



OFFICIAL

**CITY OF SWAN
Structure Plan**

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City of Swan Ref: SWAN-SP/2021/2/A
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Disclaimer:

The City makes every attempt to keep its published records up to date; however the subject document may have been superseded by a more recently approved document.

Your ref: SWAN-SP/2021/2/A
Our ref: SPN/2300M-1
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Dear Sir/Madam

**APPROVAL - WAPC REFERENCE: SPN/2300M-1
KINGSFORD TOWN CENTRE PRECINCT STRUCTURE PLAN AMENDMENT NO. 1**

Pursuant to Schedule 2, Clause 22(1)(a) of the Planning and Development (Local Planning Schemes) Regulations 2015, the Western Australian Planning Commission (WAPC), on **16 October 2024**, granted approval to Amendment No. 1 to the Kingsford Town Centre Precinct Structure Plan.

An electronic copy of the endorsed structure plan will be forwarded via email shortly.

Yours sincerely

Ms Sam Boucher
Secretary
Western Australian Planning Commission

17 October 2024

KINGSFORD

TOWN CENTRE

PRECINCT STRUCTURE PLAN

SEPTEMBER 2024



Title	Kingsford Town Centre Precinct Plan	
Project	Bullsbrook, WA	
Prepared for	Okeland Communities	
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Status	For Lodgement	
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Author	T. Trefry	
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	Traffic and Transport	Transcore
	Servicing and Infrastructure	JDSi
	Surveyors	McMullen Nolan Group
	Landscape	Emerge Associates
	Environmental	RPS
	Aboriginal Heritage	Ethnoscience
	Retail Assessment	Taktiks4
	Bushfire	Strategen
	Hydrology	RPS
	Planning + Urban Design	Hatch RobertsDay

Revision	Comment	Author	Approved by	Date Issued
A	Draft for client review	TT	TT	August 2021
B	Final Version	TT	TT	September 2021
C	Final Version (A)	TT	TT	November 2021
D	WAPC Scheduled Modifications	TT	TT	August 2022
E	WAPC Scheduled Modifications	TT	TT	October 2022
F	WAPC Scheduled Modifications (Amendment No. 2)	TT	TT	September 2024

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Appendix F	Servicing Report - JDSI
Appendix G	Bushfire Management Plan - Strategen JBS&G
Appendix H	Local Water Management Strategy – RPS

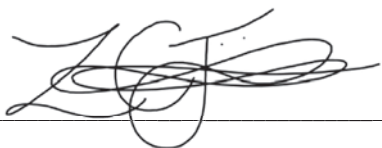
Endorsement Page

The Precinct Plan is prepared under the provisions of the City of Swan Local Planning Scheme No. 17.

It is certified that Amendment No. 1 to the Kingsford Town Centre Precinct Structure Plan was approved by resolution of the Western Australian Planning Commission on:

16 October 2024

Signed for and behalf of the Western Australian Planning Commission:



an officer of the Commission duly authorised by the Commission pursuant to section 24 of the *Planning and Development Act 2005* for that purpose.

Table of Amendments

Amendment No.	Summary of the Amendment	Amendment Type	Date Approved by WAPC
1	Change the location of the Service Commercial lot and corresponding zoning from the centre of the cell adjacent Great Northern Highway to the northern boundary. Change the location of the Water Corporation lot and corresponding zoning from the northern boundary of the cell adjacent Great Northern Highway to the central site.	Standard	16 October 2024

EXECUTIVE SUMMARY

The Kingsford Precinct Plan (PP) will facilitate the development of the Kingsford Town Centre. The town centre will service the growing residential community at Kingsford and surrounding suburb of Bullsbrook and future South Bullsbrook residential area. Delivery of Kingsford is well underway with stage 1 roads and infrastructure completed. The Kingsford town centre has been contemplated and provided for in a number of higher order planning documents including:

- Bullsbrook Townsite District Structure Plan (2018)
- Bullsbrook Central Structure Plan (2019)

The Kingsford PP is made pursuant to Local Planning Scheme 17 and the deemed provisions for local planning schemes in the Planning and Development Regulations 2015.

As a new Town Centre, the Kingsford Town Centre will become the region's vibrant heart and social hub for the community. It will create a place for enterprise and socialisation and bring friends, family and visitors together. It is not intended to duplicate or compete with the existing facilities that exist within Bullsbrook, rather provide a range of additional commercial and civic uses to serve the broader needs of the wider locality.

The Town centre has been carefully planned as an urban village that ties the Kingsford development together. It plans to accommodate a balance of active community spaces and contemporary mix of shops including:

- A major supermarket
- Specialty stores
- Café
- Medical Services
- Recreation facilities
- Public Primary School
- Pedestrian focused Main Street
- Range of residential lots / dwellings
- Legible pedestrian linkages

The Kingsford PP / Town Centre will be developed over a number of years in multiple stages. The Town centre will provide a key employment and activity node for the wider Bullsbrook locality.

PART 1

IMPLEMENTATION

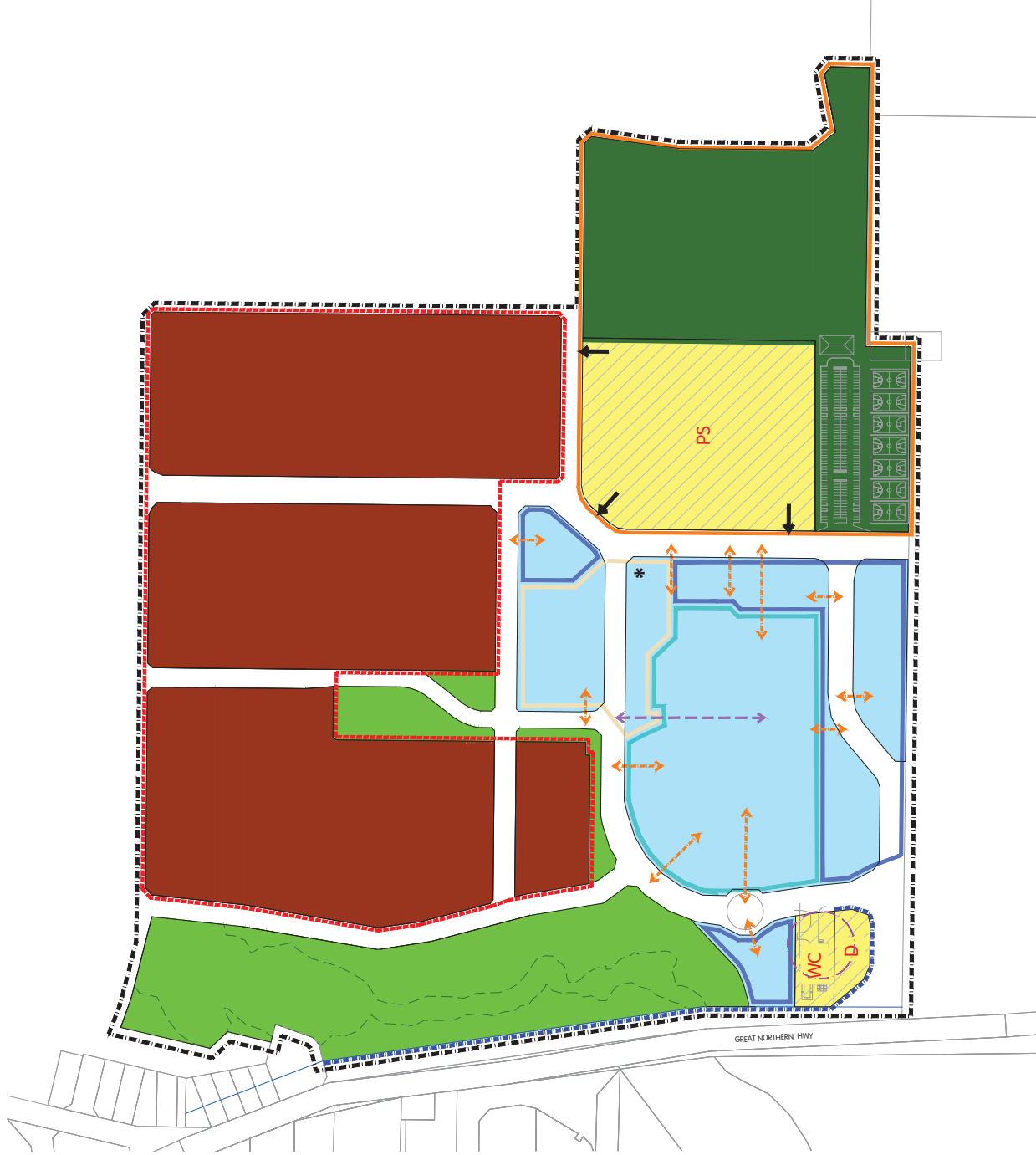


LEGEND

- PRECINCT BOUNDARY**
- PRECINCT BOUNDARY
- ZONES**
- GENERAL COMMERCIAL
 - RESIDENTIAL R40-R60
 - PUBLIC PURPOSE
 - PS PRIMARY SCHOOL
 - WC WATER CORPORATION
 - D DRAINAGE
 - POS/ CONSERVATION
 - DISTRICT OPEN SPACE
- CHARACTER AREA**
- RETAIL
 - MAIN STREET
 - SERVICE COMMERCIAL
 - RESIDENTIAL
 - EDUCATION/RECREATION
- OTHER**
- NO VEHICLE ACCESS IS PERMITTED
 - PEDESTRIAN LINKAGES
 - VEHICLE ACCESS
 - LANDMARK BUILDING
 - SAFE ROAD CROSSINGS



PUMP STATION SITE LOCATION SCALE 1:2000



PRE-CAL INFORMATION
SOURCE: MNG
DRAWING: 87792145-6999-PCG94
PROJECTION: PCG94
PUMP STATION INFORMATION
SOURCE: JDSI
YMWDD: 230330
DWG REF: XSEW_JDSI5920_TC01_combined+killmonger

FIGURE 1: PRECINCT PLAN
Kingsford Town Centre - Bullsbrook
City of Swan
REF NO. DRAW NO. REV.
AMX BUL RDI 240 M

HATCH



1.0 Precinct Plan Area

This Precinct Plan (PP) applies to the Kingsford Town Centre, being the land wholly contained within the inner edge of the line denoting the PP boundary on the Precinct Plan Map (Plan 1)

2.0 Operation

The date the PP comes into effect is the date the PP is approved by the Western Australian Planning Commission (WAPC)

3.0 Subdivision and Development Requirements

3.1 Objectives

The Town Centre will provide the focus for the retail, commercial, cultural and entertainment uses for Kingsford in either stand alone buildings or mixed use development. The key objectives being:

- Celebrate the public realm – to orchestrate a vibrant and prominent public realm with pedestrian friendly streets and parks and adjacent uses that activate these spaces and blur the definition between public and private spaces on key streets and locations
- Walkable – to foster an environment that is safe, stimulating and conducive to walking
- Sense of place – establish a strong sense of place through the use of local materials within the built form and public realm wherever possible
- Flexible and robust – to create a robust and flexible urban structure and built form that is capable of responding to changing community needs well into the future
- For the community – to create a welcoming and active Town Centre where appropriate levels of civic infrastructure and opportunities for local employment are accommodated in the mix of uses
- Economic health – to become the focus for employment and economic development and a highly sought after location for commercial investment by Kingsford residents and the wider business community
- Commercial development – To ensure the Town Centre develops to service the commercial needs of the locality and surrounds

3.2 Character Areas – Vision and Guiding Principles

The PP is divided into five Character Areas (Refer Plan 1). In addition to the overall Activity Centre Objectives, development within each Character Area shall have regard for the following Guiding Principles;

A. Retail

Vision - The retail heart of the Town Centre and will accommodate a mix of retail uses in a shopping centre development and associated car parking

Guiding Principles

- Provides a welcoming and convenient district shopping centre environment for the Kingsford community
- Public community spaces that provides a safe and attractive environment for pedestrians
- Integration and synergy between Main Street and the shopping complex
- Shaded carparking areas

B. Main Street

Vision – The place to meet friends, shop, enjoy, work, wander and explore and somewhere to relax

Guiding Principles

- Provides a vibrant and animated element of the ‘Public Domain’
- Activated during the day and night by cafes, shops and tavern
- Flexible building designs that have the ability to adapt to changing land use and intensification
- A pedestrian friendly streetscape with shade trees, outdoor seating + parallel parking
- Be able to tell the story of Kingsford through the use of public spaces, town square, public art and way finding objects.

C. Service Commercial

Vision – Enjoying a high level of vehicle access and located on the edge of the Town Centre, this area is ideally suited for land uses and development that have a greater reliance on car based access for their viability.

Guiding Principles

- To comprise service commercial, fast food + petrol station that services the local needs and provide local employment opportunities
- Quality buildings of various scale with engaging architectural form, detail, materials and colour
- Generous landscaping for shading car parking areas
- Signage integrated with buildings + pylon signage opportunity

D. Residential

Vision – A rich environment comprising residential housing (Apartments / Town houses) and commercial uses, all within walking distance of the retail area and Main Street.

Guiding Principles

- Medium density housing based upon an ‘urban’ and not ‘suburban’ form
- High standard of built form that contributes to attractive street frontages
- A pedestrian friendly streetscape with shade trees and parallel parking
- Contribute to the vitality and activation of the Town Centre through the creation of a local residential population.

E. Education / Recreation

Vision – This precinct will accommodate the public primary school and district playing fields. The co-location of education and recreation will create an active pedestrian environment to aid in the operation of the town centre.

Guiding Principles

- High standard of built form to identify community /civic buildings
- Pedestrian priority environment defined by a pathway network, quality landscaping , slow vehicle speeds and public art
- Good connectivity with the Town Centre
- Active and Passive recreational opportunities
- Adequate on-site visitor parking.

3.3 Retail Floor Space

The permissible retail floorspace within the PP area is limited to 20,000sqm NLA.

3.4 Land Use Permissibility

The PP area is allocated zones as defined in Local Planning Scheme 17. The PP shall have the same land use permissibility as those zones.

In addition to the uses permitted under LPS17, temporary land uses (including, but not limited to: sales office, car parking and cafe) which facilitate the sale of lots within the Structure Plan area are permissible land uses within the ‘Residential Development’ zone.

3.5 Development Standards

The following development standards apply to all development within the applicable Character Area.

A. MAIN STREET			
BUILDING HEIGHT	Maximum Height	3 Storeys	
	Minimum Height	2 Storeys, or 1 Storey with equivalent 2 storey facade to Main Street	
BUILDING SETBACKS	Front	Mandatory Nil setback to 50% of frontage	
	Side	Minimum Nil	
	Rear	Minimum Nil	
BUILDING FRONTAGE	Primary Entrance	Tenancies with frontage to Main Street must provide an access to Main Street.	
	Windows at Ground Level	Minimum glazing for 50% of front facade area	
	Awnings	Minimum depth 2.4m for full building frontage to primary street	
BUILT FORM		1. Articulate the street facade with some variation, using materials, detailing and legible entries 2. Deliver an architecture that responds to the climate of Bullsbrook where the hot and dry summers are dealt with via shade elements 3. To deliver a cohesive streetscape with materials and finishes of a high standard 4. Locate all delivery, stores, bin enclosures and other services or plant areas away from the entry (and visually screened from public view).	
CAR PARKING / BICYCLE PARKING		1. Car Parking shall be provided of a rate of 4 car spaces per 100 sqm of NLA for non-residential uses. 2. For Office, Restaurant, and Lunch Bar car parking shall be provided of a rate of 2 car spaces per 100sqm NLA 3. Car Parking is to be provided in the form of off street reciprocal parking facilities and on-site whenever possible. 4. Appropriate shading (one (1) tree per four (4) car bays) shall be incorporated into carparking areas to provide shade or tree protection. 5. Bicycle parking and End of Trip Facilities to be provided to the satisfaction of the City of Swan.	
LAND TENURE		The Main Street may be retained under private ownership providing a legal agreement is put in place to allow for public access at all times, with provision for temporary, short-term closures for events.	

B. SERVICE COMMERCIAL			
BUILDING HEIGHT	Maximum Height	2 Storeys	
BUILDING SETBACKS	Front	Minimum Nil	
	Side	Minimum Nil	
	Rear	Minimum Nil	
BUILDING FRONTAGE	Primary Entrance	Entrance to primary street mandatory	
	Windows at Ground Level	Minimum glazing 50% of front facade area	
	Awnings	Minimum depth of 2.4m for full building frontage to primary street	
BUILT FORM		1. All elevations shall be well detailed and presentable where visible to the public 2. Articulation shall be provided to avoid large expanses of blank facade 3. Locate all delivery, stores, bin enclosures and other services or plant areas away from the entry (and visually screened from public view) 4. All entries shall be clearly defined and shall be accessed via legible pathways	

CAR PARKING / BICYCLE PARKING		1. Carparking shall be provided at a rate of 2.5 car spaces per 100sqm of NLA 2. Appropriate shading (one (1) tree per four (4) car bays) shall be incorporated into car parking areas to provide shade or tree protection. Shade structures are permitted within car parks. 3. Bicycle parking and End of Trip Facilities to be provided to the satisfaction of the City of Swan.
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C. RETAIL

BUILDING HEIGHT	Maximum Height	10.5 metres (parapet height) above natural ground level is permitted Architectural features and minor projections may extend above the maximum height of the discretion of the responsible authority	
BUILDING SETBACKS	Front		Nil to 10m in order to accommodate landscaping vehicle access and circulation, but not vehicle parking.
	Side		
	Rear		
BUILDING FRONTAGE	Clear and legible Entry		
BUILT FORM	1. All elevations shall be well detailed and presentable where visible to the public 2. Articulation shall be provided to avoid large expanses of blank facade 3. Locate all delivery, stores, bin enclosures and other services or plant areas away from the entry (and visually screened from public view) 4. All entries shall be clearly defined and shall be accessed via legible pathways 5. The Architectural design across all buildings shall ensure variations in the built form including materials, colours and textures		
CAR PARKING / BICYCLE PARKING	1. Car parking shall be provided at a rate of 4 carspaces per 100sqm of NLA 2. Appropriate shading (one (1) tree per four (4) car bays) shall be incorporated into car parking areas to provide shade or tree protection. Shade structures are permitted within car parks. 3. Bicycle parking and End of Trip Facilities to be provided to the satisfaction of the City of Swan.		

D. RESIDENTIAL

BUILDING HEIGHT	As per the R-Codes or as per approved Local Development Plan		
BUILDING SETBACKS	As per the R-Codes or as per approved Local Development Plan		
BUILDING FRONTAGE	As per the R-Codes or as per approved Local Development Plan		
BUILT FORM	Given its strategic location and relationship with the Town Centre this precinct is designed to accommodate a wide range of quality medium to high density housing typologies suited to residents seeking the convenience of living within the Town Centre. The mix of housing may include apartments, studios and townhouses. • predominantly quality residential housing • townhouses, apartments and studio apartments • adaptable street blocks, laneways and built form • quality public realm incorporating canopy tree lined streets • high standard of built form that contributes to attractive frontage streets • permeable street network integrated with the wider network • Most streets oriented to terminate on parks • pedestrian priority environment		
CAR PARKING	As per the R-Codes or as per approved Local Development Plan		

3.6 Signage Requirements

- A single pylon/monolith sign no more than 15m in height shall be permitted for the purpose of providing a consolidated business sign for the Town Centre
- All other signs shall not exceed 12m in height and shall be compatible in scale and siting so as not to detract from the amenity of nearby development
- Signage must not be visually obtrusive or result in excessive visual clutter
- A single pylon sign to be provided within the central 'Retail lot'. The objective is to consolidate signage on the single pylon sign.
- Where possible a consolidation of signage is preferred for the Town Centre

3.7 Local Development Plans

A Local Development Plan shall be prepared for land within the Town Centre including lots that are designed to accommodate grouped or multiple development prior to development, addressing:

1. Built form considerations including lot boundary setbacks, overshadowing, visual privacy, building heights, building orientation and ancillary dwellings;-
2. Vehicle access and parking;
3. Interface of residential development with the adjacent retail site;
4. Lots that obtain access from a laneway or right of way;
5. Lots with an interface or outlook to POS; and
6. Mitigation of non-residential use impacts on residential amenity (i.e. aircraft and road transport noise)
7. Proposed signage detail & location.

Provisions of an LDP may augment and/or vary the development standards set at Section 3.5.

3.8 Additional Information

The following additional requirements are to be met in order to fulfill the objectives of the PP.

ADDITIONAL INFORMATION	APPROVAL STAGE	CONSULTATION REQUIRED
Density Plans (Residential Lots)	Subdivision application	WAPC City of Swan
Detailed Noise Management Plan	• Subdivision application / condition of subdivision for identified lots, or • Development application for identified lots.	City of Swan
Bushfire Attack Level Assessment	• Subdivision application / condition of subdivision for identified lots, or • Development application for identified lots	City of Swan Department of Fire and Emergency Services
Urban Water Management Plan	Condition of subdivision	City of Swan
Landscape Strategy Including details of the Main Street	Condition of subdivision or development	City of Swan
Public Open Space Schedule	Subdivision Application	City of Swan WAPC
Foreshore and Wetland Management Plan	Condition of Subdivision	City of Swan
Concept Design for Ki-It Monger Brook Public Open Space	Condition of Subdivision	Traditional Owners/Custodians

3.9 Defence (Area Control) Regulations

The Kingsford Town Centre is subject to building height controls that protect airspace (RAAF Base Pearce) to ensure the safety of aircraft on approach, departure and low flying manoeuvres. Any structure (man made or natural) higher than 15.0m require approval from the Department of Defence.

In addition, any sports grounds or drive in restaurants within 3 kms of the airport runways should include measures to manage waste disposal.

3.10 Landmark Building

- Landmark buildings shall be designed to be unique and memorable, representing a point of difference to other buildings in the Town Centre;
- Delineate and terminate vistas with landmark buildings, sculptural elements or well designed open space;
- Reinforce activity nodes and building landmarks to enable visual recognition from a distance by utilising materials, lighting and landscaping in association with the design of the built form.

3.11 Hazards and Speration Area's

Residential lots Identified as a Bushfire Prone Area in the Bushfire Management Plan (Appendix G) require a Bushfire Attack Level assessment and BAL Contour Plan to be prepared, In accordance with State Planning Policy 3.7, for an application of subdivision and/ or development.

Residential lots Identified within the Acoustic Report (Appendix E) require a Detailed Noise Assessment (customised noise mitigation measure to be Implemented), In accordance with State Planning Polley 5.4, lo be prepared and submitted with an application for subdivision and/ or development where noise limit Is likely to be exceeded.

3.12 Implementation and Staging

The Kingsford Precinct Plan (PP)is a statutory document prepared in accordance with the Deemed Provisions. The PP is the key statutory document to guide land use permissibility, built form and layout for the Town Centre.

Upon endorsement the PP will be the key document to inform future subdivision and development applications.

Development in the Town Centre will be implemented in multiple stages and dependent upon market demand (Refer Figure 1). Stage 1 is likely to compromise:

- Supermarket + specialty stores
- Tavern
- Child care
- Stage 2 will comprise the balance of the Town Centre
- Medical Centre
- Pad sites
- Northern Main Street tenancies
- Service Station

Stage 3 comprises the residential land that will be delivered in multiple stages once the town centre retail/food & beverage facilities are provided. Theres residential lots will accommodate an 'urban' not 'suburban' house design.

Figure 1: Staging Plan



3.13 Residential Development

The Precinct Plan provides for a yield of approximately 385 lots/dwellings. Based on Liveable Neighbourhoods 'Site Hectare' definition, the Structure Plan 'developable area' equates to 16.18ha to be developed for residential purposes and excludes non-residential uses including street, laneways and POS. Based on 385 dwelling, the Structure Plan estimates 23.8 dwellings per site hectare, this complies with LN target of 22 dwellings per site hectare.

3.14 Notifications on Title

In respect of applications for the subdivision of land the City of Swan may recommend to the WAPC that a condition be imposed on the granting of subdivision approval for a notification to be placed on the Certificate(s) of Titles(s) to advise of the following:

- a. The lot is situated in the vicinity of the Great Northern Hwy transport corridor and is currently affected, or may in the future be affected by transport noise, as per state Planning Policy 5.4 'Roads and Rail, Transportation Noise and Freight considerations in Land Use Planning'.
- b. Building setbacks and construction standards to achieve a Bushfire Attack Level 29 or lower in accordance with Australian Standards (AS3959-2009): Construction of buildings in bushfire prone areas.

3.15 Developer Contributions

The Structure Plan area is subject to the requirements of Developer Contribution Plan Area No.7 - Bullsbrook Residential Townsite, as gazetted on the 15 December 2020.

3.16 Density Code Plans

The Structure Plan Map (Plan 1) defines the residential density ranges that apply to specific areas within the Precinct Plan area.

A Residential Density Code Plan is to be submitted at the time of subdivision to the WAPC and will indicate the residential density code applicable to each lot within the subdivision consistent with the residential density code ranges identified on the Precinct Plan (Plan 1) and location criteria contained in Clause 3.17.

Approval of the Density Code Plan is to be undertaken at the time of determination of the subdivision application by the WAPC. The approved Density Code Plan is to then form part of the Structure Plan and shall be used for the determination of future development applications.

Density Code Plans are not required if the WAPC considers that the subdivision is for one or more of the following:

- a. The amalgamation of lots;
- b. The purpose of facilitating the provision of access, services or infrastructure;
- c. Land which by virtue of its zoning or reservation under the Structure Plan cannot be developed for residential purposes; or
- d. Consolidation of land for 'superlot' purposes to facilitate land assembly for future development.

3.17 Locational Criteria

Residential densities applicable to the Precinct Plan area are those residential densities shown on the Precinct Plan (Plan 1).

The allocation of residential densities will generally be in accordance with the following location criteria:

Density Code	Locational Criteria
R40-60 Precinct	
R40-60	The R40 density code applies as the base code to all residential zoned lots. An R60 density code may apply to residential zoned lots where the lot is directly opposite/abutting public open space and is serviced by a rear laneway.

PART 2

EXPLANATORY

1.0 Planning Background

1.1 Purpose

The purpose of the Kingsford Precinct Plan (PP) is to facilitate the development of the Town Centre in Kingsford as set out in both state and local planning documents.

The PP is made pursuant to the requirements of State Planning Policy 4.2 and the Deemed Provisions of the Regulations.

The Town Centre will be the focal point for the rapidly growing Kingsford Estate. The following outlines the relevant planning documents to the activity centre.

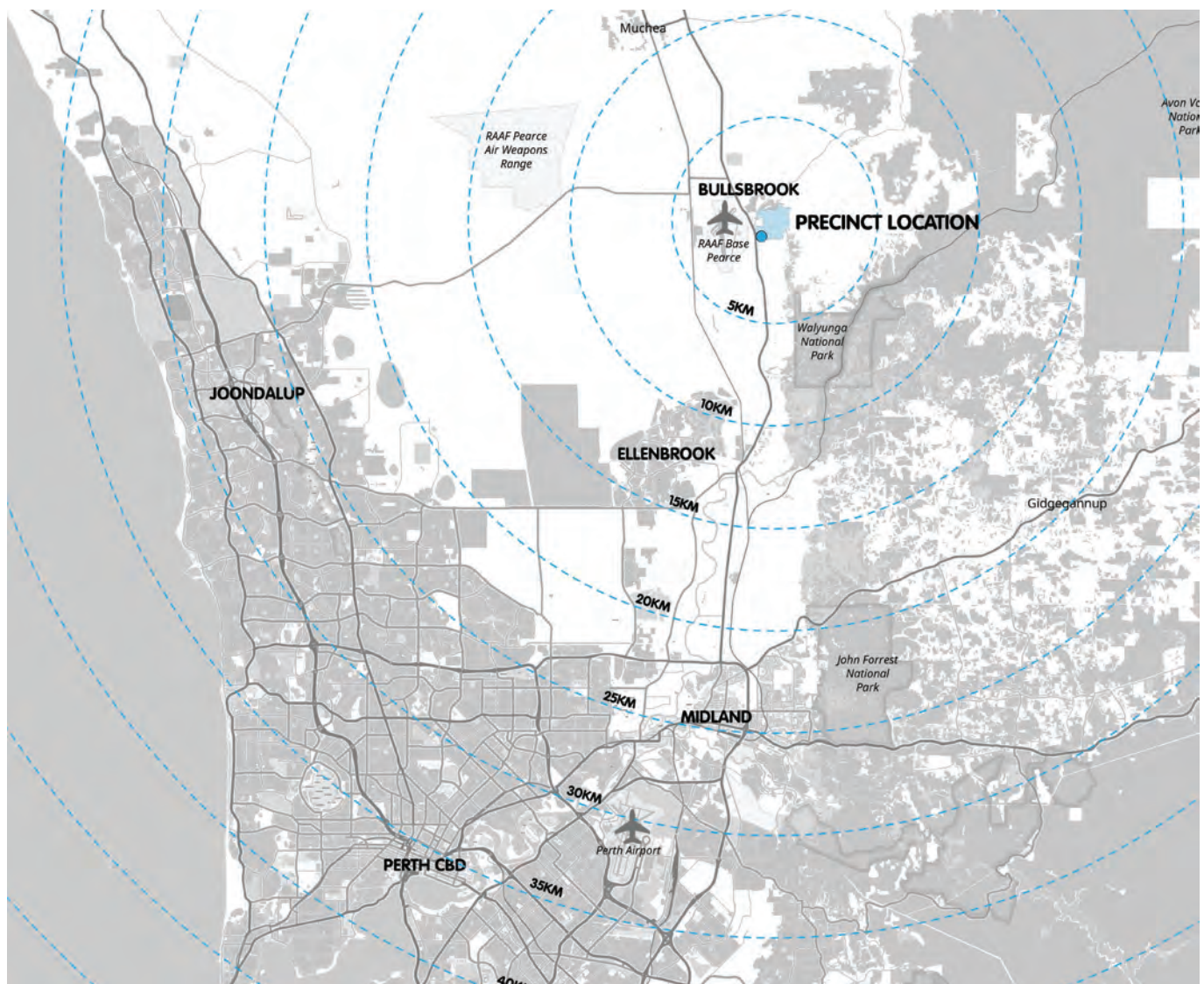
- District – Bullsbrook Townsite District Structure Plan
- Local – Bullsbrook Central Structure Plan
- Town Centre – Kingsford Precinct Plan
- Local Development Plans

1.2 Regional Context

The Kingsford Town Centre is the commercial and community heart of Kingsford Estate within Bullsbrook as shown in Figure 1. The District Structure Plan designates the Kingsford Town Centre a 'Town Centre' with a floorspace allocation of 20,000m² NLA.

Kingsford Estates is situated approximately 40km north-east of the Perth CBD and 25km north of Midland. It is located adjacent the existing Bullsbrook townsite and the Royal Australian Air Force base – Pearce; on Great Northern Highway.

Figure 1: Regional Context



1.3 Local Context

The Kingsford Town Centre is located in the Southern portion of the Kingsford Estate, adjacent the existing Bullsbrook townsite and the main access onto Great Northern Highway, as shown at Figure 2. The existing Bullsbrook townsite is in need of an upgrade with a limited range of commercial and retail outlets and facilities to service the needs of an increasing resident base.

The Kingsford Town Centre will ensure the delivery of a contemporary retail offering in concert with an active public realm while also providing an important employment generator for the locality.

The Kingsford Town Centre will service the existing Bullsbrook residents, several other smaller residential estates to the north and the future South Bullsbrook residential area and the surrounding rural lifestyle population.

The Town Centre area is located on the relatively flat landscape of the Swan Coastal Plain. The PP area ranges in elevation from approximately, 54m to 46m AHD to the South-West over 750m. This flat landscape to the SW corner of the landholding is ideally suited to the development of a Town Centre. (Refer Contour plan – Figure 3).

Figure 2: Local Context

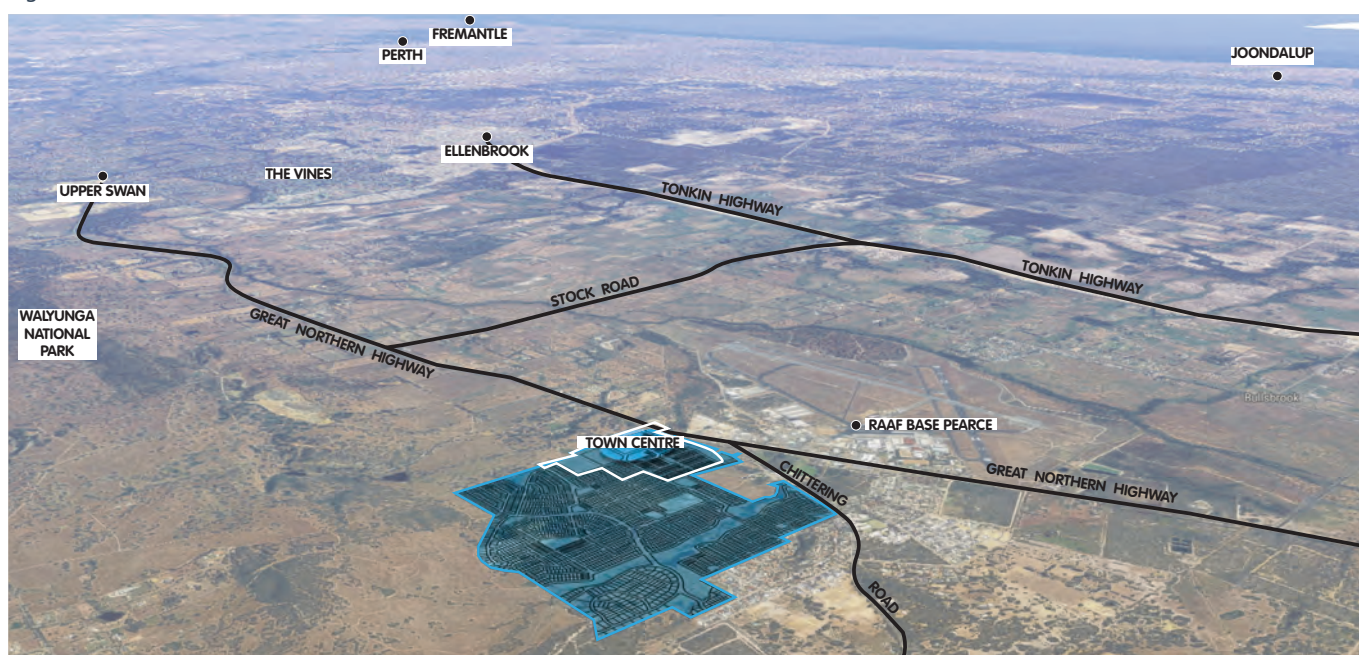
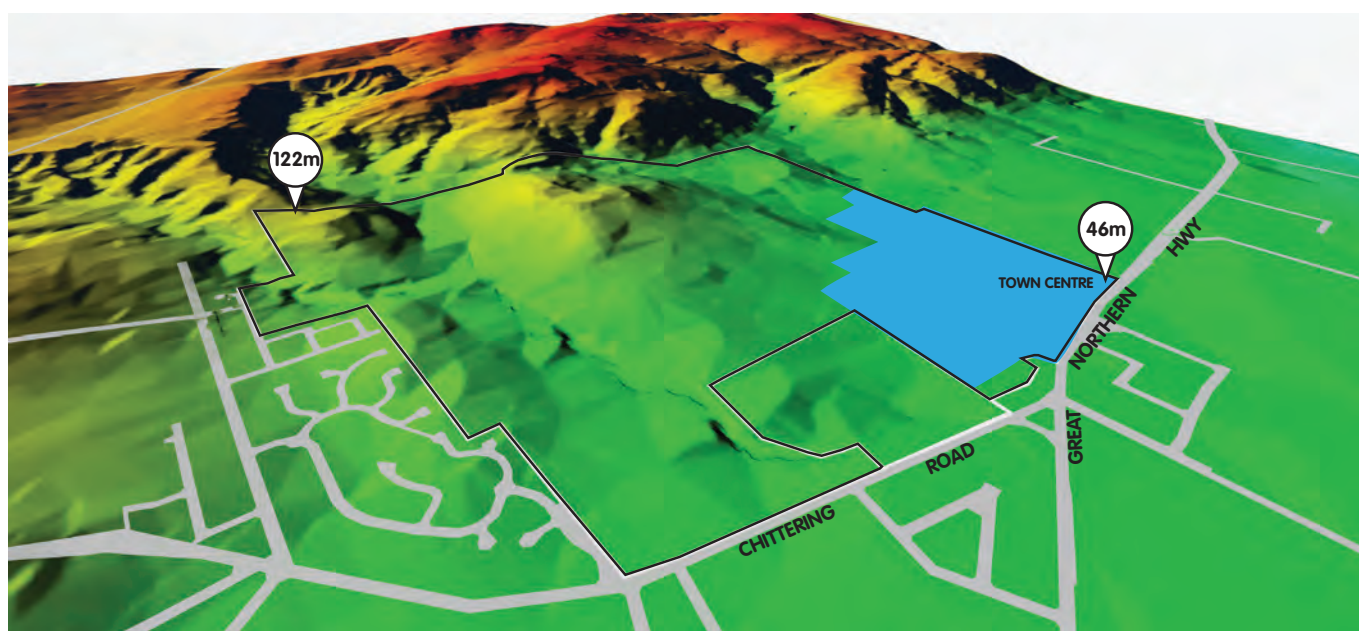


Figure 3: Colour Centre Tint



1.4 Legal Description and Ownership

The Kingsford Town Centre is comprised of the following lot;

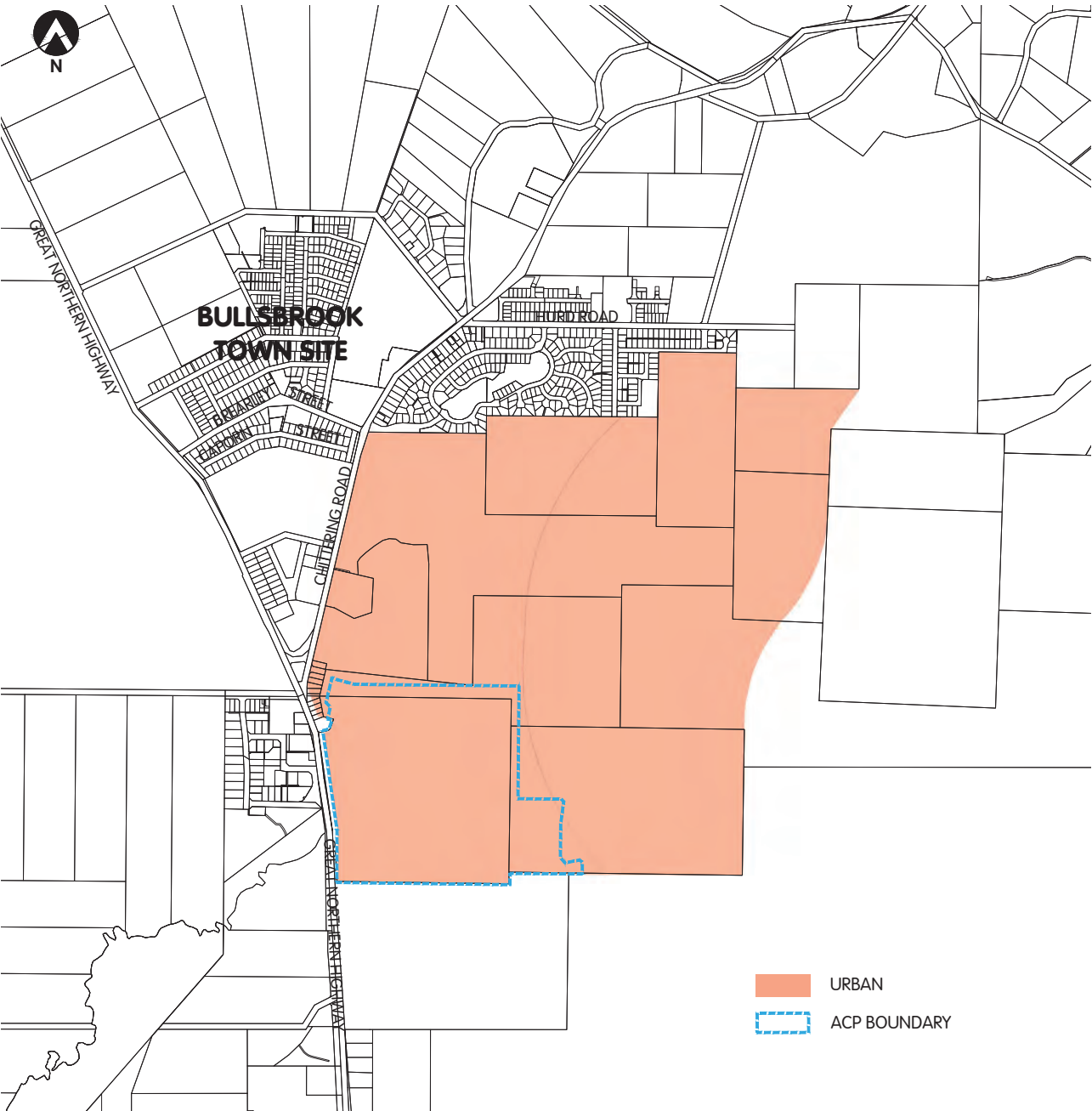
Lot Plan	Area (ha) Approx (Town Centre)	Owner
Pt Lot 1354 Great Northern Highway on DP 231314	39.16ha	Vispo Holding Pty Ltd
Pt Lot 1396 Great Northern Highway on DP249040	2.89ha	Vispo Holding Pty Ltd
Pt Lot 1314 Chittering Road on DP247991	5.23ha	Vispo Holding Pty Ltd

2.0 Planning Framework

2.1 Metropolitan Region Scheme

All of the Kingsford Town Centre is zoned ‘Urban’ under the Metropolitan Region Scheme (MRS Amendment 1324/41). Refer Figure 4.

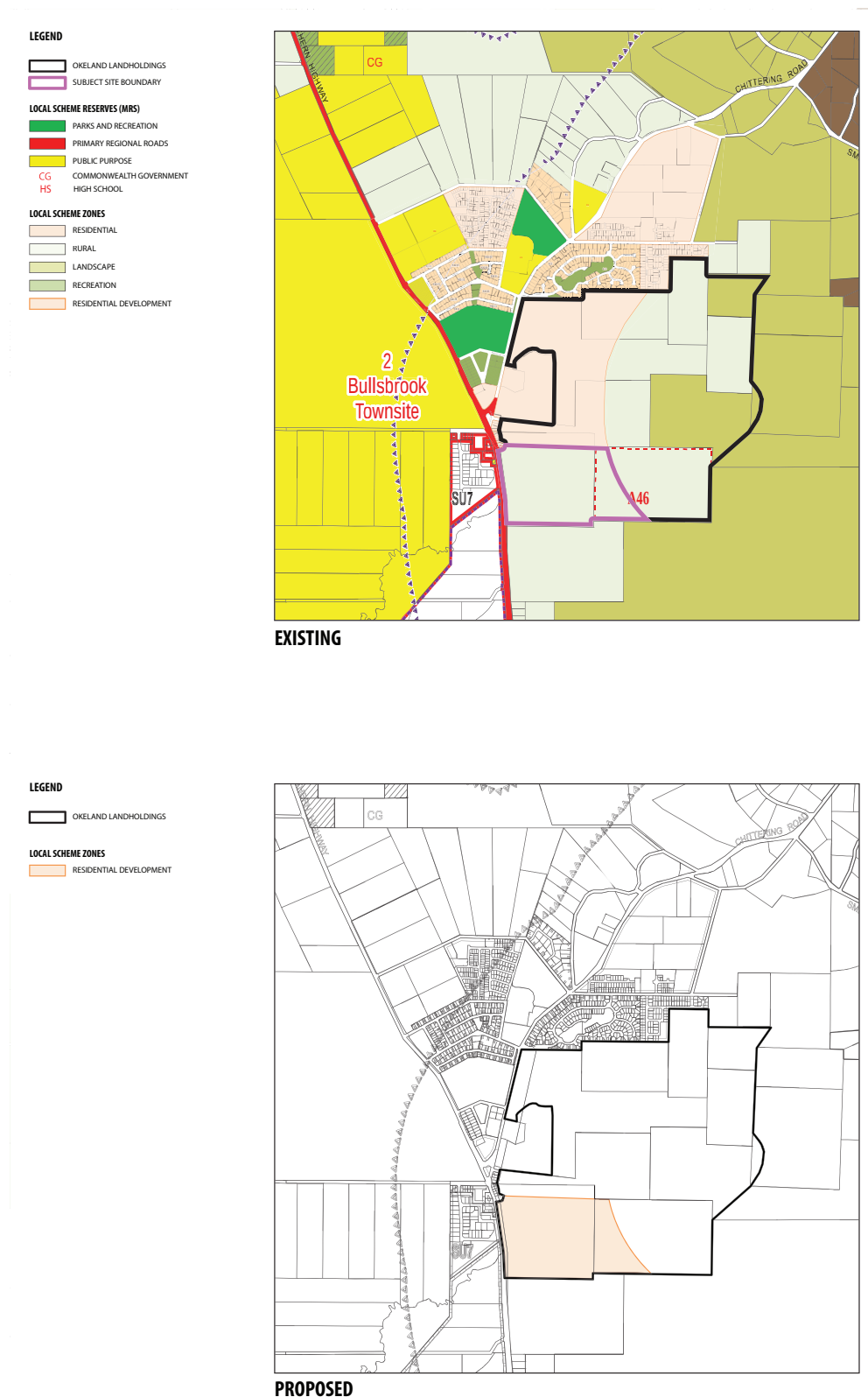
Figure 4: MRS Zoning Map



2.2 City of Swan Local Planning Scheme No. 17

The Kingsford Town Centre forms part of the City of Swan Local Planning Scheme No. 17 – Amendment No. 186, which zoned the land to ‘Residential Development’. The Amendment was supported for final approval by the Swan Council at their meeting held on the 26 August 2020. The Amendment was approved by the Hon Minister for Planning and gazetted on the 9 February 2021. (Refer Figure 5)

Figure 5: Local Planning Scheme No.17 - Amendment No. 186



2.3 Regional and Sub – Regional Planning Context

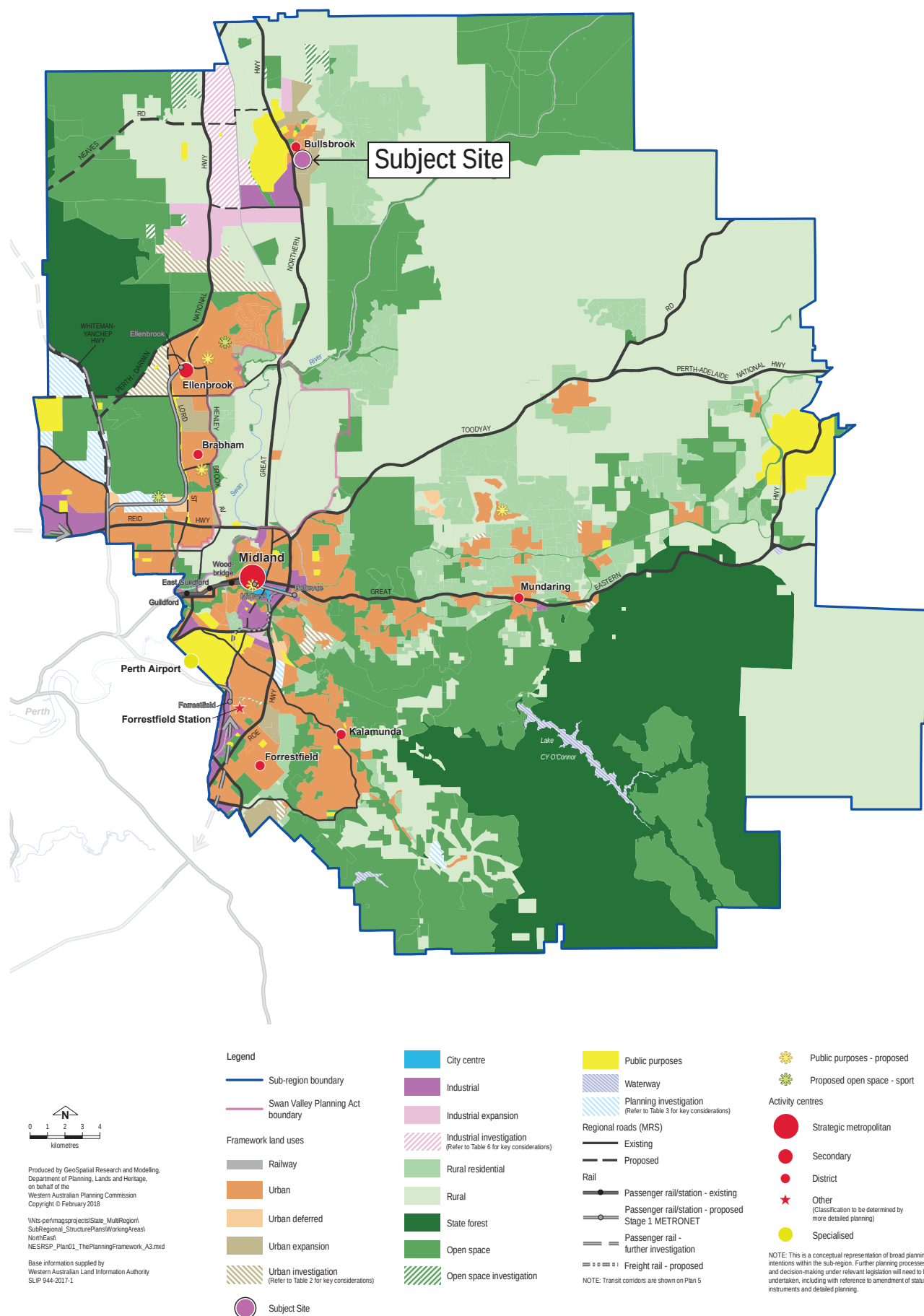
2.3.1 Directions 2031 and Beyond

Directions 2031 and Beyond, the WAPC's strategic planning framework document for Metropolitan Perth and Peel, is a high level strategic plan that establishes a vision for the future growth of the Perth and Peel region (Figure 6). It provides a framework to guide the detailed planning and delivery of housing, infrastructure and services necessary to accommodate that growth.

The Central Bullsbrook Precinct is identified within the 'North-East Sub-region', which is expected to grow by 69,000 people, to a total population of 258,000. Based on a 'Connected City' scenario, a growth target of 15 dwellings per gross urban zoned hectare is set by Directions 2031 for the area.

The proposed Town Centre development is consistent with Directions 2031 and Beyond, as it will facilitate strategically significant urban development within the Bullsbrook town site Urban Expansion area.

Figure 6: Direction 2031 and Beyond - North-East Sub-regional Framework



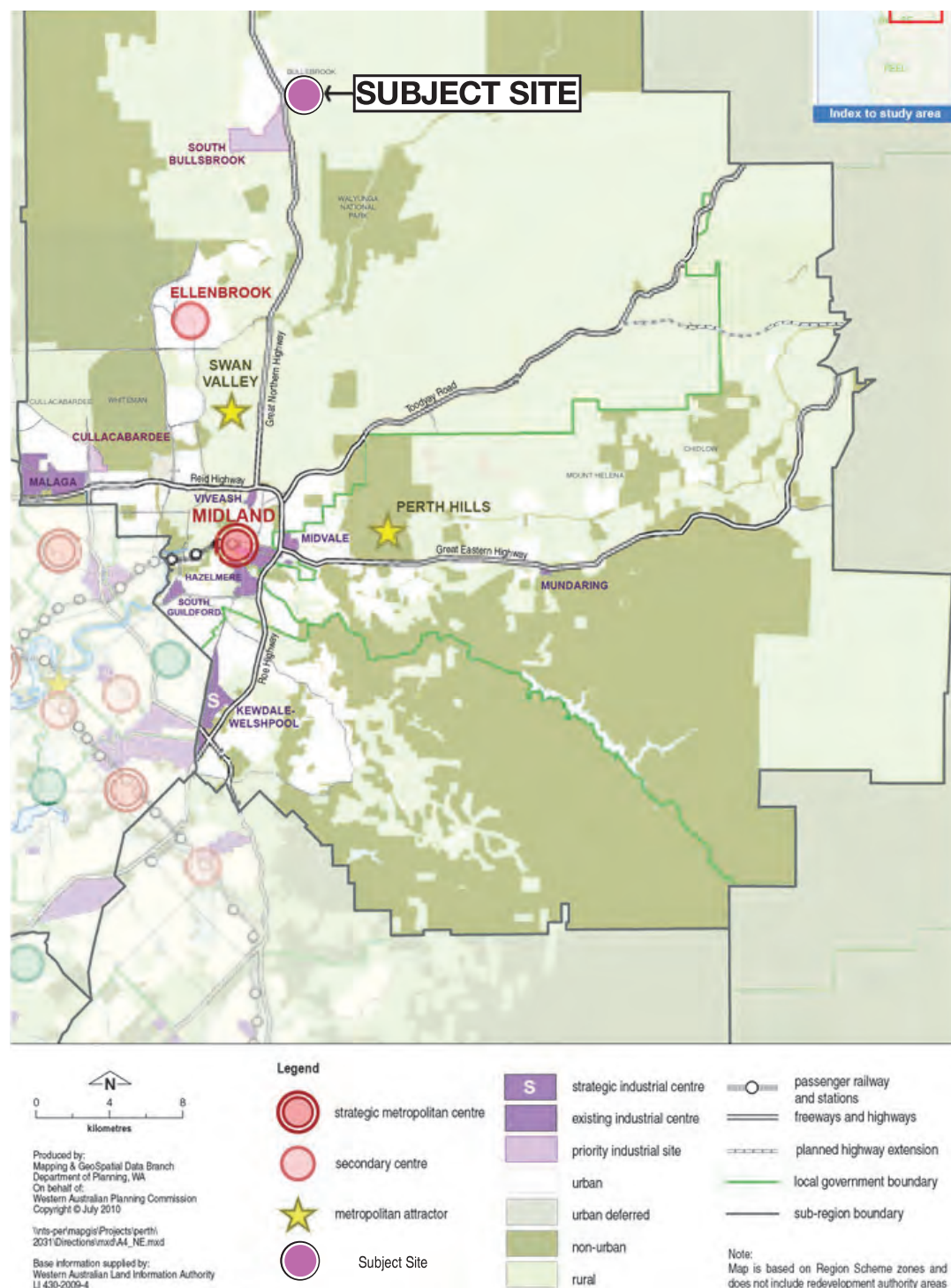
2.3.2 Perth and Peel @ 3.5 Million

Perth and Peel@3.5million report sets the context for the four sub-regional planning frameworks (Figure 7). The frameworks build upon the principles of Directions 2031 and provide guidance for future urban development and supporting infrastructure.

The Central Bullsbrook Precinct is located in the 'North-East Subregion' which is projected to grow to a population of 450,590 people by 2050. This will require approximately 187,986 jobs and 179,101 dwellings. The PP area is identified as a mix of 'Urban Deferred' and 'Urban Expansion' under the North East Sub-Regional Planning Framework.

The proposed Town Centre development will play a key role in achieving the growth and employment targets under Perth and Peel @3.5 million.

Figure 7: Perth and Peel @3.5 Million- North-East Sub-region



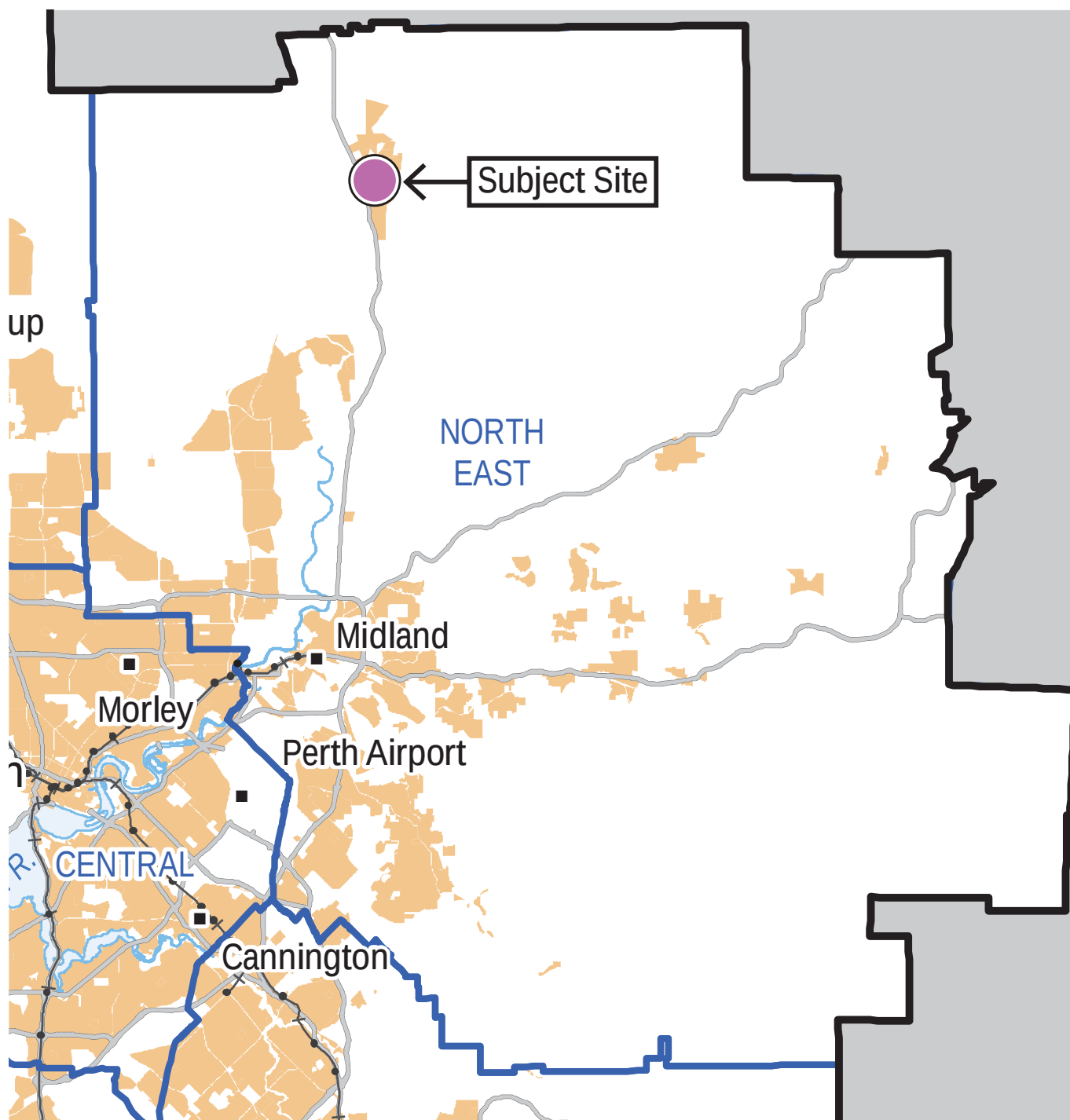
2.3.3 Perth and Peel Green Growth Plan for 3.5 Million

The Perth and Peel Green Growth Plan for 3.5 Million provides for the growth of the population to 3.5 million people while protecting the unique biodiversity and other environmental values of the regions (Figure 8). It sets out a framework which delivers improvements to the protection and management of state and national biodiversity and environment matters.

The Central Bullsbrook Precinct is identified as 'Urban Class of Action' under the Strategic Conservation Plan. This Class of Action provides for existing, new and proposed urban development. This includes residential land uses and associated functions such as employment, education, retail, civic facilities, light industry and open space.

The proposed PP and Town Centre development is consistent with the recommendations of the Draft Green Growth Plan.

Figure 8: Draft Perth and Peel Green Growth Plan for 3.5 Million



2.4 Local Planning Context

2.4.1 City of Swan Urban Housing Strategy

The Urban Housing Strategy addresses future housing needs within the City of Swan. It aims to ensure long term sustainable future residential development through the creation of an accessible, well connected and sustainable community where all demographic cohorts have access to varied housing options.

The Urban Housing Strategy comprises an Infill Strategy and a Greenfields Strategy which both respond to Directions 2031, and projects the need for an additional 35,510 dwellings in the locality.

The Greenfields Strategy applies to greenfield areas which are subject to current and future structure planning. The Greenfields Strategy identifies the Central Bullsbrook Precinct as a mix of 'Urban Deferred Zoned Undeveloped' and 'Urban Expansion Area 2011 – 2015'.

The PP and Town Centre plays a key role in achieving the objectives of the Urban Housing Strategy. Comprising most of the future R40-R60 land within the Precinct adjacent to the Town Centre, it will complete the diverse range of housing choices within Kingsford, within a high accessibility and amenity location.

2.4.2 Bullsbrook Townsite District Structure Plan

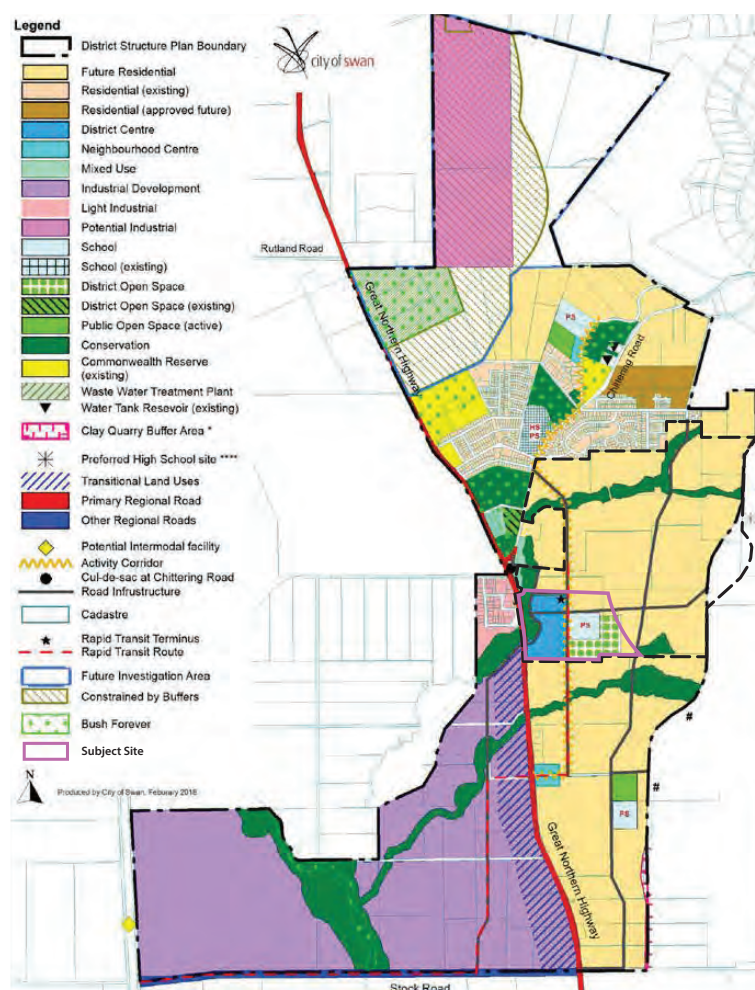
In the early planning stages of the District Structure Plan, the City of Swan recognised the need for an expanded retail / commercial centre in Bullsbrook and the limitation of the existing centre to allow expansion. It was determined that the most appropriate location for the new Town Centre would be directly east of the existing hub, across Great Northern Highway. That site being the Kingsford Town Centre (Refer Figure No. 9)

The proposed Kingsford Town Centre accords with the intent of the District Structure Plan as detailed below:

Town Centre

The proposed Town Centre is expected to commence expansion within its western edge to provide an early connection with the existing hub to the west, and to take advantage of the exposure to GNH. The proposed Town Centre is located along a north-south distributor road close to proposed community facilities, DOS and the district school in order to create a vibrant and connected centre with a diverse range of activities.

Figure 9: District Structure Plan



2.4.3 Bullsbrook Central (Kingsford) Structure Plan

The Bullsbrook Central (Kingsford) Structure Plan (local structure plan) is consistent with the District Structure Plan and identifies a 'Future Activity Centre Structure Plan' over the area of the Kingsford Town Centre / Town Centre (Refer Figure 10).

The PP will fulfill the required planning framework to enable delivery of the Town Centre.

The Bullsbrook Central (Kingsford) Structure Plan defers land use permissibility and built form control of the town centre to the PP.

2.4.4 Pre-lodgement Consultations

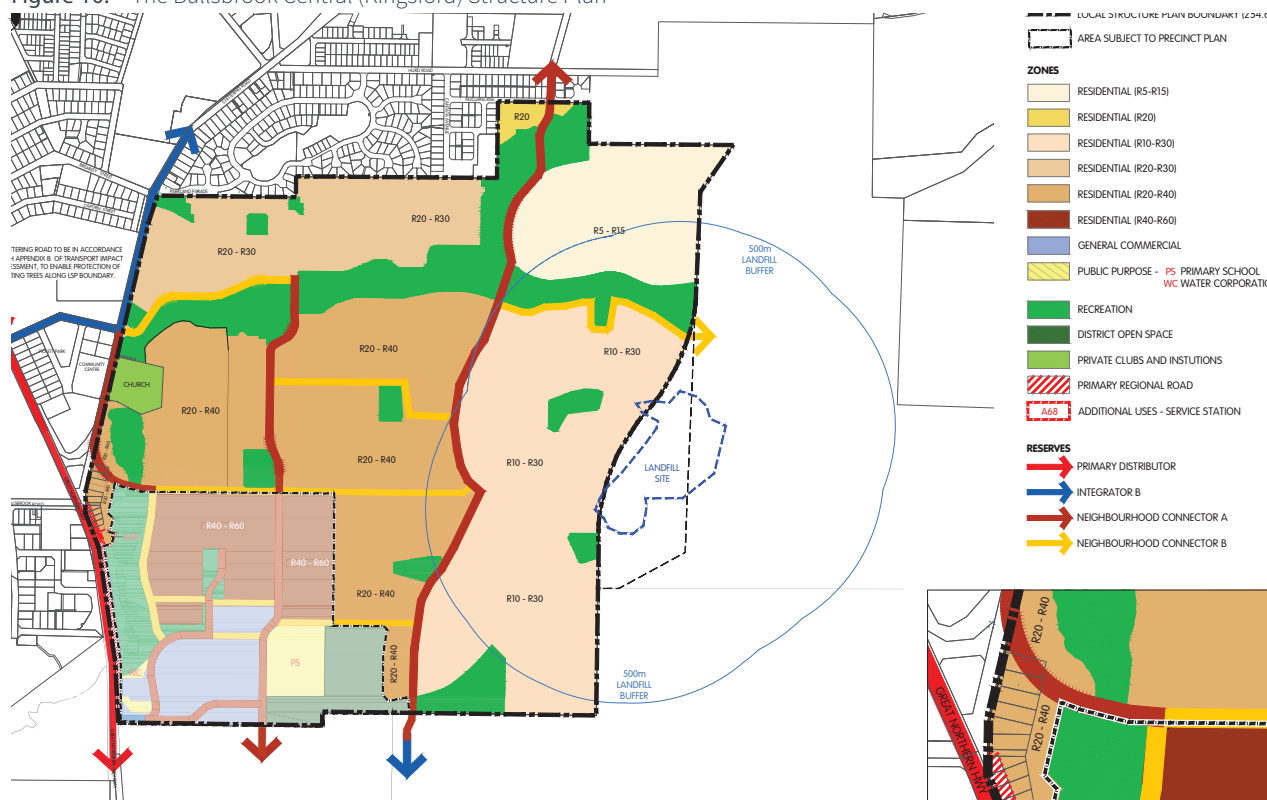
A series of engagements with local and state authorities have informed the development of this Precinct Plan, as summarised in the table below.

Consulted Party	Date	Description
Department of Planning, Lands and Heritage	5 November 2020	PP Content + Design
City of Swan	5 November 2020	PP Content + Design
City of Swan Executive	23 November 2020	Briefing on PP content and timing
Department of Education	23 November 2020	Primary School site + layout

2.5 Engagement Strategy

Scale / Impact of Precinct Planning	Proposal	Community Engagement	Facilitation
Low to Medium Impact	A Precinct Plan /PP that is consistent with the planning framework and result in a level of community impact ie. increased density and vehicle movements.	Statutory Advertising Community Information Open Sessions Community Resident Association Presentation Direct Engagement - Core existing Retailers in Bullsbrook Community Fair - Information Stand	City of Swan Okeland /Hatch RobertsDay Okeland /Hatch RobertsDay Okeland Okeland

Figure 10: The Bullsbrook Central (Kingsford) Structure Plan



3.0 Town Centre Vision

From the very beginning Kingsford has evolved from a strong vision and blueprint that has guided the design and decision-making, which has focused on the purposeful integration and respect for the existing townsite and geography of Bullsbrook.

As a new Town Centre, the Kingsford Town Centre will become the region's vibrant heart and the social hub for this community. It will create a place for enterprise and socialisation and will bring friends, family, and visitors together. It will offer places to explore and discover with a relaxed regional charm and modern conveniences. It is not intended to duplicate or compete with the existing facilities that exist within Bullsbrook, rather provide a range of additional commercial and civic uses to serve the broader needs of the whole locality.

The Town Centre has been carefully planned as an urban village that ties the whole development together. It plans to accommodate a balance of active community spaces and contemporary mix of shops, including a major supermarket, specialty stores, café, medical services, plus appropriate high-end sports, and community recreation facilities.

The vision statement and supporting place drivers developed for Kingsford are provided below. The vision is supported by a master plan and illustrative conceptual visualisations (at Figure 11) that depict the potential development outcome of the PP area at completion. These are for illustrative purposes only and is not intended to inform the interpretation of Part 1 provisions of this PP for the assessment of planning applications by relevant decision-makers.

Place Drivers

Progressive
Community wellbeing
Character rich
Inspired by nature

Figure 11: Masterplan (Vision)



3.1 The Vision



Immersed in the captivating foothills, Kingsford is inspired by the past and built for the future; with strong foundations and pride, it is an authentic urban village that values its community.



3.2 Place Values

Health and Wellness



Fostering healthy living and wellbeing for its residents, Kingsford provides a unique lifestyle choice. Its tree-lined streets, Ki-It Monger Trail and integrated paths support modern active living.

The Town Centre is community-focused and offers a relaxed vibe, with spaces for people to unwind and socialise. Public spaces are low-key and full of texture, colour and intimacy.

Crafted for the Community



Thoughtfully planned as a multi-generational community, this is a place with seemingly small and subtle details that have a profound impact on how spaces are used.

Clever design, strategic investment and collaborative management of the Town Centre creates a new lively hub of activity for residents and visitors alike.

Immersed in the Landscape



Nestled within Perth's northern foothills, its streets, built form and landscaping is distinguishably Western Australian – both functional and striking during all seasons.

The retained trees, bushland parks and the Ki-It Monger Brook park act as place locators, adding to its character and identity.

Place of Discovery and Fun



Bullsbrook's rich heritage and local culture that has long been valued by its residents is proudly on display – creatively intertwined and playfully expressed throughout the landscape, parks and playgrounds, built form, and public places.

Full of surprises, it is a place residents are proud of and welcomingly share with visitors.

Connected and Progressive



Highly regarded for its intuitive approach and sustainable way of life, there is a real sense of pride and opportunity in the air. Locals are working alongside the City and stakeholders to naturally connect this new village with the existing Bullsbrook community.

New technology supports the neighbourhood's activities and lifestyle, with fibre optic networks, solar and water technologies integrated throughout.

3.3 The Concept Masterplan

Compact, walkable and pedestrian orientated, Kingsford is designed as a destination in its own right. It will have animated streets and public spaces, together with a new Town Centre that is the nucleus of activity for residents and regional visitors.

The buildings and main street will exude a modern rural personality, and its well-planned design enables authentic and incidental interaction. With inherently 'rural Australian' character, Kingsford is cleverly planned to complement the undulating terrain, panoramic views, waterways and bushland.

Every day residents will be able to utilise the uninterrupted network of pathways that connect the neighbourhoods and outdoor experiences. It is a place designed to be enjoyed all year around – from the green winter months through to the warm summer evenings and hot summer days.

Urban design details:

- Streets aligned to capture views of the Darling Scarp and Brook.
- Sharing views of the scarp and creek from the Rocky Knoll Park and Lookout Park.
- Retains trees along streets and in various parks.
- Incorporates a green loop starting at Brook Park, which creates an uninterrupted network of trails and pathways through-out the neighbourhoods.
- Facilitates strong linkages with Pickett Park and existing Bullsbrook residential areas.
- Features a nature play space that will include a small café, BBQ, shade areas and toilets.
- Includes an identifiable Town Centre with functional design, retail and activity areas for people to meet and interact.
- Is centred by a realigned and meandering Chittering Road, slowing traffic and providing easy access north and south through the centre of town.



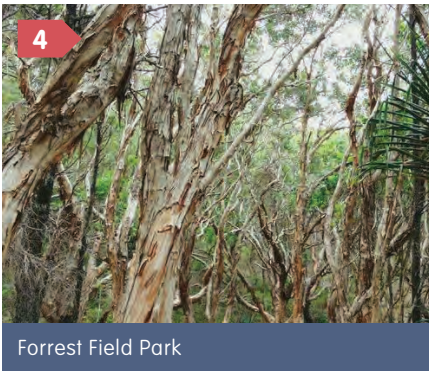
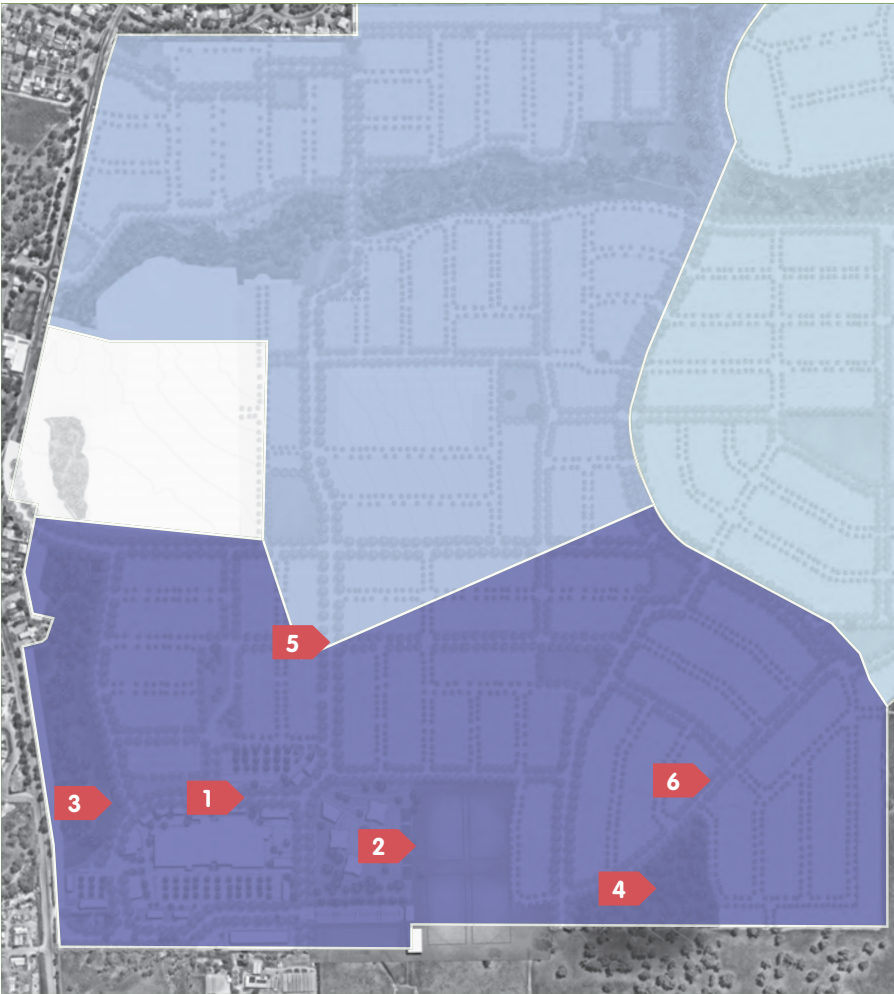
3.4 Strategies To Bring The Vision To Life

Town Centre

The Town Centre will become the nucleus of community activity, exude personality, and be commercially successful. Achieving these aspirations will require a combination of clever design, bold leadership and robust management. To achieve these aspirations, we will undertake the following strategies.

Strategy	Area of focus
Deliver a design that creates a contemporary main street environment, supported by comfortable and functional public domain.	• An attractive and vibrant main street shopping area characterised by a series of well-designed small shops • A mix of intimate and comfortable places for people that are fun, welcoming, attractive and functional • Ensure that the main supermarket is designed and located to align with main street design principles • Ideally all tenancies with a frontage to the main street (including the supermarket) will have direct access from the main street • Pedestrian priority by creating low-traffic speed environments in key areas • Locate majority of car parking at the rear of shops with easy access through to the main street
Prepare Design Guidelines and a Local Development Plan for the Town Centre, to reinforce the desired 'rural aesthetic' and design objectives.	The design objectives will be given priority, where possible, through all phases of project delivery, including design, sales contract negotiations, and development and tenancy agreements
Establish anchor tenants as early as possible, and focus on a curated tenancy mix in strategic locations.	• Secure a quality supermarket – early • Attract a quality and diverse range of 'boutique' local businesses • Lobby for early delivery of a primary school adjacent to the Village Centre • Include childcare facilities and health services in the Town Centre • Focus on attracting a diverse mix of retail, commercial and community services
Establish governance structures to achieve robust management outcomes.	This will include exploring the opportunity for 'shopping centre' style management agreements for all operators located in the Town Centre, and provision to raise levies to fund marketing campaigns and special events.
Work closely with adjacent property owners to ensure a cohesive and consistent approach.	Particularly the SACRI church and herb farm (to the south).

NEIGHBOURHOOD 2: HEART



3.5 Place Elements

Country character Town Centre

- Entrance vista's reflect and enhance 'overall' vision and intent
- Tree lined, interactive main street
- Modern buildings, inspired by rural aesthetic
- Design philosophy supports main street principals
- Supermarkets to have main street entrances, with customers activating specialty stores as they walk between parking and the shops
- Ideally, all other tenancies have main street or public spaces entrances
- Majority of car parking is located at the rear of shops with easy access through to the main street
- Boutique local businesses
- Control provisions to deliver quality design and landscaping outcomes
- Mix of day and night uses activating the public realm, including retail, services, food and beverage, community and residential

Animated streets and community gathering places

- Intimate/flexible public realm
- Day/night focus
- All-age friendly

Village Green and 'Old Bullsbrook' Well

- The town is characterised by a balance of urban and nature connections
- Pays homage to Bullsbrook's history and the place connection to water
- Regional themed playground to attract families to use the town centre
- Simple farm to table' restaurant/bar/café fronting the playground/Village Green
- Recreation, civic and commercial anchors support and enliven the soft 'green' nature spaces which anchor the west side, including:
 - Farm themed restaurant
 - Regional playground
 - Green loop
 - Tourism businesses (mountain bike hire)

Built form / Housing

- Straighter urban grids
- Higher density housing around the Town Centre
- Narrower frontages (<15m) and conventional depths
- Wider and deeper lots in moderate sloping areas
- Appropriate design and lot size/types responses
- Innovative construction techniques to maintain elevation and rural feel
- Deeper and wider lots 'breaking the mold' of traditional offer
- Building areas of most lots to be flat

Streets

- Retaining walls installed only when required to achieve clearly defined flat/level building zones
- Combination of roads parallel and perpendicular to the land contours
- Tree-lined boulevards connect residents to other neighbourhoods

Place management focus

- Programmed activities
- Tiered governance frameworks
- Marketing levy built into sales contracts

Community Infrastructure

- Childcare centre
- School and Playing Fields with supporting youth/sporting infrastructure
- Innovative and accessible public transport that does not compromise the centre's amenity and urban qualities

Community Safety

The PP and concept plan has been assessed against the CPTED principles and performance criteria listed in the WAPC Design Out Crime Planning Guidelines (2006). Refer to Appendix C.

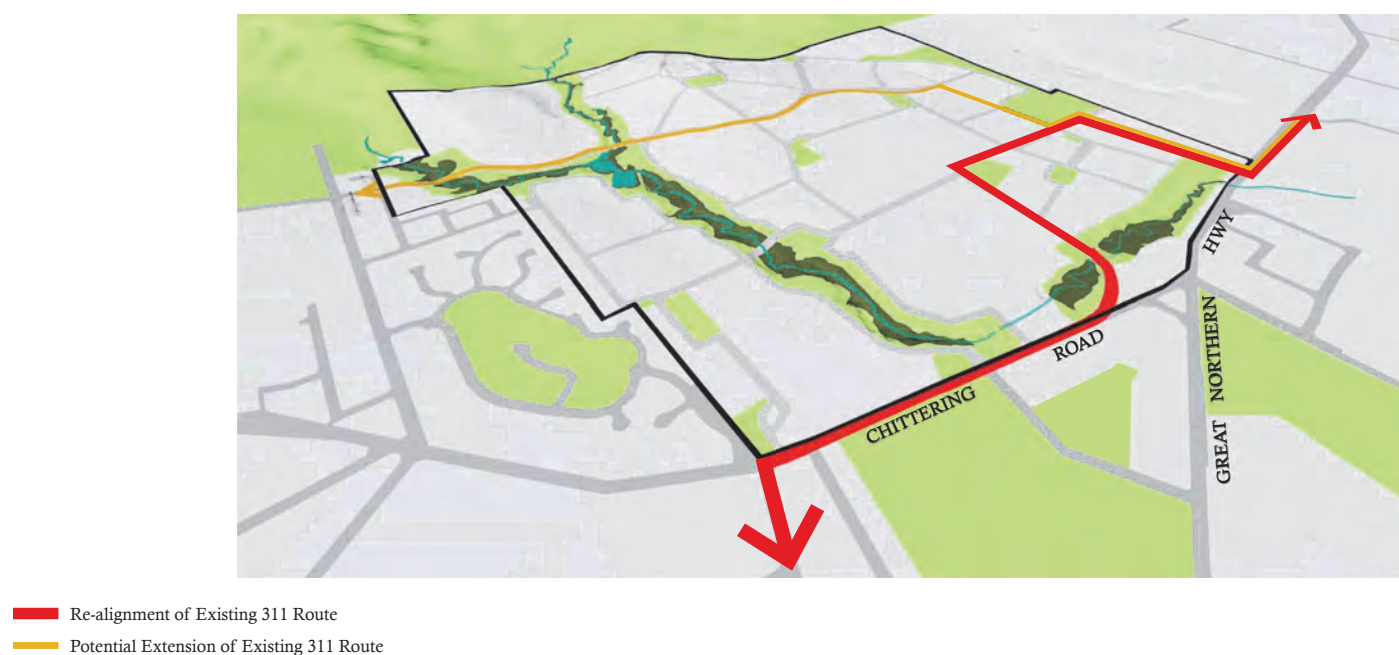
3.6 Connected By Nature

The Kingsford community will have strong connections with nature, particularly via a ‘Green Loop’ connecting the Brook to complete a 4.2km contiguous ecological system. The southern extent of the Green Loop is positioned on a meandering topographical low-point, reinforcing its natural qualities and culminating in the Town Centre where it takes on a more urban character before returning to nature.



3.7 Transit Village

The Bullsbrook Town site will over time have good access to public transport via a Rapid Transit Service line which is intended to service the Swan Urban Growth Corridor and Ellenbrook. The Kingsford site will make a significant contribution to this, with an ‘Activity Corridor’ extending north-south through the site as a realignment of Chittering Road. It is proposed that a bus stop terminus would be located adjacent to the Town Centre consistent with the Land Use Master Plan.



3.8 Connected Open Space Network

Kingsford will consist of a contiguous network of open spaces, with the primary objective of connecting the community with the Ki-It Monger Brook, topographical points of interest and the Town Centre. The Green Loop will be the major open space connection, consisting of a series of local open spaces that punctuate the movement experience around the site. The open space network has been assessed against the Healthy Active by Design Principles (refer to Appendix D).



3.9 Integrated Town Centre Heart

Being in the privileged position of the only landholding located next to the existing town, Kingsford master planning and placemaking will focus on integration with the existing town to optimise mutual benefits. The Town Centre will become the nexus between Bullsbrook and Kingsford.

Kingsford Town Centre will over time offer the existing and future community district level retail, education, a diversity of public spaces, services, lifestyle, transit, more urban living choices and, above all, a place for the entire community to come together.



4.0 Environmental and Heritage Considerations

An Environment and Hydrology Report was prepared by RPS as part of the approved LSP.

The Report shows that the PP area does not have any environmental constraints or attributes that will limit or preclude urban development. Relevant environmental considerations are summarised below.

4.1 Flora and Fauna

No Threatened Ecological Communities (TECs) were identified within the Bullsbrook Central Precinct.

The recent MRS amendment for the area was referred to the Environmental Protection Authority (EPA) for advice on whether an environmental assessment would be required. The EPA advised that the proposed amendment did not require formal assessment under Part IV of the Environmental Protection Act 1986.

The majority of the Bullsbrook Central Precinct has been cleared of natural vegetation for agricultural purposes. The Ki-It Monger Brook traverses the Precinct Plan area to the west and includes two wetlands.

The majority of the Guildford Complex is associated with the Ki-it Monger Brook. The remnant Guildford Complex is also located on the property adjoining the southern boundary of the PP area, with a small portion encroaching into the subject site (Lot 1314). This will predominantly be retained within Public Open Space as per the Indicative Structure Plan.

In relation to the two wetlands associated with Ki-It Monger Brook, one is classified as a Conservation Category Wetland (CCW) (UFI 12681) and the other a Multiple Use Wetland (MUW), which is likely to have few important ecological attributes and functions remaining.

A botanical assessment was conducted detailing the spatial extent and characteristics of the wetlands in particular the CCW (UFI 12681). There were no significant flora species recorded or likely to occur along Ki-it Monger Brook.

Both the CCW and MUW within Ki-it Monger Brook had vegetation condition rated as 'Degraded' with no or scattered native understorey plants, litter, high grazing levels and weed infestation.



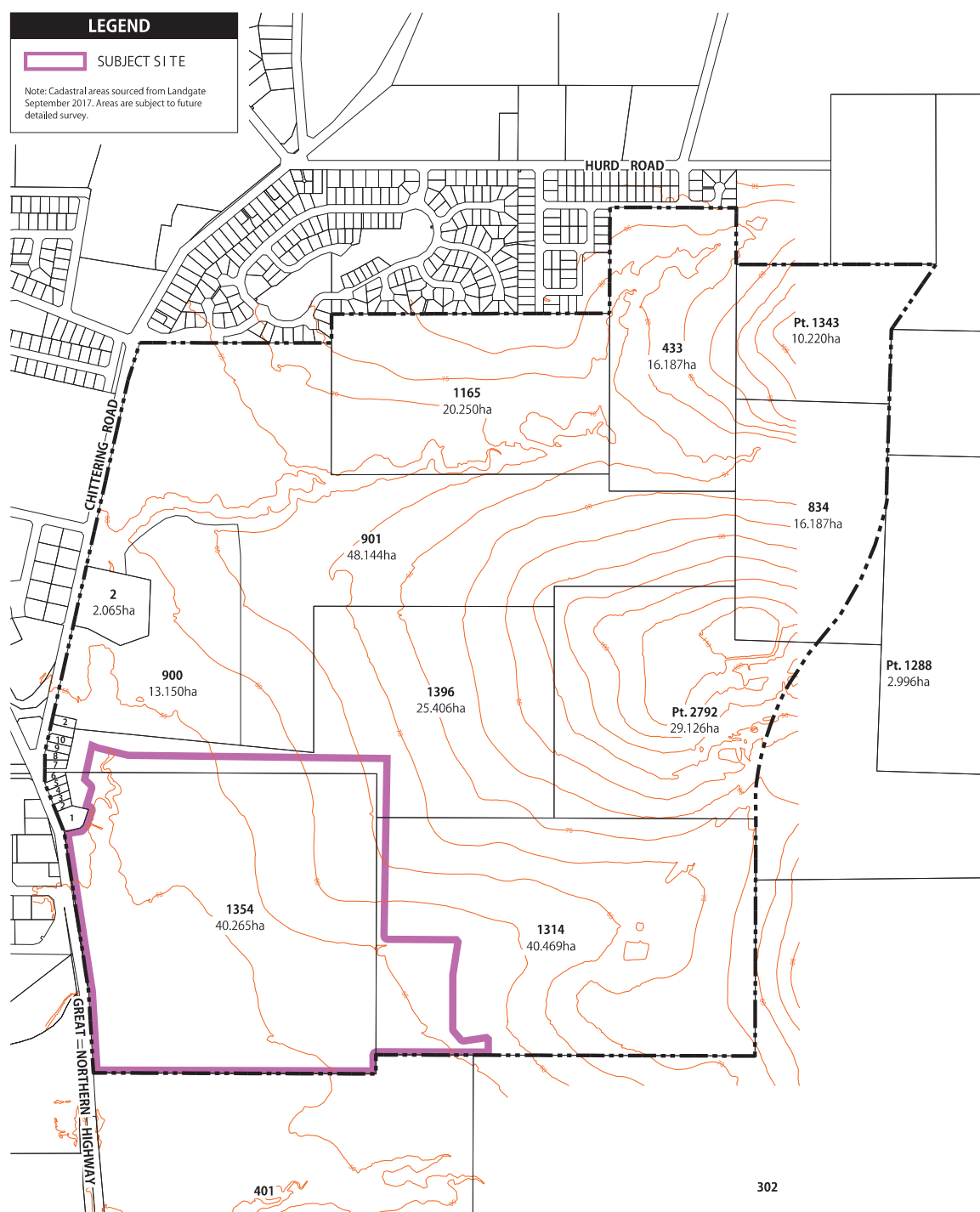
4.2 Land form and soils

The Central Bullsbrook Precinct is located at the foothills of the Darling Scarp and is generally of high relief. It ranges in elevation from approximately 120 metres Australian Height Datum (m AHD) in the east, where the foothills begin down to approximately 50m AHD to the south-west, where the relatively flat landscape of the Swan Coastal Plain commences (Figure 12).

The PP area predominantly consists of this relatively flat landscape. This is a major factor in co-locating the Town Centre, playing fields, primary school and higher density housing within this part of the Precinct.

The Department of Environment and Regulation (DWER) has compiled broad-scale mapping of the risk of acid sulphate soils for regions of Western Australia. The PP area has not been assigned an Acid Sulfate Soils (ASS) risk rating and it is assumed there is a “low to no” known risk of ASS occurring within 3m of the natural soil surface (or deeper).

Figure 12: Site Topography



4.3 Landfill Site

All waste acceptances at the premises ceased in November 2018 and all waste processing was completed by the end of December 2020. Oakland Communities engaged Strategen - JBS&G to work with DWER on the licence surrender / post-closure Management Plan. This process is on-going with DWER.

The landfill site is located on Lot 2792 which does not form part of the Precinct Plan.

4.4 Nursery Noise

A nursery is located adjacent to the Southern boundary of the proposed Town Centre. The generic separation distance required from a nursery is 100m (EPA 2015). The generic buffer is primarily based on potential noise impacts.

In regards to interface, management the Town Centre and playing fields are proposed adjacent to the nursery site to manage the long term interface. The design outcome ensures no sensitive land uses are located within 100m of the nursery.

It should also be noted that the land south of the Central Bullsbrook Precinct (including the nursery) has been identified as future residential land in the DSP.

4.5 Transport Noise

The PP / Town Centre area is located adjacent to a Primary Distributor in Great Northern Highway. As part of the approved LSP, a Transportation Noise Assessment was prepared by Herring Storer (Appendix E).

The assessment was undertaken in accordance with the WAPC's State Planning Policy 5.4 – Road and Rail Transportation Noise and Freight Considerations in Land Use Planning (SPP 5.4).

The acoustic assessment found that without mitigation, 'noise targets' set by SPP 5.4 would be exceeded for dwellings close to Great Northern Highway, as well as Chittering Road. In response, the report includes a series of specific noise mitigation requirements, which will ensure that the Northern portion of the PP area is suitable for residential development.

4.6 Heritage

A search of the Department of Indigenous Affairs (DIA) Aboriginal Heritage Inquiry System (AHIS) database identified one registered Aboriginal site of mythological significance within the Central Bullsbrook Precinct, being the Ki-It Monger Brook 2 (Site ID 3583). The desktop search also identified one 'Other Heritage Place' within the Precinct, being the Bullya Spring (Site ID 22669). Importantly, both of these sites are located outside the PP area.

A search of the Heritage Council's database resulted in no matches for European Heritage within the Precinct.

4.7 Bushfire Management

An updated Bushfire Management Plan (BMP) was prepared by Strategen in support of the Precinct Plan; prepared in accordance with the WAPC's Guidelines for Planning in Bushfire-Prone Areas 2015, and SPP 3.7: Planning in Bushfire Prone Areas, and the Australian Standard AS3959-2009 Construction of buildings in bushfire prone areas (AS3959) (Standards Australia 2009). The report confirms the suitability of the PP area for urban development from a bushfire hazard perspective, subject to appropriate management measures.

4.8 CPTED Assessment

An assessment of the Kingsford Town Centre PP using the CPTED principles and performance criteria listed in the WA Planning Commission 'Designing Out Crime Planning Guidelines' (2006) forms Appendix C.

4.9 POS - Healthy Active Design Assessment

An assessment of the Kingsford Town Centre PP in accordance with the Heart Foundation 'Healthy Active by Design' is located of Appendix D. The POS 400m and 800m 'Ped Shed' plan comprises Figure 13.

Figure 13: Healthy Active Design Assessment



4.10 POS Strategy

4.10.1 District POS / Playing Fields

BRIEF DESCRIPTION

- Landmark/destination for residents and community groups
- Opportunity to co-locate facilities (i.e. playing fields, junior ovals and hardcourts for future school and community)
- Provide shared amenities (i.e. shelters, BBQ areas, play and exercise nodes)
- Distinct active/passive zones amongst activities and age groups
- Promote accessibility and usage by community
- Pedestrian and cycle path along perimeter to connect into broader path network
- Playing fields with capacity for organised sporting and large scale community events
- Potential for grandstand for viewing
- Allow for drainage and stormwater flows
- Allowance for access and carparking provisions

SIZE (Excluding Verges) = 63,374 sq.m

FUNCTIONS

- Service diverse range of passive and active recreational activities
- Open area for informal/formal sports and events
- Predominantly irrigated turf for sporting fields
- Maximise shade trees
- Play elements for all ages
- Drainage
- Connection/Colocation with education facilities

ENVIRONMENTAL CONSIDERATIONS

- Planting design to be zoned according to irrigation requirement, with full irrigation requirements to the formal turf sporting fields
- Consider stormflows and drainage requirements
- Source local materials where possible
- Consider the long term maintenance requirements for all materials



4.10.2 Ki-it Monger Book

BRIEF DESCRIPTION

- Primary POS/link with development
- Existing vegetation along brook alignment to be retained
- Revegetate and rehabilitate
- Promote accessibility and usage by community
- Pedestrian and cycle paths along top of bank interconnecting with recreational nodes along linear route/network.
- Play spaces/boardwalks/interpretive/signage/educational opportunities
- Allow for drainage and stormwater flows

SIZE (Excluding Verges) = 297,608 sq.m

FUNCTIONS

- Turf - informal kick-about, play spaces and picnic areas
- Native waterwise vegetation
- Maximise shade trees
- Picnic facilities for family/friend gatherings
- Play elements for all ages
- Path network connecting into broader path network
- Drainage
- Ecological function
- Habitat
- Education
- Connection

ENVIRONMENTAL CONSIDERATIONS

- Waterwise native planting
- Planting design to be zoned according to irrigation requirement, with full irrigation requirements to the informal turf playing areas
- Source local materials where possible
- Consider the long term maintenance requirements for all materials
- Consider stormflows and drainage requirements
- Rehabilitation/revegetation
- Respect geomorphology of existing and historic creekline



4.11 Tree Species Selection

NATIVE SPECIES



Agonis flexuosa
Willow Myrtle



Allocasuarina fraseriana



Callistemon 'Kings Park Special'



Casuarina obesa
Swamp Sheoak



Corymbia calophylla
Marri



Eucalyptus lane-poolei
Salmon White Gum



Eucalyptus marginata
Jarrah



Eucalyptus rudis
Flooded Gum



Eucalyptus tottiana
Prickly bark



Eucalyptus wandoo
White Gum



Melaleuca preissiana
Modong



Melaleuca raphiophylla
Swamp Paperbark



Nuytsia floribunda
WA Christmas Tree



Taxandria linearifolia



Xanthorrhoea preissii
Grasstree

5.0 Character Areas

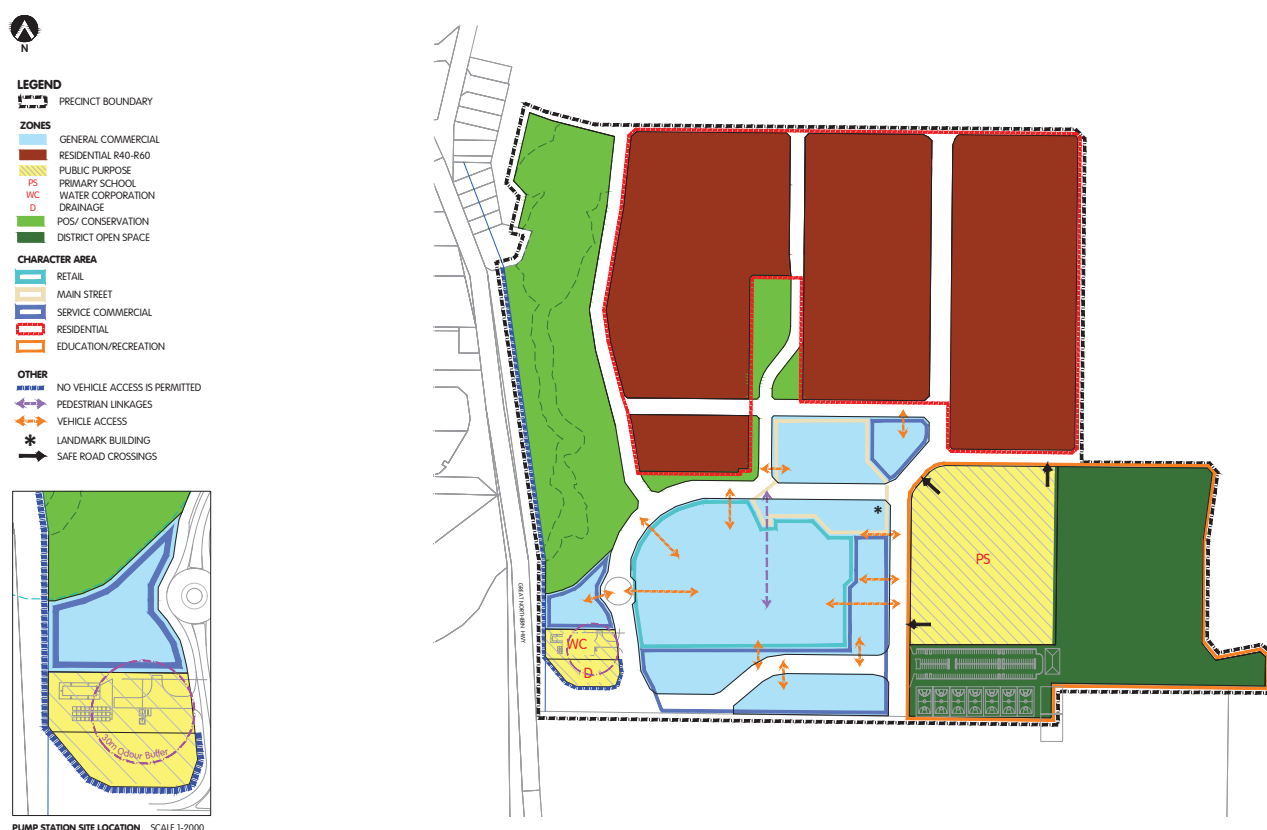
The Kingsford Town Centre is made up of five Character Areas based upon land use focus and built form as shown at Figure 14. The creation of these Character Areas will drive the success of the Town Centre.

Although the Character Areas will each perform a range of overlapping functions, the activity mix will aim to avoid conflict and maximise pedestrian activity between land uses. Each area will deliver a specific character, which will contribute to legibility and identify. The intensity of activity will vary between areas and at different times of the day.

In brief the Character Areas are:

- **Retail** – Incorporating the shopping complex being the nucleus for retail activity + car parking
- **Main Street** – The energy + activity on Main Street will be a focus for the Town Centre day and night. It is a place to enjoy, shop, meet friends, work, wander & explore and somewhere to relax. This area will deliver a high quality urban realm and public art, creating a place for public life to flourish.
- **Service Commercial** – enjoying a high level of access and situated towards the edge of the Town Centre, this area is ideally suited for land uses and development forms that have a greater reliance on car based access for viability.

Figure 14: Character Areas



6.0 Retail Kingsford

The Kingsford Town Centre has been designed and will operate as a Town Centre. This is consistent with the approved strategic planning undertaken for the locality.

The development of the Town Centre will be undertaken in stages and in response to market demand.

The 'Retail Demand Analysis' (September 2019) as prepared by Macroplan (Appendix A) confirms a strong demand for retail floorspace as the residential development progresses at Kingsford. The Kingsford Town Centre will be the main food, grocery and convenience-orientated shopping destination for new residents of Kingsford estate as well as other residents in the surrounding area.

The Macroplan reports indicates that as early as 2023, a neighbourhood centre type is viable. The level of floorspace would be approximately 4900 sqm which would accommodate a full line supermarket (at least 3000 sqm) and supporting fresh food specialties such as: baker, butcher and fresh produce.

As the resident base continues to grow a full size supermarket will be accommodated along with a range of supporting specialty shops as outlined below:

- **Food catering** – takeaway food stores, cafes + restaurants
- **General Retail** – pharmacy + discount variety store
- **Retail Services** - optometrist, dry cleaner, hairdresser, barber + beauty salon
- **Non-retail** - fitness centre, small medical centre + real estate agent

6.1 Land Use Permissibility

A service station and tavern are uses actively seeking to develop in the Kingsford Town Centre. Both uses are to be delivered in stages 1 & 2 of the town centre as set out in Part One of the Precinct Plan (section 3.12 Implementation and Staging). These uses will be developed on-site prior to any residential lots / residents, which comprise stage 3 of the Town Centre development.

6.2 Trade Areas

The Kingsford Town Centre primary and secondary trade areas contain the Kingsford residential estate, established urban areas of Bullsbrook, RAAF base Pearce, land immediately to the south, urban parts of Muchea and the rural area of Lower Chittering. The proposed level of floorspace is sustainable and based upon sufficient demand. Importantly the Kingsford Town Centre will not impact; Ellenbrook Central, Ellenbrook Town Centre (Woolworths) or the Aveley Woolworths. Therefore, the development of the Kingsford Town Centre will not impact the established centre hierarchy within the NE corridor.

6.3 Local Employment

Based upon the proposed tenancies that will be developed in the Town Centre it is estimated the employment generated will total 715 direct jobs, for Kingsford and the surrounding Bullsbrook locality.

7.0 Built Form

The Kingsford Town Centre will service the emerging greenfield residential area located adjacent the Bullsbrook townsite. The intensity scale of development and built form will seek to integrate with the surrounding predominantly single storey residential development.

The built form will deliver an interesting street facade with a variation in materials and detailing. The architecture will respond to the climate of Bullsbrook where the hot and dry summers are addressed via shade elements.

A traditional / Bullsbrook vernacular will be delivered along Main Street with car-based uses located in the balance of the Town Centre.

7.1 Built Form Configuration

The Kingsford Town Centre is intended to accommodate a range of building forms including;

- Large format supermarket
- Retail shops
- Medical Centre
- Service commercial outlets
- Gym
- Service station
- Cafe
- Take away food operators
- Hairdresser
- Pharmacy

An indicative build out which incorporates the above building types into an integrated Town Centre is shown at Figure 15. This includes a pedestrian orientated Main Street to provide for day and evening lifestyle activities in concert with the more car orientated retail outlets and car parking/ servicing sleeved behind development.

The Town Centre will be visually different to other centres through the establishment of a 'town to country' built form which is unique to Kingsford. The general design considerations for the Town Centre are based on the following key aspirations.

- To maintain a vision of the town centre development over its establishment
- To ensure the built form and the public realm complement and support each other
- To seek consistency and quality in the built form
- To inject a character and relevance (through design) which is unique to Kingsford