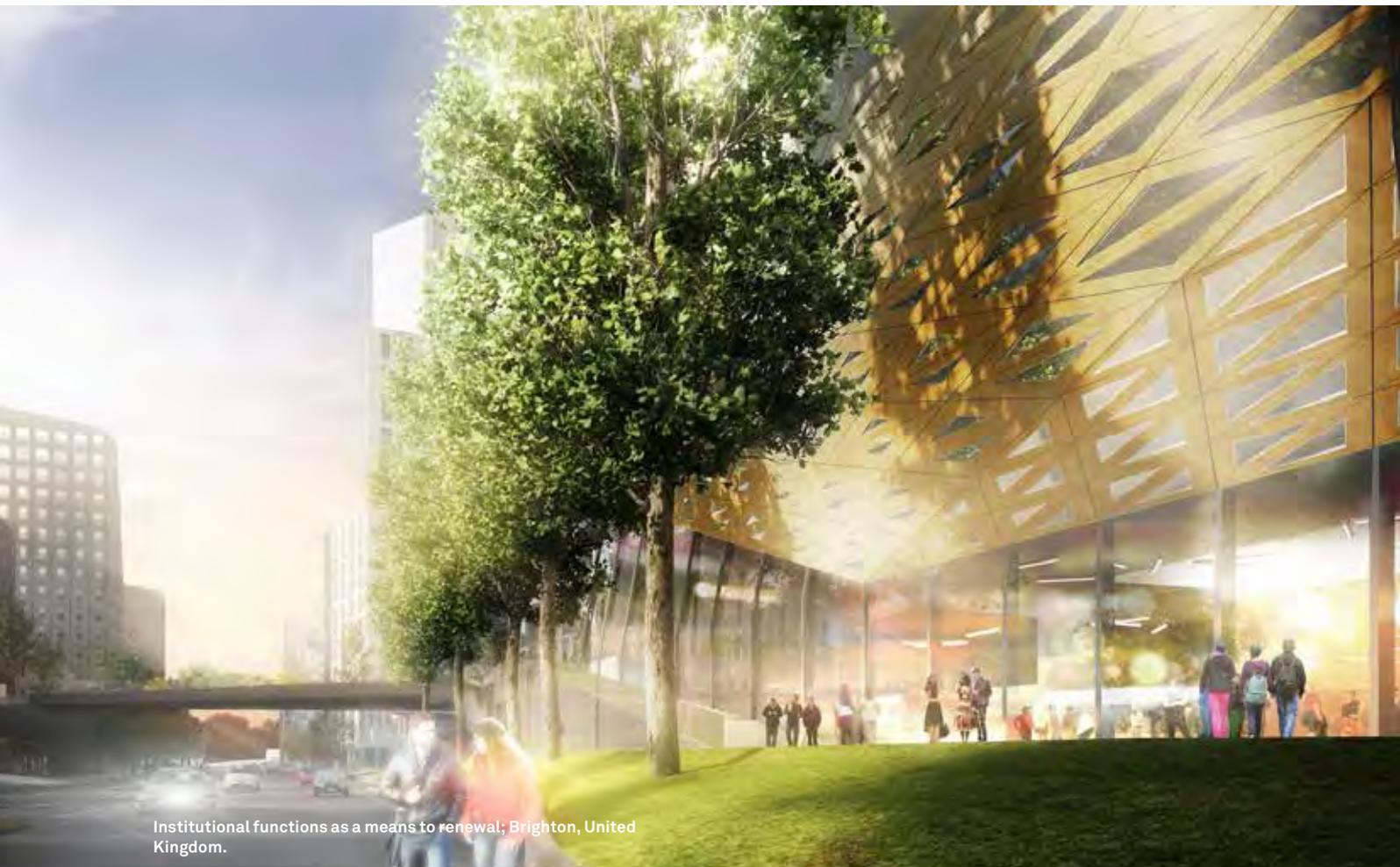


Beaufort Street Festival, Perth, Western Australia.

# 03 Workshop Outcomes

## Workshop Session 6: Must Haves - Top Long Term Wins

- \_ Observation Tower with public viewing platform and restaurant and bar
- \_ Sink rail line
- \_ Mind set shift
- \_ Brand
- \_ Roof top bar
- \_ University / Education
- \_ University town and student accommodation – focal point form outcomes
- \_ Get Moving!
- \_ Redesign city centre – across Jull Street – unify centres
- \_ More people and jobs: Government Department
- \_ Multi-storey apartments
- \_ Remove car parks from street edges
- \_ Performing arts centre/art gallery
- \_ Museum
- \_ Huge density increase
- \_ More green
- \_ Tafe / Colleges
- \_ Upgraded Library



Institutional functions as a means to renewal; Brighton, United Kingdom.

# 04 Draft Vision and Objectives

## Approach: Urban Design, Place Led Transformation: Unlocking Armadale's Potential

For Armadale, the urban design, place led approach must think beyond the realms of traditional town planning to provide a cohesive design response that will ground Armadale's city centre within its context and deliver a well-functioning, high-performing precinct, allowing the city centre to mature into a fully-fledged place of activity, diversity, intensity and employment.

### URBAN DESIGN, PLACE LED TRANSFORMATION: UNLOCKING ARMADALE'S POTENTIAL

APPROACH THEMES



# 04 Draft Vision and Objectives

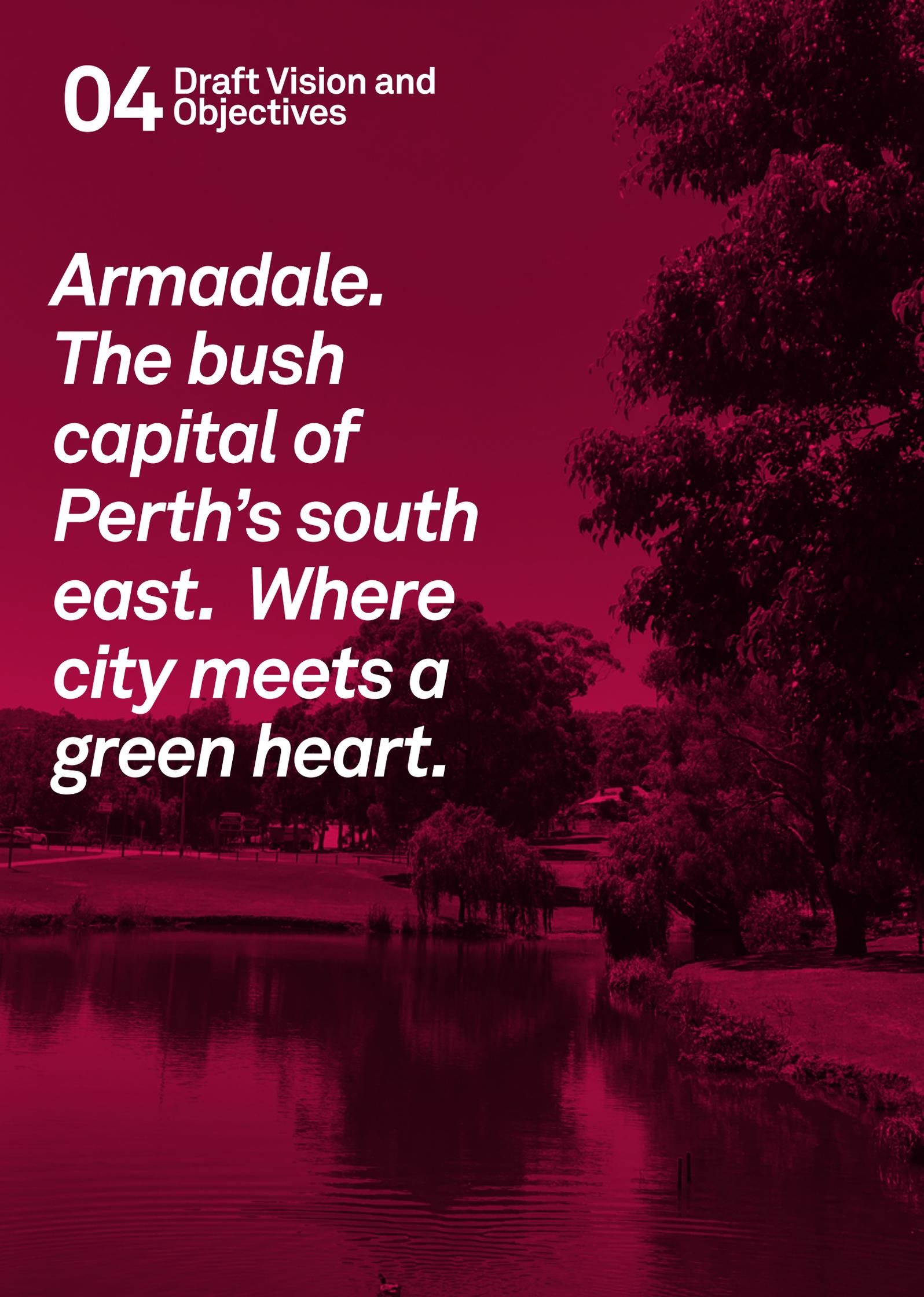
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## Approach: Urban Design, Place Led Transformation: Unlocking Armadale's Potential

- 1. Urban Structure and Form – Armadale's Opportunity:** A clear urban structure needs to be reflected in the Activity Centre Plan based on the existing pattern of development and intended outcomes to drive growth. Key to this is identifying opportunity for enhanced urban outcomes, urban infill and complementary public realm projects, supported by a sustainable transport network. We will target areas for change – in effect, determining the best sites and precincts where change can occur to meet State targets, whilst retaining those elements the community and stakeholders define as core to Armadale's character and function.
- 2. Business and Employment – Activating Armadale:** As a destination for employment and economic activity, Armadale competes with other centres throughout the metropolitan region. Strategies to catapult Armadale to the top of the pack need to build on existing advantages and strengthen the centre's desirability as a place to work and a place to do business.
- 3. Population – Liveable Armadale:** For Armadale to function fully as an activity centre, its intensity needs to be supported by a strong and sustainable urban population. Increased densities must be supported by a planning and governance framework that enables the right types of development, and limits undesirable outcomes. Appropriate mechanisms for land amalgamation and public projects that unlock private investment are critical. Ultimately, Armadale needs to be attractive as a place to live for a wide demographic, and so its places and spaces need to engender community spirit.
- 4. Place and Amenity – Armadale Alive:** A high quality public realm network is required to make Armadale come alive. The beauty of Armadale's streets, parks and places must be complemented by appropriate activity, hospitality and quality of development. Armadale needs to embody the aesthetics, place characteristics and culture of the region to be a unique and sophisticated urban destination.

# 04 Draft Vision and Objectives

*Armadale.  
The bush  
capital of  
Perth's south  
east. Where  
city meets a  
green heart.*



# 04 Draft Vision and Objectives



01

## The bush capital

Strengthen the unique character and assets of Armadale and build on its natural setting.



02

## A reinforced urban structure

Build on Armadale's strong bones, its underlying form and manage growth to fill in the gaps.



03

## People first

Seize opportunities to foster vitality and create human scaled spaces. A walkable city full of destinations.



04

## A connected city

Create a connected, sustainable, efficient and convenient network for all modes of travel.

# A Workshop Notes

## Date

Thursday 1 June 2017.

## Purpose

To develop a shared vision for Armadale Activity Centre.

## Key Outcomes

- \_ A collective understanding of the project across stakeholders
- \_ Key 'ground rules' or aspirations understood across stakeholder groups
- \_ Priorities for change – short and long term

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## Workshop Notes

**A short introduction was given by Armadale Mayor Cr Henry Zelones.**

**The purpose of the initial stakeholders workshop was to reassess the City's structure plan and create a collective vision to shape the direction for the City to proceed. The following was also highlighted:**

- \_ The Councillors would like to create a city centre to accommodate more people and see more people using public transport.
- \_ What would residents like future Armadale to look like?
- \_ Looking at both positives and negatives, what are some positive directions in moving forward?

**Participants were welcomed; the workshop and project team was introduced. The following was discussed:**

- \_ Armadale has good bones (structure).
- \_ How do we build on this together?
- \_ Town centres loved by their locals are sticky places.
- \_ When women and children are using it, you know it's working.
- \_ Emphasis on the importance of "PRIDE" about place.
- \_ What are key outcomes wanted for the city centre in Armadale?
- \_ At a later stage, those values will be tested.
- \_ Ensuring that the city centre has a heart where people come to enjoy the community.

**Gilbert Rochecouste (Director, Village Well) discussed aspirations for the project:**

- \_ The community knows best and it takes many hands to make it work.
- \_ This is the beginning of creating a compelling vision and a story.
- \_ At a later stage, the framework around it will be built.
- \_ Question to the audience: "What is your aspiration, in terms of making Armadale a great place?"

**Participants were asked what they valued about Armadale. Feedback included:**

- \_ Accessible to all.
- \_ Green.
- \_ Connection of retail outlets.
- \_ Green and clean environment where all can grow.
- \_ Vibrant & safe.
- \_ Modern safe place to live for all ages.
- \_ Safe and family oriented.
- \_ Get coffee after 9pm.
- \_ Need place similar to Lygon St, Melbourne, more restaurants.

**Participants were asked to write down 10 THINGS that make Armadale special.**

**Feedback included:**

- \_ Green heart.
- \_ Trees.
- \_ Minnawarra Park.
- \_ Topography (escarpment edge intimate).
- \_ Gateway to the southwest.
- \_ Development of fringe.
- \_ History.
- \_ Transport hub (live-work-play).
- \_ Social, economic, cultural, spiritual, sense of place (Art/activities/celebrate heritage and history).

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**Background, strategic drivers and context.**

*A full copy of the presentation can be found at Attachment 1.*

**The following was discussed:**

- \_ Activity centres are town centres with a rich mix of uses.
- \_ Project area: around the core of the centre (refer to presentation).
- \_ Also includes other authorities i.e. MRA.
- \_ Build on the foundation and the City's ongoing advocacy to generate new activity and employment.
- \_ Strong sense from city to provide dual carriage for Armadale Rd.
- \_ Short-term stays.

- \_ Justice precinct
- \_ Extension of rail to Byford.

**Why are we developing a new structure plan for Armadale?**

- \_ The need for urban regeneration has been recognised.
- \_ To increase Armadale's success amidst population growth.
- \_ To be used in conjunction with local planning strategy and corporate business plan.

**Place-based renewal will be a focus of the project:**

- \_ To look at existing bones of Armadale.
- \_ How is that value maximised.
- \_ To encompass the needs of the community in the future.
- \_ Will reach out into the suburbs (green fingers).
- \_ To get people to come here and stay here.
- \_ Armadale is a growing catchment population and is in competition with Cannington, Midland, and Fremantle etc.
- \_ A broader catchment is to the southeast, i.e. Byford/Mundijong.
- \_ Armadale has some influence over those areas.
- \_ Expansion of services and facilities will attract people here.
- \_ Population growth is one of the strongest drivers projected to 2036 – refer to presentation in Attachment 1.
- \_ Additional jobs will cater for future growth of the area.
- \_ Retail floor space: \$5b worth of retail space has been approved across Perth, does Armadale need that kind of retail space?
- \_ New industrial estates within the city centre, potential for land opportunities.
- \_ Office space is mostly within the civic precinct and is underpinned by key institutional functions.

**Tourism in Armadale will be an important aspect:**

- \_ Close to the southwest.
- \_ Close to the Perth hills.
- \_ Connection between food people and country.
- \_ Need for short stay accommodation in Armadale.
- \_ Need for events.
- \_ Need for points of difference, i.e. Fremantle etc.

# A Workshop Notes

## Dwelling targets can be achieved over time:

- \_ An additional 230 dwellings.
- \_ Opportunity: to increase density to 30-45 dwellings/gross ha.
- \_ Essence of Armadale doesn't need to be lost in order to achieve dwelling/density targets.
- \_ Targeted ways of achieving density in the city.
- \_ To include a transport strategy as part of the structure plan.
- \_ To take advantage of the walkable nature of the city centre.

## Armadale in comparison to other activity centres:

- \_ Armadale has land that can enable some of these things to become unlocked.
- \_ Armadale can attract education and government institutions.
- \_ This project is about attracting people.
- \_ Place and way finding are important to connect activity, i.e. it is easy to move around and be within.

## Participants were asked to describe the City of Armadale today as if it were a person. Feedback included:

- \_ People here are open.
- \_ Unpredictable.
- \_ Rough edges.
- \_ Obese.
- \_ High BUTT-coefficient!
- \_ Sometimes it's good, bad and ugly.
- \_ Shy.
- \_ Relaxed.
- \_ Reputation as being unsafe.
- \_ Confused.
- \_ Embarrassed.
- \_ Resilient.

## Participants were asked to describe the City of Armadale in 20 years as if it were a person in. Feedback included:

- \_ Visionary.
- \_ Energetic.
- \_ Confident.
- \_ Welcoming.
- \_ Extroverted.
- \_ Innovative (humble).
- \_ Creates own new history.
- \_ Relevant to community.
- \_ Cheeky.
- \_ Vibrant for old and young (for all).
- \_ Inclusive.
- \_ Leader.

## Drivers and Themes of Armadale

*A full copy of the presentation can be found at Attachment 1.*

### The following was discussed:

- \_ Starts with people and experiences first, for all ages and demographics.
- \_ How can Armadale bring new businesses for the younger generations?
- \_ Housing types, for older generations.
- \_ Key growth areas should be around families and older retirees.
- \_ Largest cohort will be young families.
- \_ Younger people are going to University and just starting out.
- \_ Encourage people to start businesses here and get the mix right.
- \_ How to ensure that there is activity happening all the time.
- \_ Creating safe, attractive and inclusive places can be done through different types of events.
- \_ Building and expanding the culture, something beyond just a shopping centre and a few offices.
- \_ Encourage people to spend money and engage with the community.
- \_ New enterprises and smart hubs can attract those businesses.
- \_ Spaces to connect, to enable social and incidental connections to happen.
- \_ To engender city centre experiences as well.
- \_ Encourage people to live close to work, and facilitate work/lifestyle balance.
- \_ Armadale is a cultural capital and entertainment capital for the South East corridor.
- \_ New ideas can be formed through tapping into the existing sense of place.
- \_ This includes the amenity of the Perth hills being visible in Armadale.

Participants were asked to share individual place stories.

### Discussion on special places that have a very compelling story, feedback included:

- \_ Santa Barbara California.
- \_ Fremantle (night markets etc.).
- \_ Cairns.
- \_ Places situated on water bodies, i.e. rivers, lakes and oceans.
- \_ New Town in Sydney (not near a river or ocean).
- \_ Balingup – inland southwest.

## Participants were asked to 'imagine everything is done' and you just turned up. Describe a day in the life of Armadale.

### Feedback included:

- \_ Jull Street to be extended to Orchard Ave.
- \_ Tafe / Colleges.
- \_ Upgraded Library.
- \_ Railway line has been sunken.
- \_ More restaurants.
- \_ Flourishing arts society/major exhibitions (separate artist with studios in the hills).
- \_ Tourist aspects (Araluen botanic/estate up to Roleystone - great drive with scenery both sides of hills).
- \_ More high-rise (4-5 storeys) to create density.
- \_ Restaurant precinct - Jull Street from Railway station.
- \_ University precinct (of red brick to represent brick making heritage) focussed on art & language/ point of difference).
- \_ Servicing of blocks for the surrounding area.
- \_ Transport junction/shops.
- \_ Park through the centre - a City within a garden.
- \_ Unified transport hub, underground train station to expand the city centre.
- \_ High density living in town centre with more office space to draw the crowd and after hours crowd, i.e. nightlife.
- \_ Apartments on Jull Street.
- \_ Number of cafes on ground floor.
- \_ University in the area.
- \_ Rapid rail to Kelmscott.
- \_ Local restaurants will attract lots of people.
- \_ Great bridge by the MRA.
- \_ Local golf course.
- \_ Night markets.
- \_ Lots of people around.
- \_ Coffee at night.
- \_ Veggie garden/piazza.
- \_ Focus on green aspect and "pretty" aspect of the area.
- \_ Connected community.
- \_ Rail to Scarborough.
- \_ Hills, bridle trails.
- \_ To be able to drive down Jull Street.
- \_ Parking, cafes, very vibrant and active.

# A Workshop Notes

## Participants were asked to write down five great things in future Armadale.

### Feedback included:

- \_ Power banking & solar generation from rooftops.
- \_ Addressing the mall to open it up.
- \_ Address main spine.
- \_ Remove some of the concrete.
- \_ Urban orchards.
- \_ Reinvention of bus and rail interaction.
- \_ More pedestrian friendly.
- \_ Remove shopping centre and create an apartment instead – would create a great view, and views are a “WOW” factor.

## Participants were asked to write down rituals they would like to do in future Armadale.

### Feedback included:

- \_ Lots of different events; festivals, concerts, night markets etc.

## Participants were asked to write down small wins they would like to see in future Armadale.

### Feedback included:

- \_ Light show (on building).
- \_ Street lighting (orange colour) a peaceful colour.

## Building Blocks and Place Examples

*A full copy of the presentation can be found at Attachment 1.*

### The following was discussed:

- \_ To have the town centre to be contained within 800m of train station to enhance walkability.
- \_ Access to employment beyond Armadale.
- \_ Extension of accessibility into Armadale - not just by car, but also by other means.
- \_ Public realms - expand on public spaces and extend activity into Jull Street mall etc.
- \_ The ‘Third place’.
- \_ How can Jull Street be enlivened? i.e. markets/movie night etc.
- \_ Existing good seating.
- \_ Topography and view as wow factor.
- \_ Markers and way finding - what is the experience when you know when you have arrived into the town centre?
- \_ This can extend beyond buildings/quality infrastructure.
- \_ Encouraging different housing forms, i.e. places for people to retire and live within the town centre.
- \_ Creating a liveable and meaningful place in Armadale’s city centre.

- \_ How do businesses interact with that space?
- \_ Ability to move through the town centre in a number of ways, i.e. walk, cycle, etc.
- \_ Rouse Hill, NSW. Brand new centre with a mix of uses.
- \_ Dandenong, VIC. Examples.

## Participants were asked to write down the biggest challenges/opportunities in activating Armadale.

### Feedback included:

- \_ Travel through and to Armadale; not just past.
- \_ Sync all the highways and rail connections.
- \_ Remove the barriers.
- \_ More walkable.
- \_ Connection with orchards.
- \_ Potential for orchard trails.
- \_ Signage, making people aware as your coming through Armadale.
- \_ Coming out of the airport, sign to Armadale already there, a great opportunity.
- \_ Knock down half of Jull Street and re-invigorate.
- \_ New courthouse and new police station off South West Hwy, old police station and courthouse to be redeveloped for development potential.
- \_ Filling in gaps of under utilised and vacant spaces.
- \_ Potential in the Court House area and further towards Armadale Road for commercial spaces.
- \_ Contours (i.e. 20m drop) opportunity for multi-level built form.
- \_ Attention and expanding then town centre out form Jull Street towards the periphery.
- \_ Open up Armadale from the main section through Jull Street.
- \_ Minnowarra Park to open up to Jull Street.
- \_ Higher density back towards the scarp to make it high-rise.
- \_ Pedestrian bridges to enhance walkability.
- \_ Office and high-rise to connect to train station.
- \_ Tourism & hotels.
- \_ Opportunity for apartments on the hill (sweeping views and close to city centre).
- \_ Observation tower as tourism attraction with restaurant/bar and public access above new mixed use development.
- \_ Education is a big attractor.
- \_ Create a connection for students to walk from the train station down to the Jull

Street Mall.

- \_ Mixed use developments - retail on ground level, apartments on top.
- \_ Utilise the heritage buildings and turn into tourism centre.
- \_ Destination for tourism for those that want to explore the hills.
- \_ Sink railway station (i.e. Subiaco underground), would work well here.
- \_ Railway line is a barrier to connecting east and west of the City centre.
- \_ Extending green areas i.e. memorial park.
- \_ More green along Jull Street and other roads.
- \_ Easier connections to Armadale road from Jull Street.

## Participants were asked to write down innovative ideas they would like to see in future Armadale.

### Feedback included:

- \_ Revolving restaurant.
- \_ Chair lift.
- \_ Observation tower above new mixed use development.

## Participants were asked to pick the top 3 short-term wins they would like to see in future Armadale.

### Feedback included:

- \_ Focus on youth activities (sports/clubs/ more engaged).
- \_ More trees and focus on green element as unique point of town centre.
- \_ Security, to feel safer.
- \_ Review of access roads to better assist navigation, better signage draw people to Armadale.
- \_ Twilight markets and music events.
- \_ Jull Street/CBD area in need of soft green landscaping, seating and street art.
- \_ Traffic safety a problem with barriers.
- \_ Movies in the park - Memorial Park.
- \_ Better lighting in Jull Street.
- \_ Picnic tables in parks.
- \_ Nightlife activities i.e. markets.
- \_ Better lighting and security.
- \_ Amphitheatre for regular performances.
- \_ More gardens and playgrounds to bring families out.
- \_ Remove graffiti.
- \_ Address Church Street crossing.
- \_ Lighting trees in city centre.
- \_ Existing events in the centre to be more regular.
- \_ More lighting in general.
- \_ Sculptures and quirky things in trees.
- \_ Good quality popup cafes and bars (rooftop bar).

# A Workshop Notes

- \_ A building with areas such as play areas, kitchen and craft rooms for children.

## **Participants were asked to pick top 3 long-term wins (participant responses).**

### **Feedback included:**

- \_ Sinking of railway line.
- \_ Mindset shift.
- \_ Education University or TAFE.
- \_ Built form outcomes providing focal points.
- \_ Sinking transport infrastructure/train station.
- \_ Redesigning of city centre making it one shopping centre instead of two.
- \_ Access across the rail and roads (non-car access) - sinking rail.
- \_ More employment and population in the town centre.
- \_ Multi storey apartment & office buildings.
- \_ More office space.
- \_ Performing arts centre.
- \_ Move car parks up where shopping centres are.
- \_ More bike paths.
- \_ Building over the rail.
- \_ Diverse high density.
- \_ More trees & green.
- \_ Observation tower above new mixed use development.
- \_ Regional tourism hub.
- \_ A University.
- \_ A Museum.
- \_ Art, car, and/or fashion shows in the mall.

### **Next Steps**

Mr Sergio Famiano, Executive Manager Development Services, provided the summary and conclusion to the evening by outlining the next steps to the project.

The next steps are:

- \_ Options preparation
- \_ External stakeholder options review workshop (to be confirmed for July/ August)
- \_ Prepare preferred concept plan, activity centre structure plan, design guidelines and recommendations
- \_ Public advertising (date to be determined).

A summary of tonight's session will be mailed out to attendees and the broader community.

---

**Appendix - Project  
Stakeholders  
Workshop  
Presentation**

A

Architecture  
Interior Design  
Landscape Architecture  
Planning  
Urban Design

Australia  
China  
Hong Kong  
Singapore  
United Kingdom

# ARMADALE ACTIVITY CENTRE PLAN: PROJECT STAKEHOLDER WORKSHOP

**Team:**

Scott Davies, Snr Associate, HASSELL  
John Syme, Director, SymeCo  
Emma Forde, Associate, Arup  
Gilbert Rochecouste, Village Well  
Warren Giddens, Consult WG

**HASSELL**



# Outline

- 01** Project Introduction, Scope and Context Analysis
- 02** Workshop Session 1 – Activity Centre
- 03** Workshop Session 2 – Armadale’s Potential
- 04** Next Steps



# Purpose

A photograph of a street scene. In the foreground, a large, thick tree trunk is visible on the left side, with its branches extending across the top of the frame. The tree has green leaves and some purple flowers. The street is paved and has a red-paved area on the left. Several cars are parked along the right side of the street, including a white car, a blue car, and a dark car. The sky is clear and blue.

**To develop a shared place vision for Armadale Activity Centre.**

- a) Vision statement**
- b) Objectives**

**To identify preliminary strategies for testing in later project stages.**



Locally distinctive through heritage, cultural context and creative expression

Sense of safety, intimacy and security

Mixed uses - places to work, live and play

Strong leadership and stewardship

Beautiful, warm and welcoming

Street activity, culture and markets

Anchor destinations

A central heart and meeting place

Places to pause

Feeling of longevity and continuity

Highly walkable

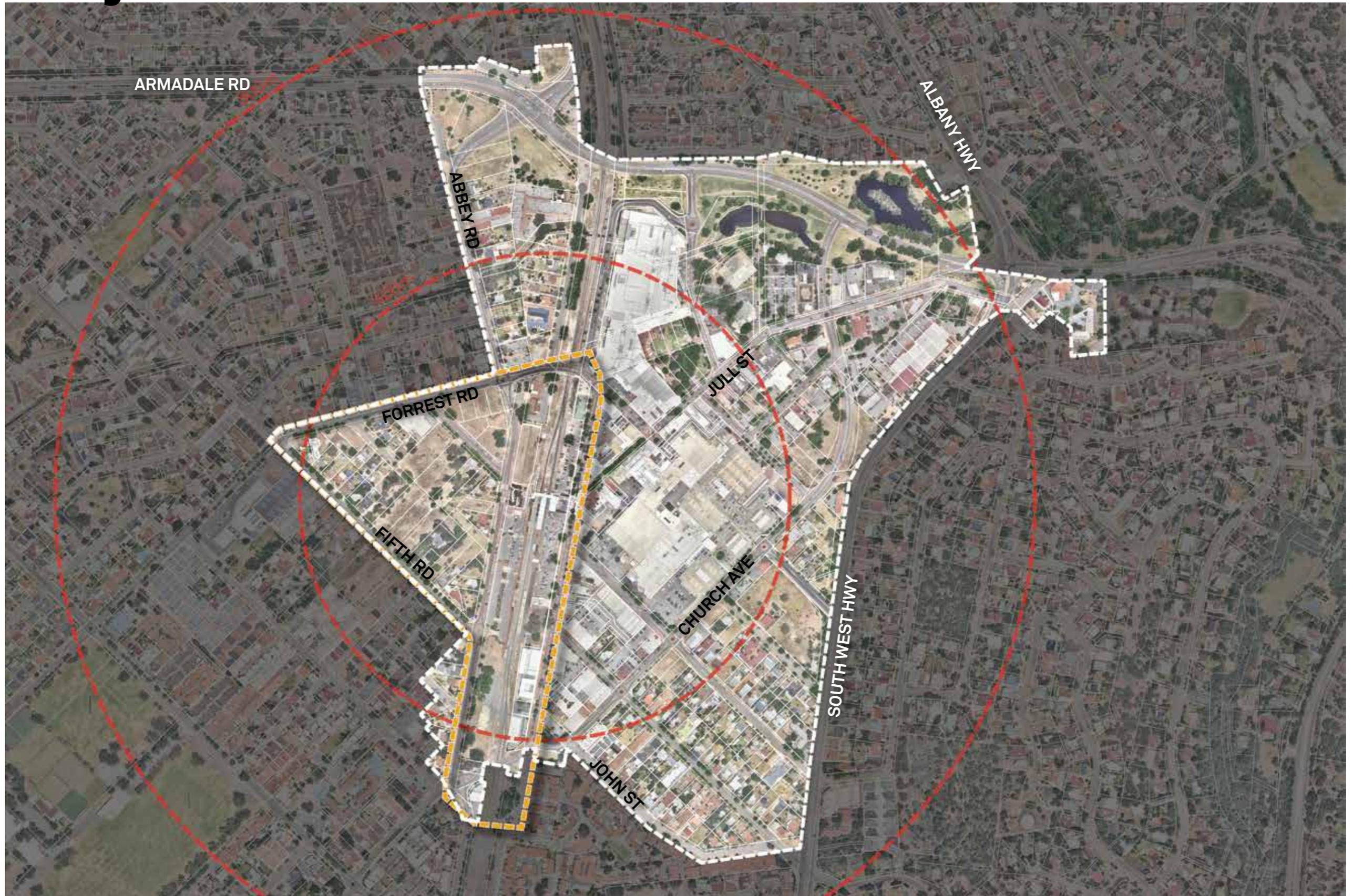
# YOUR ASPIRATIONS FOR ARMADALE



**PART 01 - PROJECT  
INTRODUCTION, SCOPE AND  
CONTEXT ANALYSIS**

**SECTION 1 - PROJECT  
BACKGROUND & SCOPE**

# Project Area



1856  
Narrogin Inn



1979  
Town of  
Armadale



2004  
ARA Concept Plan



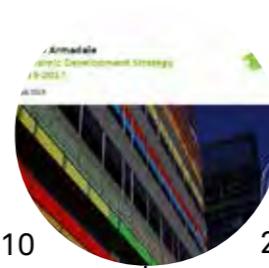
2005  
Whitehead Street



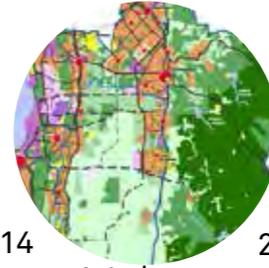
2008  
Armadale Central



2013  
Economic  
Development  
Strategy



2015  
South metro  
sub regional  
framework



Future  
New justice  
complex



Pre 1830s  
Indigenous History



1894  
Kelmscott Roads  
Board



1990  
Strategic Centre



2004  
Parking Strategy



2007  
Shopping City  
Expansion



2010  
Activity Centres  
Policy



2014  
new commercial  
building



2016  
District Hall  
upgrade plan



1830s  
Albany Road



1899  
Jull Street  
Post Office



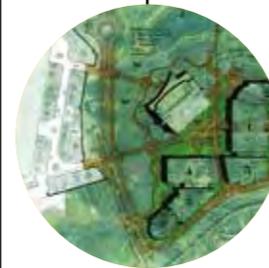
1985  
City of  
Armadale



2004  
new train station



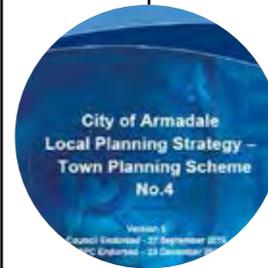
2005  
ARA City Centre  
Guidelines



2009  
Civic Precinct  
Concept Plan



2014  
Urban Forest  
Strategy



2016  
Local Planning  
Strategy



1890s  
South West  
Railway



1961  
Shire of  
Armadale



1999  
Enquiry by  
Design



2005  
Town Planning  
Scheme



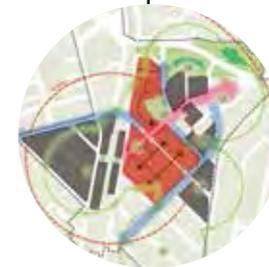
2007  
TRIPS Model



2012  
Armadale Centres  
Strategy



2015  
Perth and Peel @  
3.5 million



2017 - 18  
Activity Centre  
Plan

# Advocacy Strategy

Advocacy Strategy  
October 2016



<b>Construction of Orchard House</b>	<b>Achieved</b>
<b>Dualling of Armadale Road</b>	<b>State Government Commitment</b>
<b>Attracting short stay development</b>	<b>Progressing</b>
<b>Attracting Government services to the City</b>	<b>Ongoing</b>
<b>Work with State Government to ensure the co-location of the new courthouse and Police Station to form the new Justice Precinct</b>	<b>Site purchased and anticipated construction commencement for late 2017</b>
<b>Armadale to Byford Rail Extension</b>	<b>State Government Commitment by 2023</b>



# The Mandate

## LOCAL PLANNING STRATEGY

Council approved 27 September 2016

WAPC approved 23 December 2017

Identifies the need for an activity centre structure plan to be prepared consistent with State Planning Policy 4.2

*ARCS 6 - Prepare a Centre Plan for the Armadale Strategic Regional Centre in accordance with SPP 4.2 and a Plan for Kelmscott District Centre in conjunction with normalisation of the MRA Kelmscott Precinct.*

28 November 2016: Council awarded tender to lead consultant (HASSELL) to prepare the Activity Centre Structure Plan, Design Guidelines and Car Parking Strategy for the Armadale City Centre.

## CORPORATE BUSINESS PLAN

Preparation of the Armadale Strategic Metropolitan City Centre Structure Plan is a key component of the CofA Corporate Business Plan

Strategy 2.5.1.1 – Implement the LPS recommendations through TPS Amendments, Structure Plans, Planning Policies and strategies

Strategy 2.5.1.3 – Deliver key strategic planning projects and strategies

Strategy 3.3.2.2 – Facilitate opportunities for Transit Oriented development (TOD)

# Approach

## Stimulate Place Based Renewal

**URBAN  
STRUCTURE  
AND FORM:  
ARMADALE  
OPPORTUNITY**

**BUSINESS  
AND  
EMPLOYMENT:  
ACTIVATING  
ARMADALE**

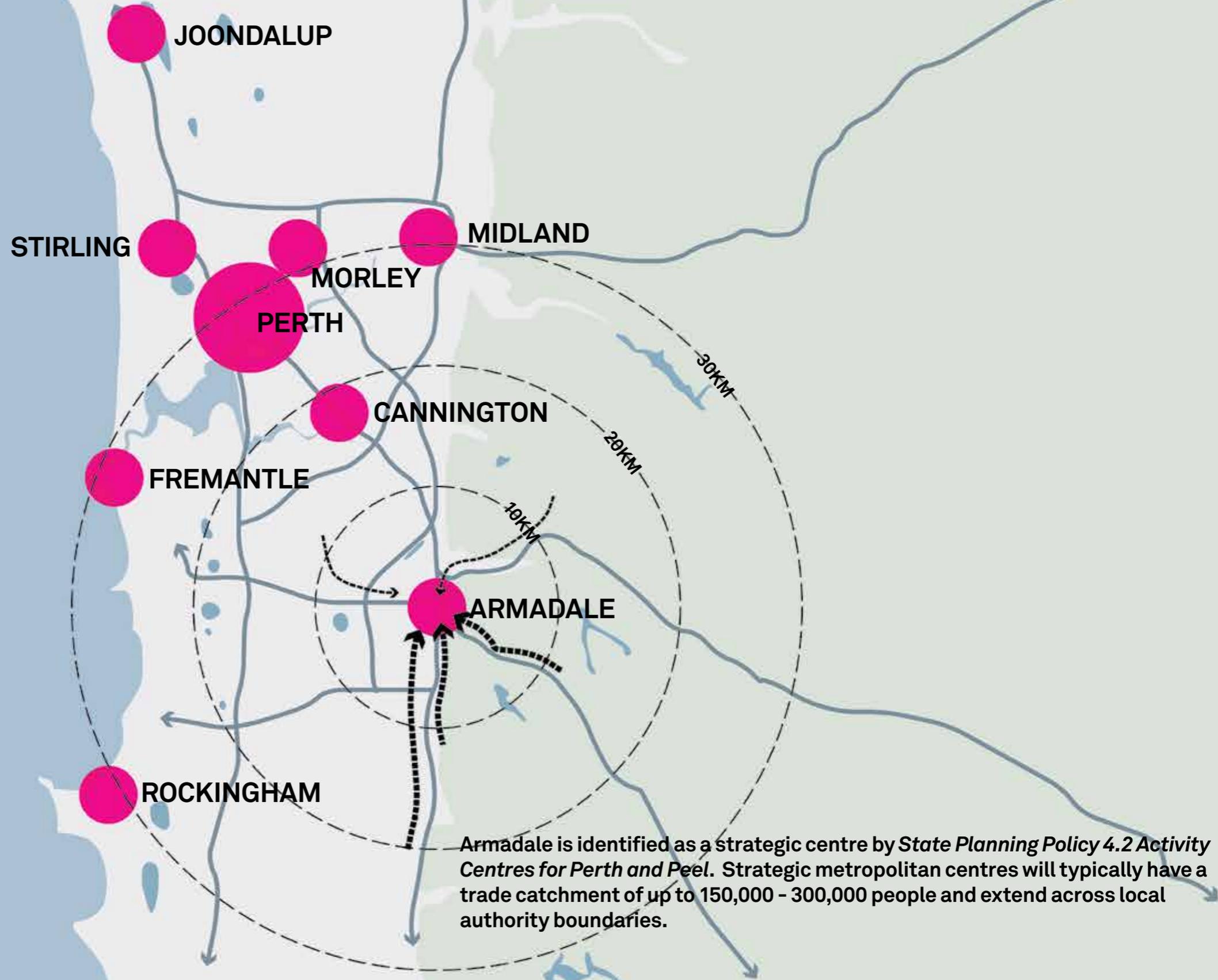
**POPULATION:  
LIVEABLE  
ARMADALE**

**PLACE AND  
AMENITY:  
ARMADALE  
ALIVE!**

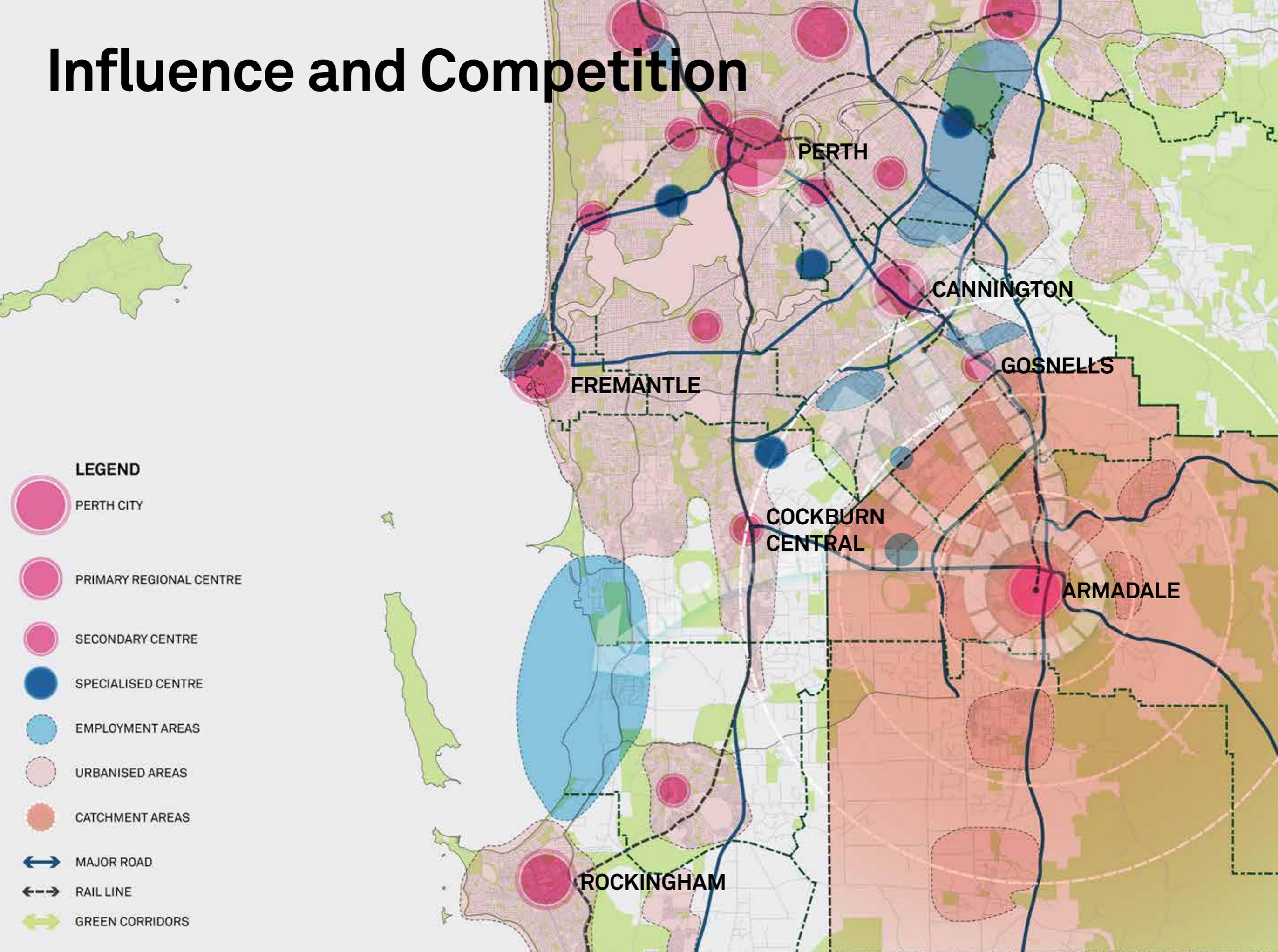
**PART 01 - PROJECT  
INTRODUCTION, SCOPE AND  
CONTEXT ANALYSIS**

**SECTION 2 -  
STRATEGIC DRIVERS**

# Metropolitan Context

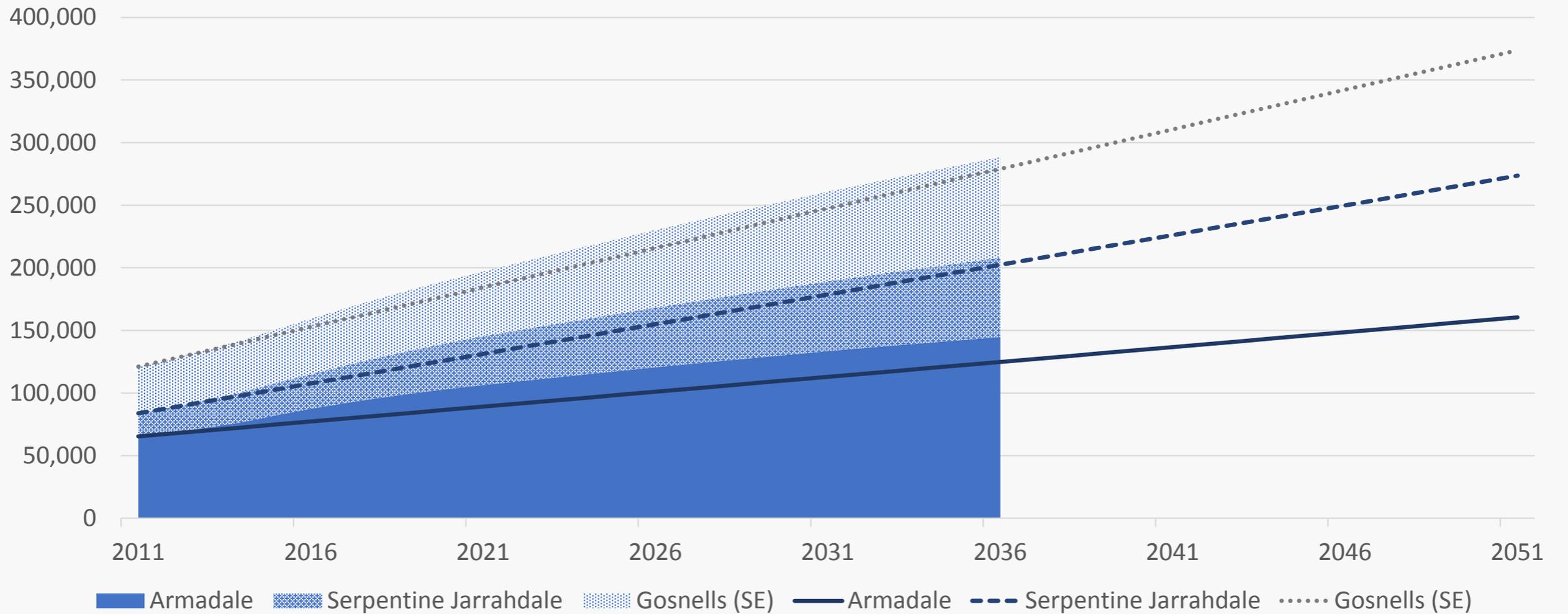


# Influence and Competition

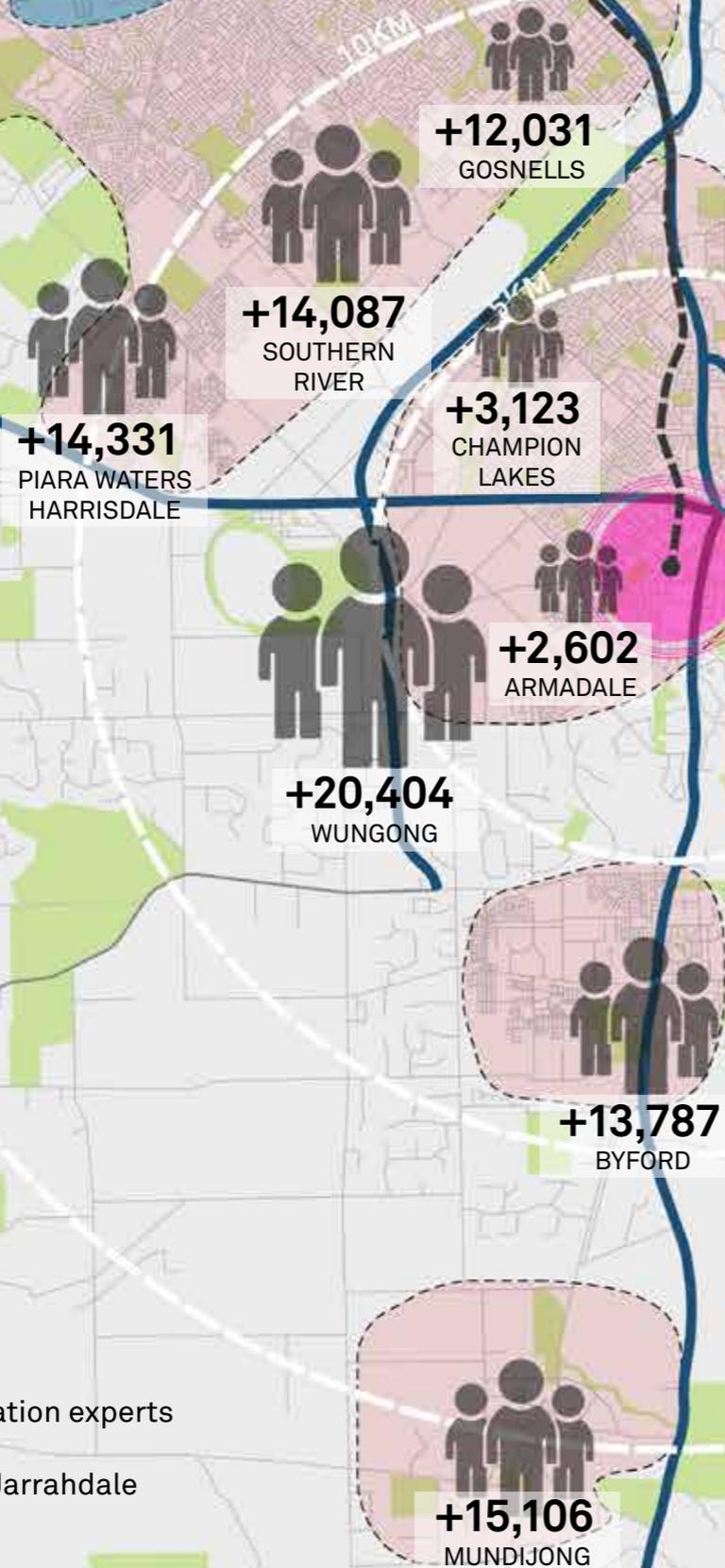


# Population Growth

## Armadale Regional Centre Catchment Population

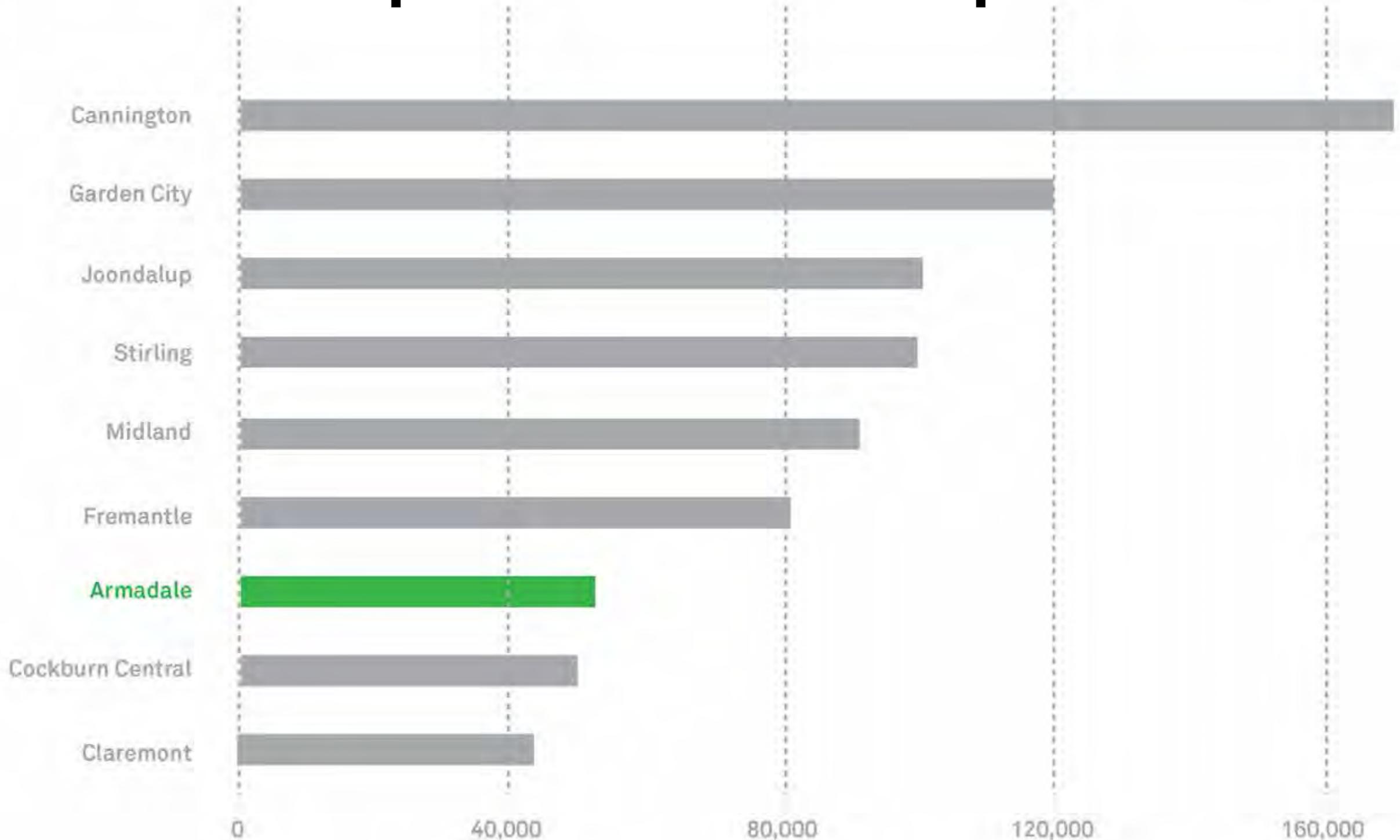


# Major Growth Areas



Source: id the population experts  
City of Armadale  
Shire of Serpentine Jarrahdale  
City of Gosnells

# Retail Floorspace: Centre Competition

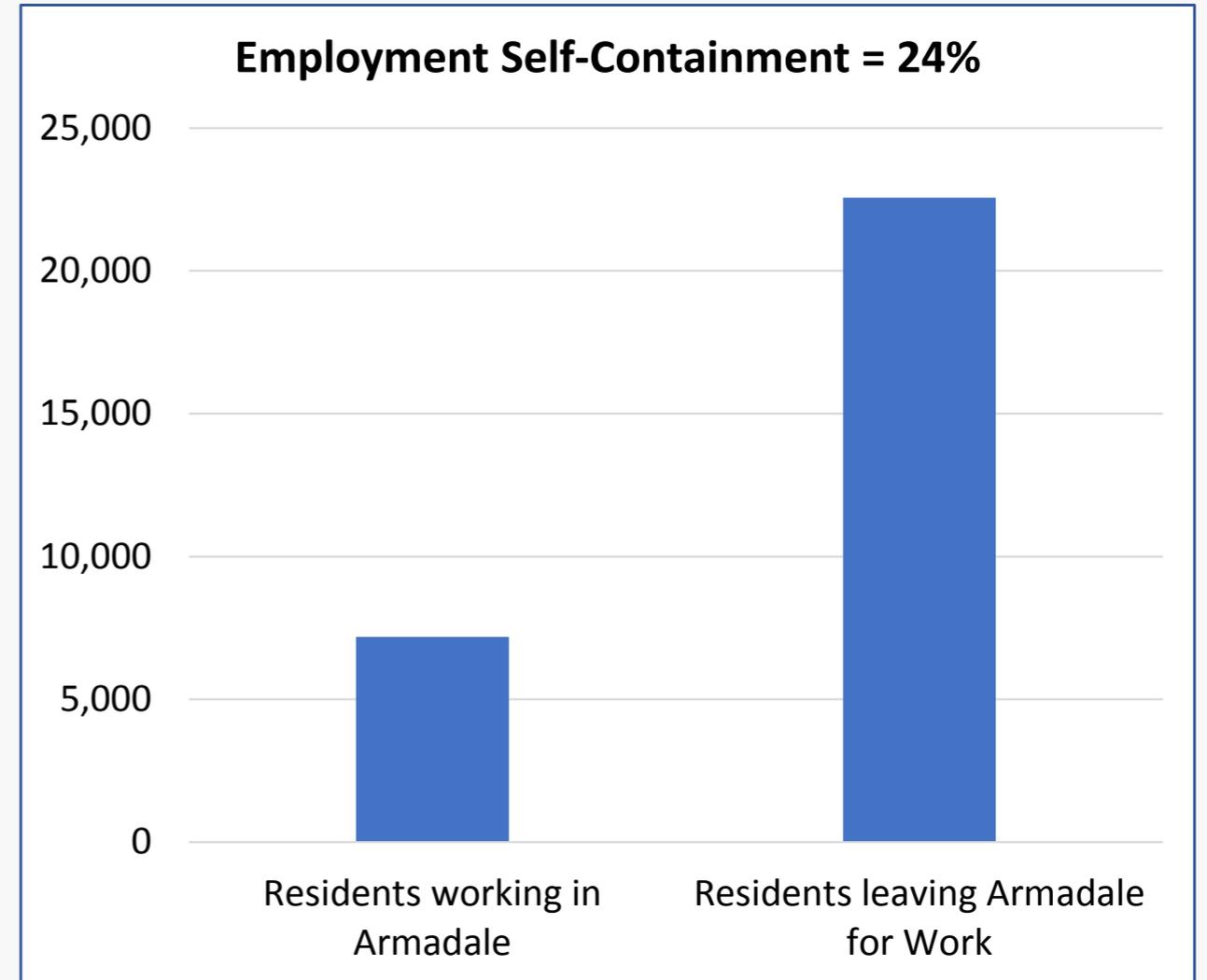
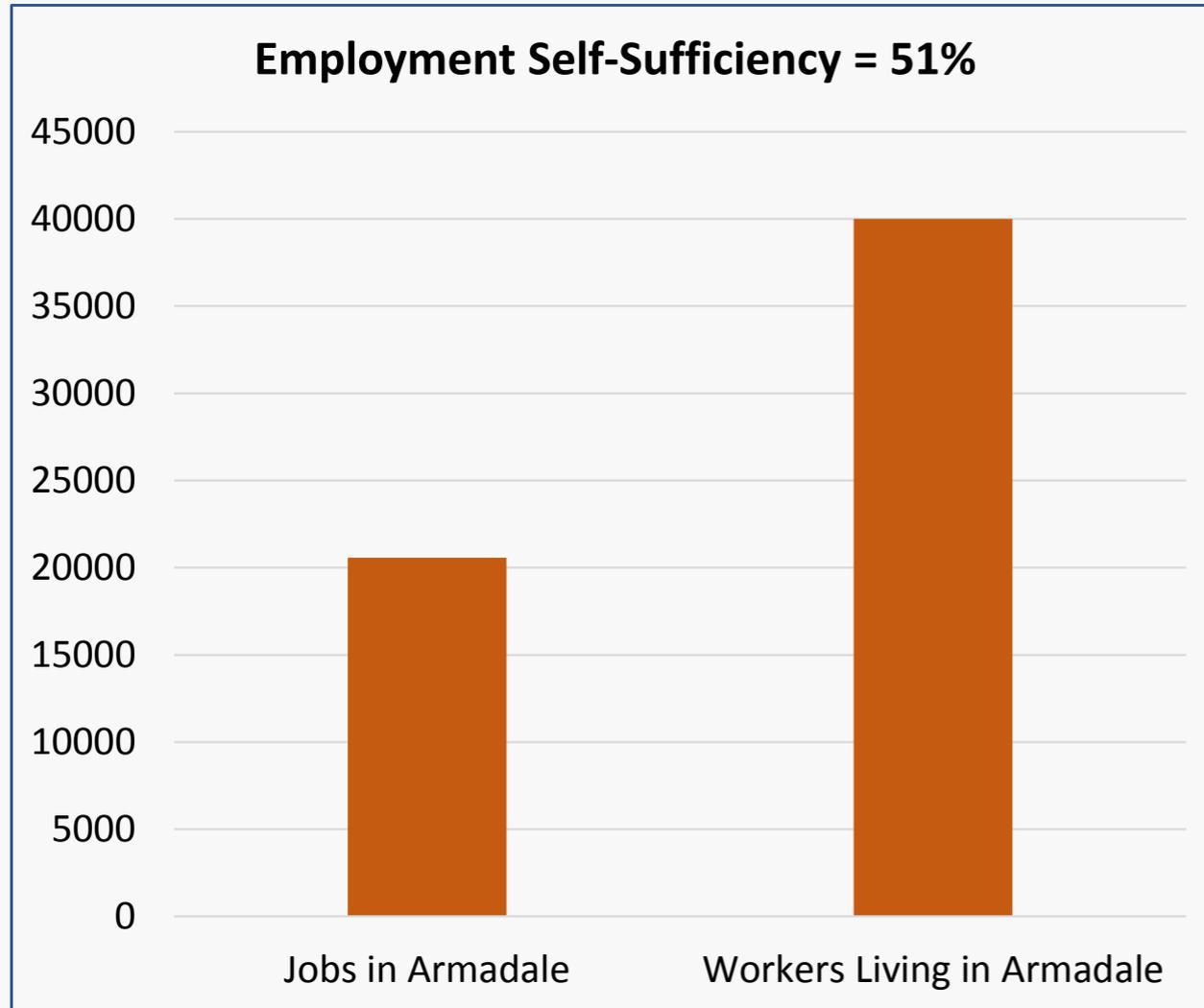


**Scale is important**

**Diversity is important - destination, not just retail - target 40% non retail**

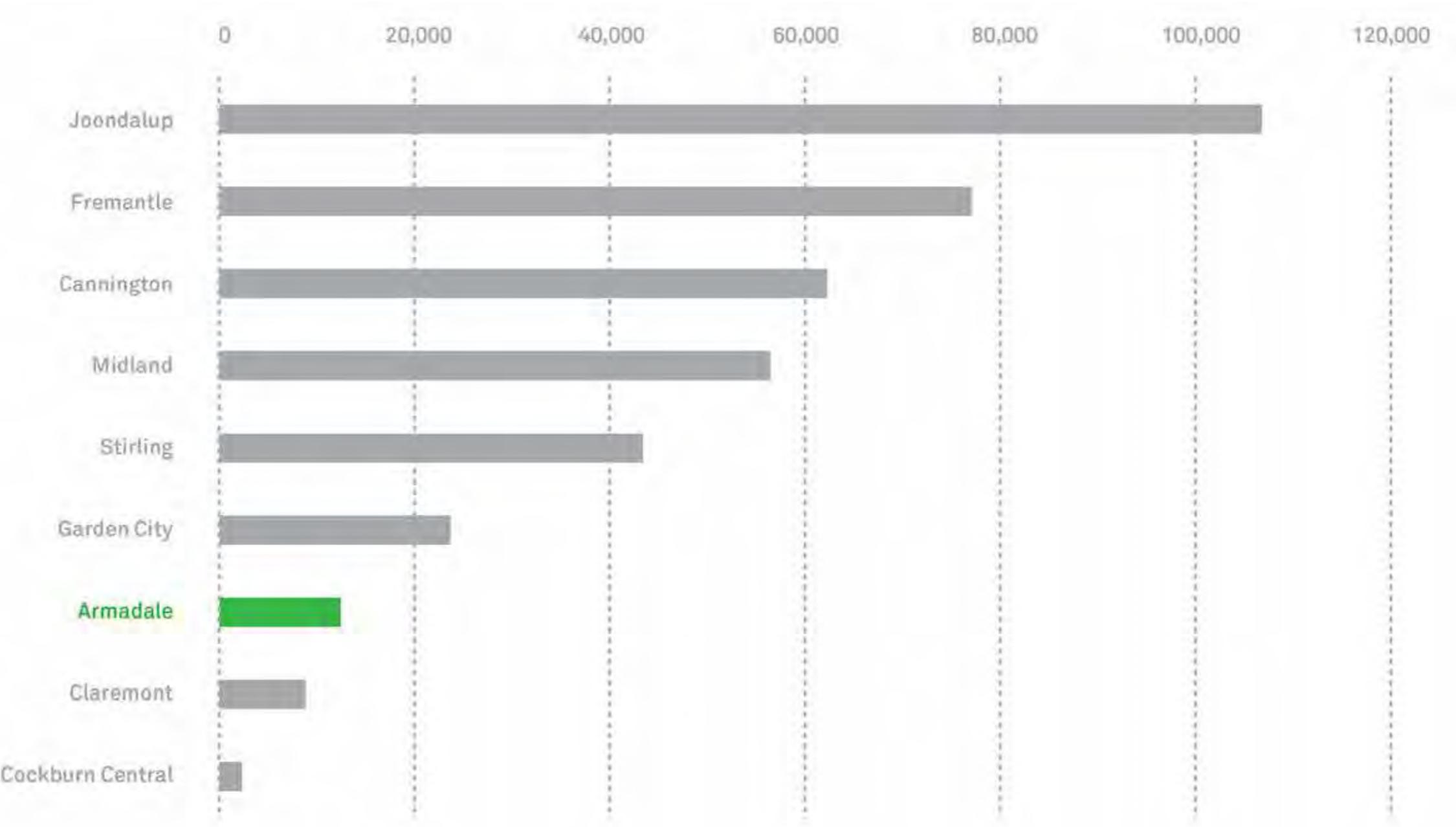
**Could grow to between 120,000 and 150,000 sqm over time**

# Employment



# Office Space Comparisons

Office Floorspace m<sup>2</sup>



Source: Y Research

# Tourism Gap - An Opportunity

## ARMADALE VISITOR OFFER:

Nature and wildlife  
Urban life - needs to mature  
Outdoor adventure  
Food and wine  
Heritage  
Arts and Culture

## NEEDS:

Accommodation  
Events / place activation  
Markets  
Points of difference  
Creative arts  
Community events  
Improved visitor experience  
Wayfinding  
Diversity

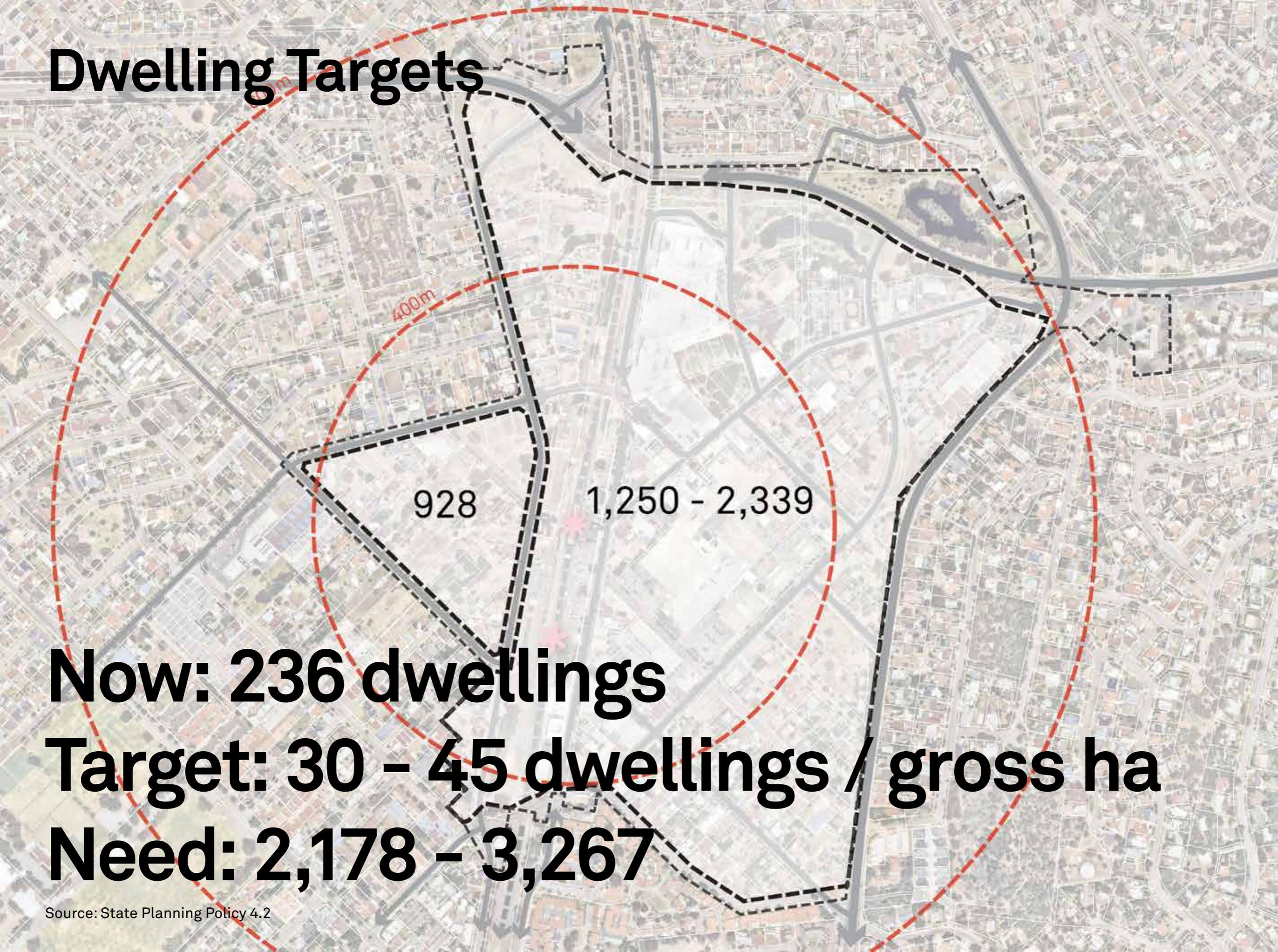
# Dwelling Targets

**Now: 236 dwellings**  
**Target: 30 - 45 dwellings / gross ha**  
**Need: 2,178 - 3,267**

928

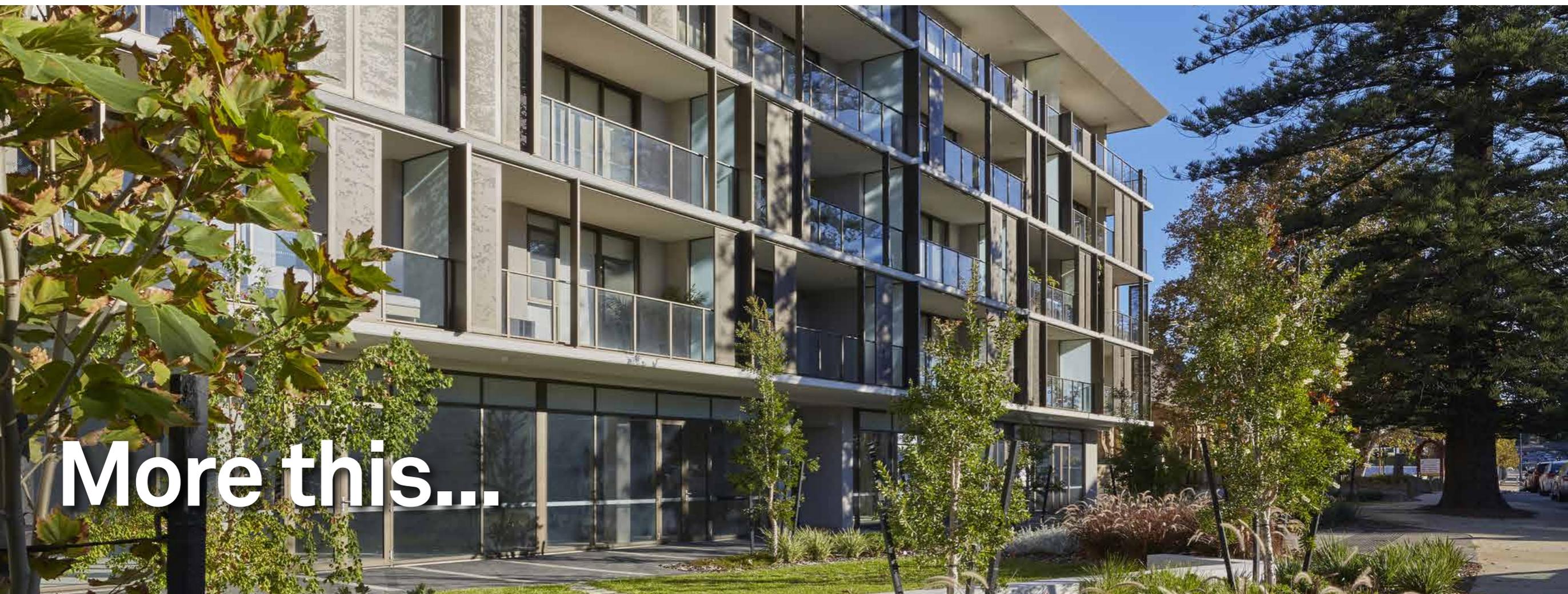
1,250 - 2,339

400m





**Less this...**

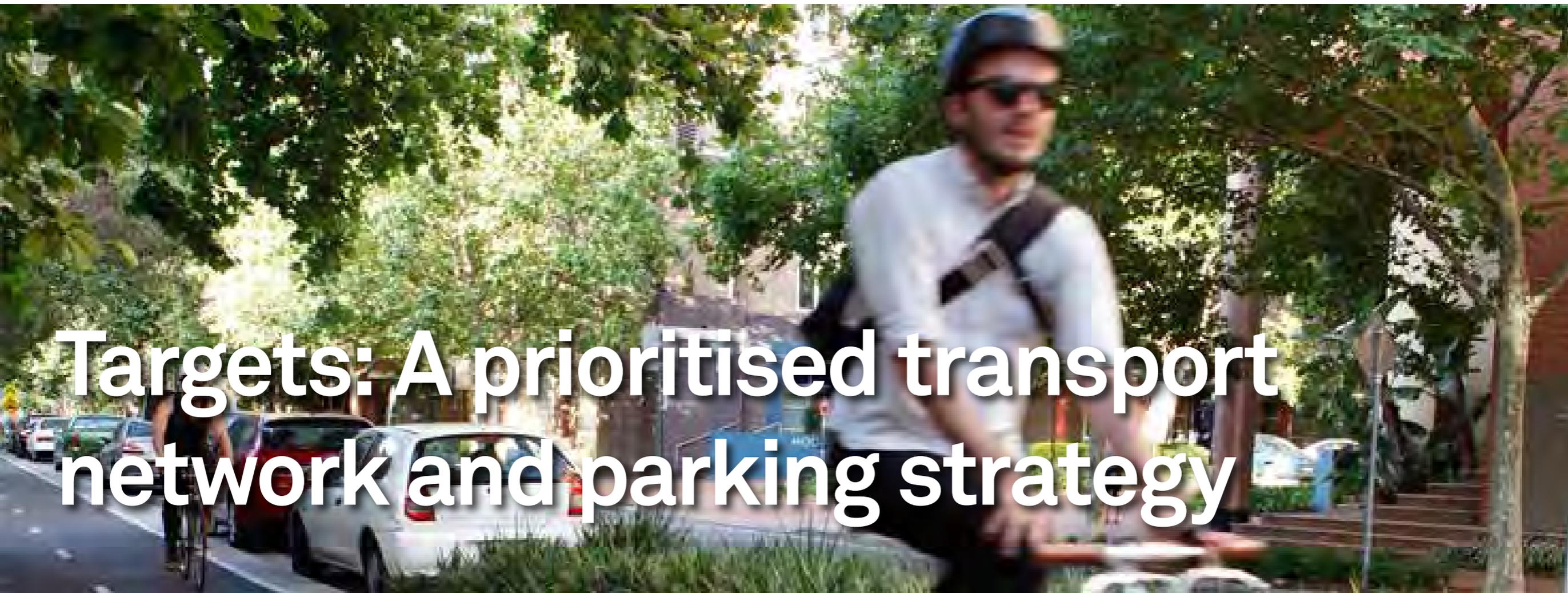


**More this...**

# Accessibility



**Targets: A prioritised transport network and parking strategy**



# Centre Comparisons

Activity Centre	University	TAFE	Hospital	Residential (Apartments)	Government Offices	Ownership	Transit
Armadale	X	TAFE	Armadale Health Service 1.8km N	X	Part	Multiple large landowners	Integrated rail
Joondalup	ECU	TAFE	Joondalup Health Campus	> 500 +	Co-Work	Dominant landowner / Gov't agency	Integrated rail
Stirling	X	X	Osborne Park Hospital	< 100	planned	Multiple large landowners	Rail available but poor connectivity
Midland	Curtin (Medical)	TAFE	St. John of God	< 100 +	Agency	Dominant landowner / Gov't agency	Integrated rail
Cannington	Curtin 3.5km west	TAFE 3.5km west	Bentley Hospital 2km north	> 100 +	Agency (part) / Co-Work	Dominant landowner	Rail available but poor connectivity
Fremantle	Notre Dame	TAFE	Fremantle Hospital	> 500 +	Agency (part) / Co work	Multiple landowners	Integrated rail
Claremont	UWA 3.9km east.	X	Charles Gardner Hospital 3.5km east	> 500 +	X	Dominant landowner	Integrated rail
Cockburn Gateways	Murdoch 5km by rail.	TAFE 5km by rail.	Fiona Stanley 5m by rail	> 500 +	Agency (part)	Dominant landowner / Gov't agency	Integrated rail
Garden City	X	X	X	> 100 +	X	Dominant landowner	X
Morley	X	TAFE	X	X	X	Dominant landowner	X

# Some Gaps and Opportunities



**Government Institution(s)**



**Education**



**Strategic Employment**



**Residential**



**People and Population Growth**



**Place and Wayfinding**



**Intensity**



**Connected Activity**

# WORKSHOP SESSION 1

# ARMADALE PERSONALITY EXERCISE - NOW AND FUTURE



**PART 01 - PROJECT  
INTRODUCTION, SCOPE AND  
CONTEXT ANALYSIS**

**SECTION 3 -  
DRIVERS & THEMES**

# Starting with People and Experience



Active Armadale: The Place to Be

PLACE:  
GET THE MIX RIGHT



# Active Armadale: The Place to Be

**INCLUSIVE**



Active Armadale: The 'It' Place

**BUILD THE CULTURE:  
COOL ARMADALE**

**T**  
**THE TRUSTEE**  
BAR & BISTRO



Active Armadale: Workplace

**ATTRACT BUSINESS AND  
INVESTMENT:  
HUB ARMADALE**



Active Armadale

SPACES TO CONNECT



Active Armadale

WORK LIFE / HOME LIFE



Active Armadale: Armadale Alive

**SOUTH EAST PERTH'S  
ENTERTAINMENT CAPITAL**



Active Armadale: Education

# LEARNING / INDUSTRY SPACES



Active Armadale: The Place to Be

**HILLS TO HEART: BUILD  
ON OUR CURRENT  
STRENGTHS**



# WORKSHOP SESSION 2

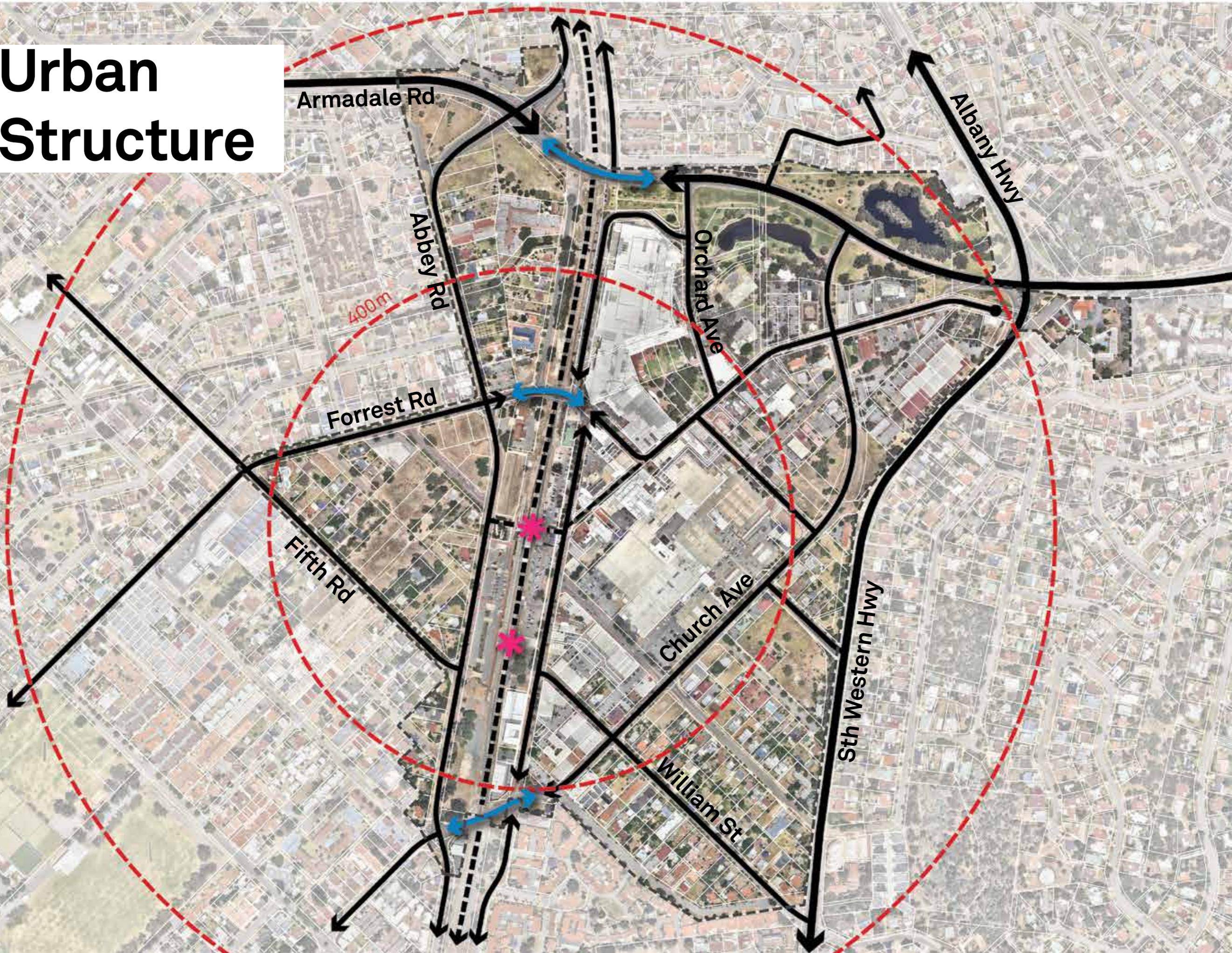
# IMAGINE ARMADALE 2037 - WHAT WILL PEOPLE WANT?



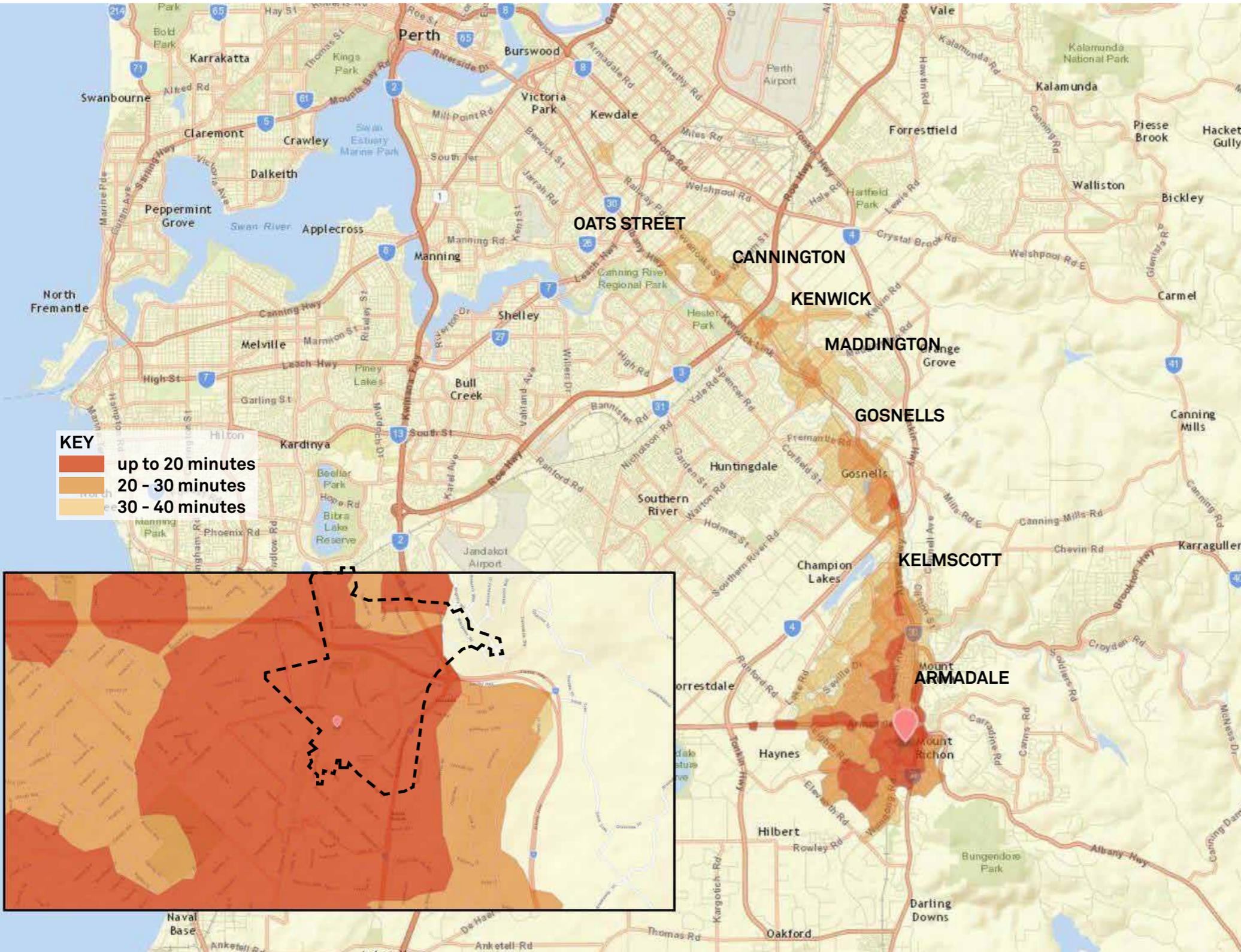
**PART 01 - PROJECT  
INTRODUCTION, SCOPE AND  
CONTEXT ANALYSIS**

**SECTION 4 -  
CITY CENTRE BUILDING  
BLOCKS & PLACE EXAMPLES**

# Urban Structure



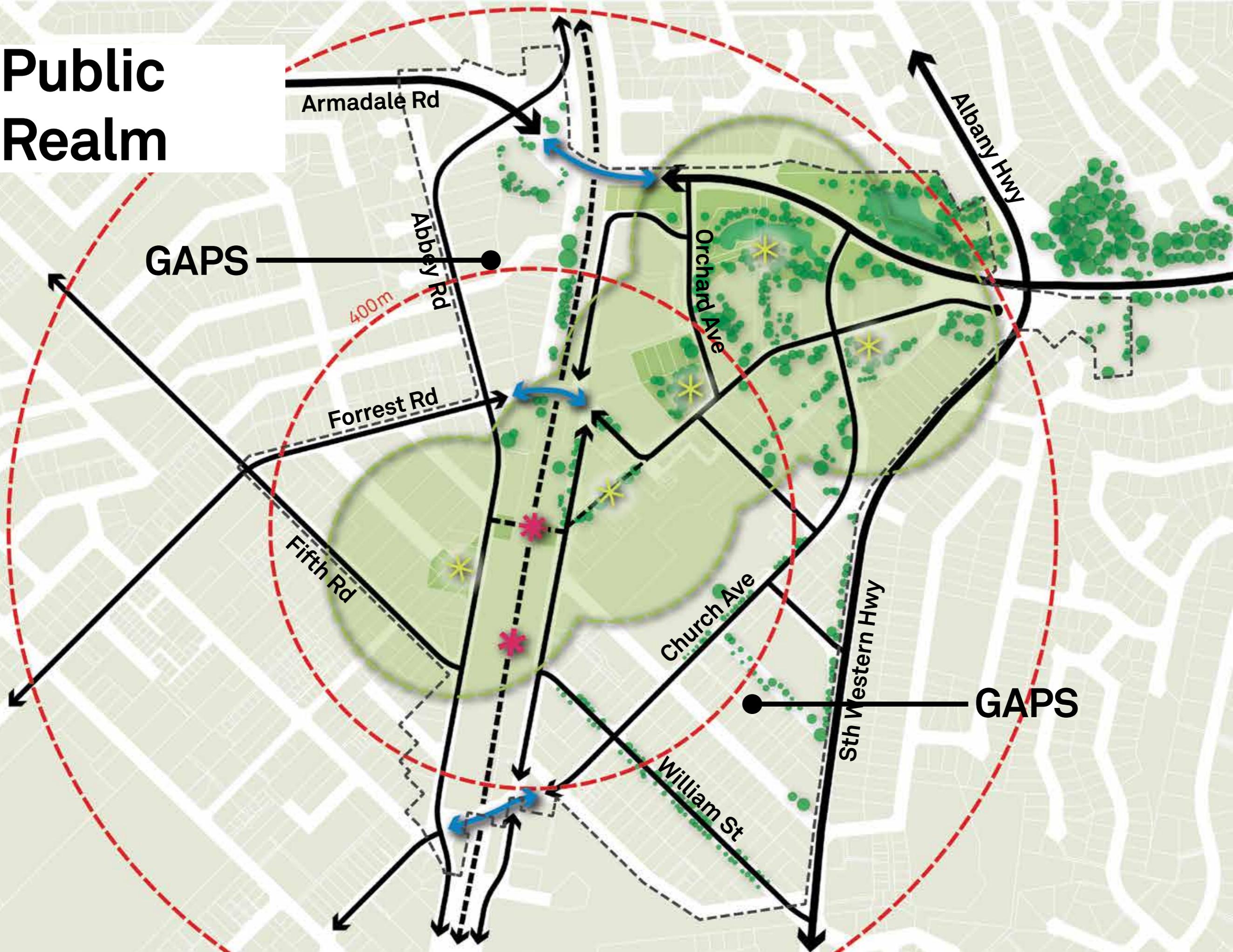
# Public Transport



# Byford Rail Extension



# Public Realm



# Public Realm: Memorial Park





# Value of the 'third place' + public space



# Jull Street Mall



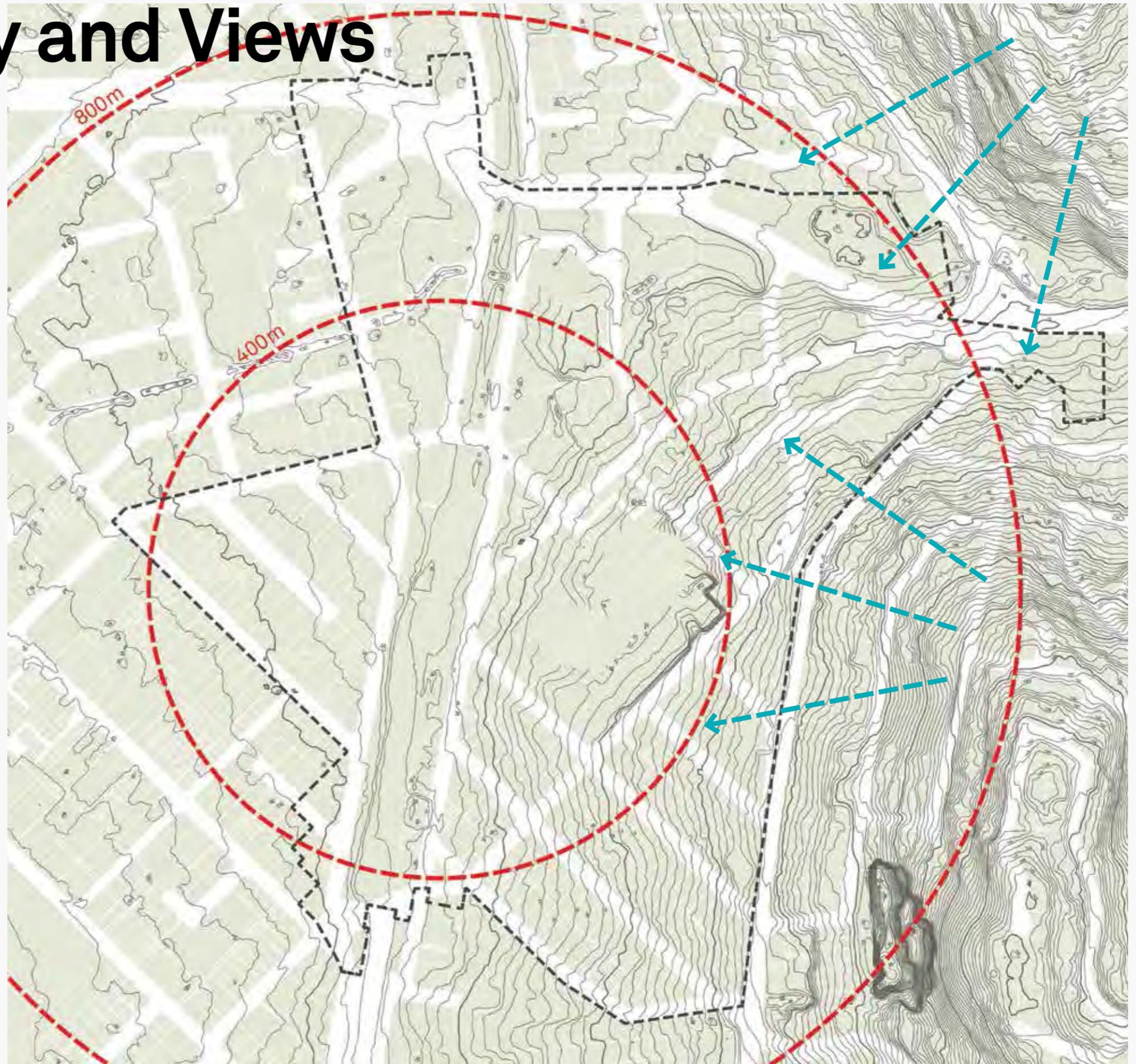
# Jull Street Mall Opportunity



# Topography and Views

## Legend

---> Significant views



# Opportunity Areas



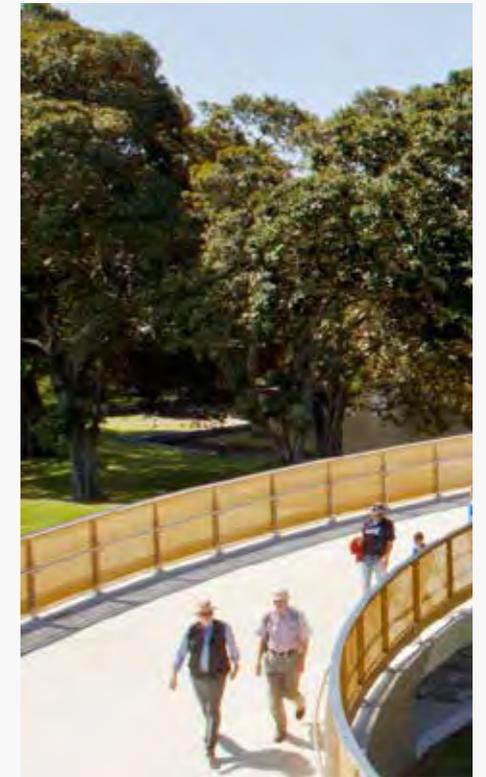
# Markers and Wayfinding

## Legend

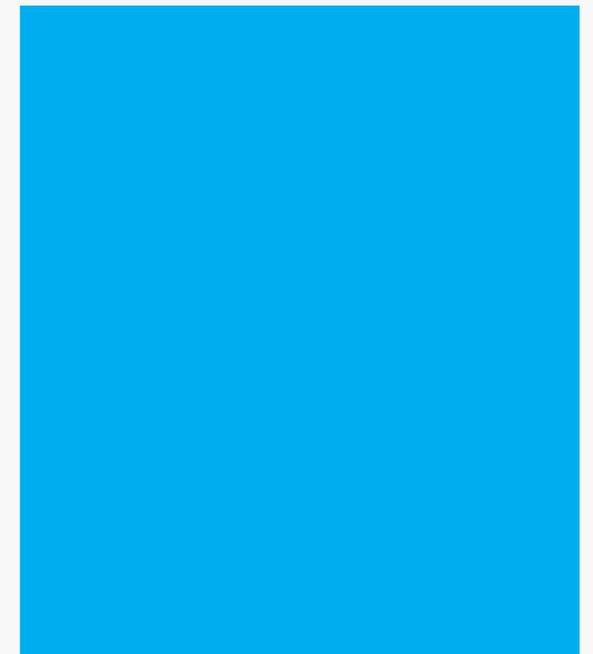
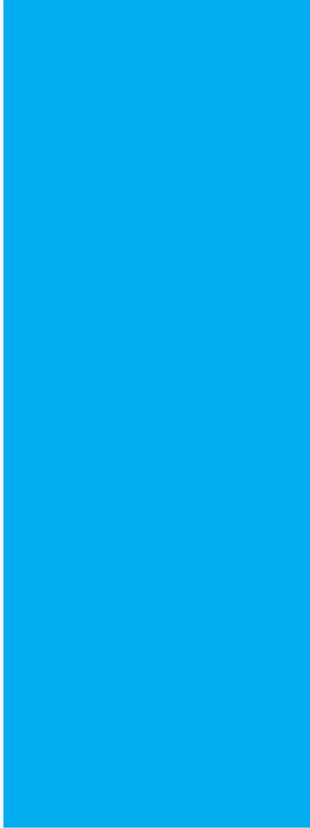
-  Landmark through built form to signify activity centre
-  Pedestrian crossing / landmark
-  Future grade separated crossing



# Markers and Wayfinding



# Development Form Opportunities



# Creating a Sense of Place



# Rouse Hill, NSW



# Dandenong, VIC



**WORKSHOP SESSION 3**  
**ACTIVITY CENTRE VISIONING**

A photograph of a public square or park area. In the foreground, there is a paved plaza with several trees and modern, colorful light poles. A white car is parked on the left. In the background, there is a large building with a green roof and a clear blue sky. The text "KEY OPPORTUNITIES AND CHALLENGES" is overlaid in the center in white, bold, sans-serif font.

# KEY OPPORTUNITIES AND CHALLENGES

**WORKSHOP SESSION 4**  
**ARMADALE'S POTENTIAL**



**PLACE POSITIONING AND  
POINT OF DIFFERENCE - IDEAS  
FOR THE TOWN CENTRE TO  
ATTRACT PEOPLE**

# 10 MUST HAVES IN THE CITY CENTRE - SHORT AND LONG TERM



# **PART 04 - NEXT STEPS**

---

# Next Steps



**APRIL / MAY**

FINAL CONTEXT ANALYSIS  
GOVERNMENT AGENCY  
ENGAGEMENT



**JUNE**

PLACEMAKING AND VISION  
WORKSHOP  
VISION AND OBJECTIVES



**JULY / AUGUST**

CENTRE PLAN OPTIONS  
IDENTIFY PREFERRED PLAN  
ELEMENTS

EXTERNAL STAKEHOLDER  
WORKSHOP



**SEPTEMBER - DECEMBER**

PREFERRED PLAN  
STRATEGIES AND  
RECOMMENDATIONS



**JANUARY - JUNE 2018**

APPROVAL FOR ADVERTISING  
PUBLIC OPEN DAYS  
FINAL PLANS

**Thank you**

**[hassellstudio.com](http://hassellstudio.com)**

**[#hassellstudio](https://twitter.com/hassellstudio)**