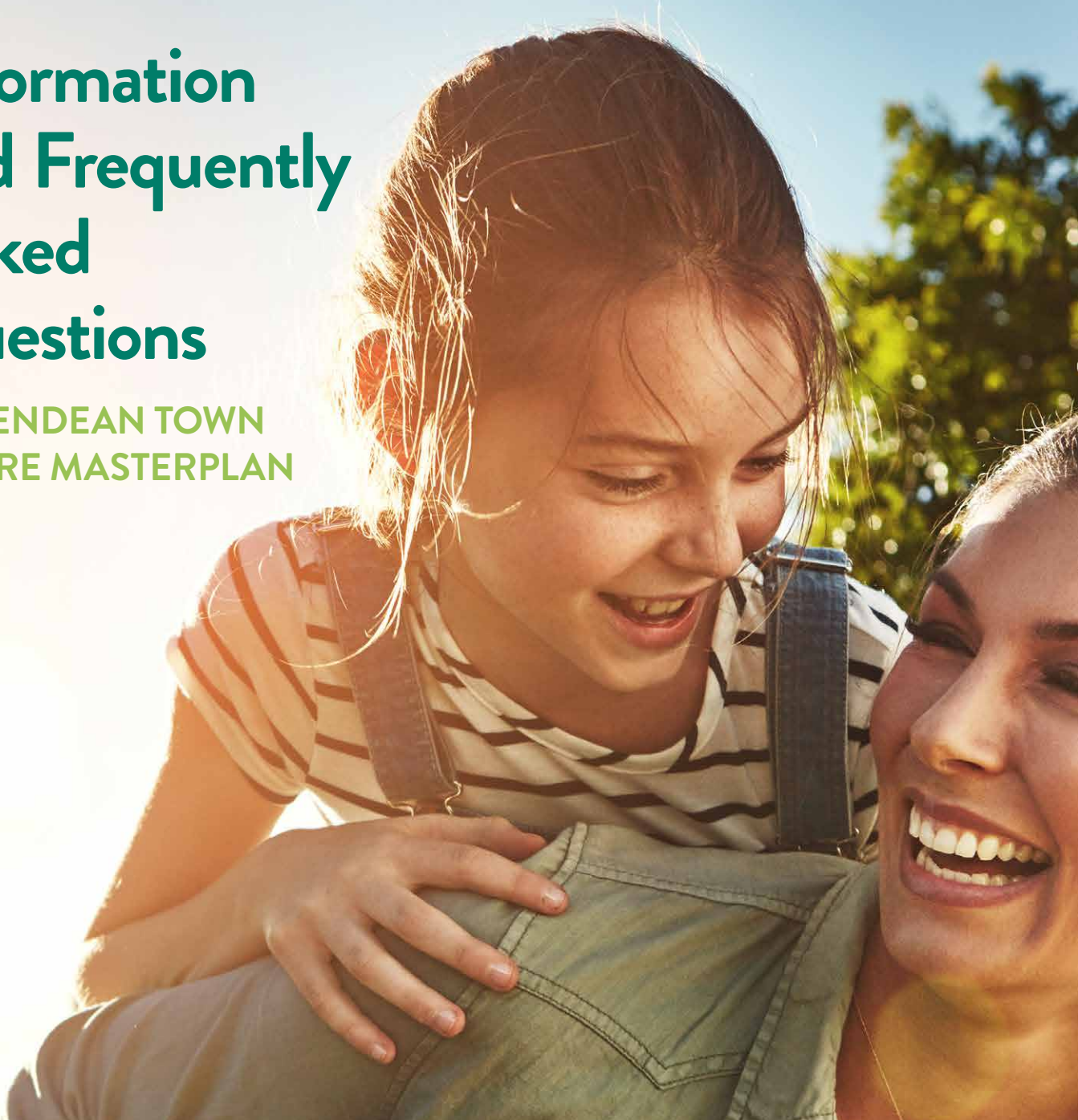


# Information and Frequently Asked Questions

BASSENDEAN TOWN  
CENTRE MASTERPLAN



**BASSEN**

*Dream*

THE TOWN CENTRE









# ABOUT THE TOWN CENTRE MASTERPLAN

**The Bassendean Town Centre Masterplan will create an overarching land use plan that sets the conditions needed to attract investment and enhance the vibrancy and liveability of the town centre precinct for the next 20 years.**

The masterplan is being progressed in response to community input which is clear: we want a more vibrant, inviting and connected town centre that is easy to access, has a diversity of local goods and services, is an attractive place to live, shop, relax and spend time. Above all our community wants a town centre that is sustainable and supports and serves people from all walks of life into the future.

The masterplan will align with the work we are doing on our Local Planning Scheme and Strategy, whilst also supporting our COVID-19 Recovery Plan. This integrated approach is focussed on making sure we get the best possible outcome for our town centre and community.



# WHAT WE KNOW FROM PAST PROJECTS

A number of recent key projects, including BassenDream Our Future, the MARKYT Community Scorecard, and our new Strategic Community Plan, have provided greater insight into what our community's aspirations are for our town centre.

We now need to develop and implement an urban planning process that can create a vision and set the planning conditions that will help bring it to reality.

The Town of Bassendean, supported by consultants from Creating Communities, is taking the lead on town centre revitalisation and will be seeking stakeholder and community input on the development of the masterplan.

Past engagement, such as the interactive activities for BassenDream Our Future, considered what is possible for Ashfield, Bassendean and Eden Hill at a broad scale. This master planning process is one of the first key urban planning projects to emerge from this process.





# A TOWN CENTRE LIKE NO OTHER

We know that the Town of Bassendean is unique for its strength of community, “village” feel, connection to natural environmental and connection to our local history.

As the major commercial and community hub for Bassendean, Ashfield and Eden Hill, the Bassendean town centre itself has a number of unique features that set it apart from other town centre precincts across Perth:



- A train station located within the town centre, making it highly accessible to the Perth CBD, Metronet, the Swan Valley and the hills, as well as Ashfield and Success Hill stations



- Walkable distance from the town centre to the Swan River



- The Bassendean Oval, home to the Swan Districts Football Club



- A diversity of old and new built forms



- A mix of hospitality and retail shopping options, including small local businesses

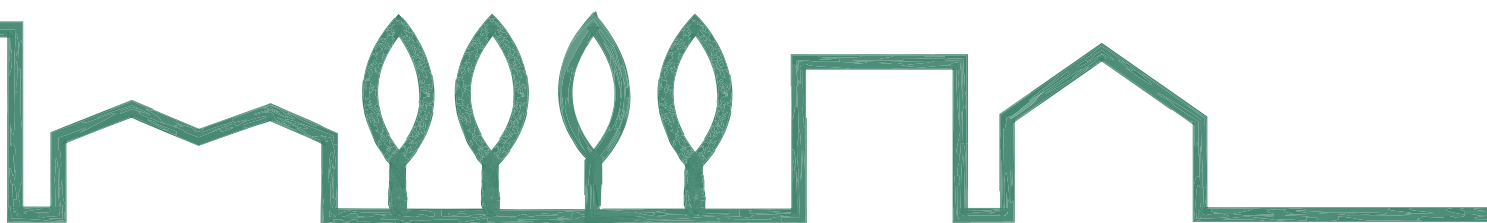


# PROJECT PURPOSE

**To Bassendean Town Centre Masterplan is a strategic planning exercise to demonstrate to our community, Council, State Government and potential investors the great outcomes that are possible in our town centre.**

Specific objectives of the Bassendean Town Centre Masterplan are to:

- Progress the next phase of the “BassenDream” project – with a specific focus on the future planning of the town centre to create a vibrant, connected and thriving place
- Provide a long-term vision and masterplan that will guide town centre revitalisation and development for the next few decades
- Create a plan that will foster a thriving and liveable town centre with the shops, services, amenity and residential options to allow our community members to spend their whole life in Bassendean, from childhood to adulthood plus the opportunity to age in place
- Engage the community, landowners, businesses and other key stakeholders to generate a collaborative approach to town centre revitalisation
- Create the conditions needed to attract investment, economic and community development, and town centre activation
- Identify what places and uses are working well in the town centre; which others have the opportunity for improvement; and if there are any key needs that are not being fulfilled
- Generate excitement about what is possible in Bassendean, now and into the future
- Ensure a cohesive approach to planning for the revitalisation of the town centre that prevents isolated “spot” redevelopment that happens on an ad-hoc basis
- Support our response to COVID-19 by facilitating employment opportunities and improving the sustainability of our town centre













# COMMUNITY OUTCOMES

## The Bassendean Town Centre Masterplan is not just focused on buildings. We want to develop a plan that will provide the foundation for the following community outcomes:

- A town centre where our community and visitors will want to “linger longer”, by visiting for multiple reasons and engaging in various activities. For example, encouraging our community to go to the shops, hairdresser, visit the park and get on public transport within the town centre
- A more transit and access-oriented town centre, which is convenient to travel to, from and around, with improved universal and physical accessibility throughout the area
- A more vibrant, active town centre, where people can live, work, play and connect. The diversity of land uses will include:
  - Enhanced public and green spaces between and around buildings
  - Bespoke and diverse businesses that are more economically sustainable, supported by improved access to the centre and an increased local population
  - Improved places and spaces for children and families
  - Better places and spaces for public art and creativity
- A green and shaded town centre, with the amount of green space within the town centre boundary being preserved and enhanced
- Opportunities for people to downsize/right-size in the town centre. This increase in the residential population in the heart of the town centre will create the critical mass of people needed to support a thriving precinct
- A Town that is “open for business” and looking to the future. It will provide more local employment opportunities, especially for young people
- A town centre that supports environmental sustainability through reduced reliance on cars; reducing the need for density in suburban areas; and sustainable design principles
- Improved safety through increased use and visual surveillance of the public realm, by having residential and mixed-use development that creates “eyes on the street”



# FREQUENTLY ASKED QUESTIONS

## What is a masterplan?

The masterplan represents a strategic vision for the Bassendean Town Centre over the next 20 years and beyond, with a focus on delivering vibrant places for people to live, work and play. The principles and key features within the masterplan provide the tools and guidance to manage redevelopment and change in the town centre over time. A grounding layer of the project has been identifying what is important about this place and how the existing character of Bassendean can be conserved and enhanced through future revitalisation of the town centre.

## What is the boundary for the masterplan?

The map of the Bassendean Town Centre Masterplan boundary is shown in Figure 1.

## How has the masterplan boundary been determined?

The boundary for the Bassendean Town Centre Masterplan has been based upon best-practice precinct planning principles, and previous projects informed by community feedback. The key criteria used to determine the boundary are:

- Feedback from community members and other key stakeholders during the BassenDream Our Future community workshops, which identified:
  - General agreement that there should be more focus on the east side of the train line
  - A preference for higher density development to be located around Old Perth Road and the Bassendean train station
- A walkable catchment around Bassendean train station
- A walkable catchment around Old Perth Road
- A walkable catchment around public open space and community facilities
- Identification of key government-owned sites that would benefit from revitalisation
- Reducing the need for development in heritage areas and reducing the need for development of open space and backyard (by locating density in key central locations, rather than on suburban streets)

▼ Figure 1. Bassendean Town Centre Masterplan boundary





## **Why are Ashfield and Eden Hill not part of this project?**

In assessing the criteria and feedback that informed the town centre boundary, it has been identified that Bassendean town centre needs to be the priority for attracting investment in the first phase of planning, as the primary commercial area for the Local Government Area.

Like other areas that are not included in the town centre boundary, Ashfield and Eden Hill's commercial centres are not being excluded from development potential. The Local Planning Strategy and Local Planning Scheme (under development) determine the potential for growth in these areas.

There will also be opportunities to conduct specific planning exercises for Ashfield and Eden Hill precincts in the future.

## **What does it mean if my property is inside or outside the boundary?**

Properties inside the boundary will be included in the analysis, engagement and plan to show what could be possible on that piece of land in the future.

Properties outside the boundary will not be included in the Bassendean Town Centre Masterplan. However, properties outside the boundary are not necessarily excluded from having development potential and will be considered as part of the new Local Planning Strategy and Scheme.

All properties within the Town of Bassendean still fall under the Local Planning Scheme, which determines what can be developed on every land parcel.

## **Will I need to sell or redevelop my property if the masterplan identifies any changes to the use of my property?**

No. The Bassendean Town Centre Masterplan is a strategic planning exercise to show what is possible in the town centre area. It cannot require any private landowners to sell or redevelop their property.

If your property is re-zoned separately under the Local Planning Scheme, this also cannot require you to sell or redevelop your property. It is your choice in what you do with your property. Any changes to zoning just provide an option for you to consider.

## **How does this piece of work differ from other recent projects (e.g. BassenDream Our Future, The Local Planning Strategy and Local Planning Scheme and LandCorp's Activity Centre Concept Plan for BIC Reserve)?**

The Bassendean Town Centre Masterplan builds upon the findings of BassenDream Our Future and will inform the Local Planning Strategy and Local Planning Scheme. It is not a process that is starting from scratch. Therefore, when we engage with the community throughout this process, we will be testing a number of concepts that will be developed based upon what you have already told us and from other research that will be undertaken.

Unlike the Local Planning Strategy and Local Planning Scheme this is not a detailed statutory plan that sets and enforces planning rules. It is a vision and strategy specific to the town centre that will guide future revitalisation and inspire investment and future development. It will help to inform future updates to the Local Planning Strategy and the Local Planning Scheme which set out the planning rules that must be followed. The masterplan has a specific focus on what can happen in the area where most of the changes will happen: the town centre.

The Bassendean Town Centre Masterplan is not a new version of the LandCorp project for BIC Reserve. Unlike that past project, this process is led by the Town of Bassendean, covers a broader area, is informed by the principles from BassenDream Our Future (the community engagement project in 2019) and our new Strategic Community Plan, and will involve ongoing engagement. Additionally, we are committed to preserving, enhancing and improving the total area of open space in the town centre – not reducing it.

Key local town centre assets such as Bassendean Oval have been included in the boundary as the connection between these key sites is important from an integrated planning approach.

## **BassenDream Our Future was a comprehensive engagement process. Why is there more engagement happening?**

BassenDream Our Future informed the future key directions for the whole of the Town of Bassendean, not specifically the town centre. The community feedback collected during BassenDream Our Future has already



informed a number of key local projects, including the new Strategic Community Plan, and the draft Local Planning Strategy.

This phase of community engagement will test design principles and planning ideas for the town centre based upon what you have already told us, rather than starting from scratch. We will be engaging with the community to ensure these ideas reflect community aspirations, while also being viable and attractive for investment.

Additionally, we will be conducting new engagement with landowners, local businesses and representatives from the development industry to understand the conditions necessary to achieve the project objectives.

### **Will this impact the character and feel of Bassendean?**

A key reason for initiating the Bassendean Town Centre Masterplan is to inform planning tools and outcomes that align with the feedback from the BassenDream Our Future project. We know that maintaining the character and feel of Bassendean are essential.

It was also clear from community feedback that any future housing and commercial diversity should be focussed on the Bassendean town centre and other transport hubs, where the critical mass of people will support local shops and services, while also minimising the loss of tree canopy from suburban subdivisions. By accommodating more of the growing population within the town centre, there is less pressure to redevelop in these other areas.

As part of the identification of the project boundary, we have identified the location and status of heritage and character precincts and buildings in and around the town centre. These areas and their boundaries will be treated sensitively to show how negative impacts upon heritage can be minimised and positive opportunities enhanced. Having a masterplan allows for this managed planning approach and prevents ad-hoc “spot” redevelopments that may have a greater impact upon heritage.

By creating opportunities for the re-use and revitalisation of buildings within the town centre, the project will encourage investment in redevelopments that retain and restore local heritage. Some heritage buildings in the town centre are currently run-down and poorly maintained, and investment in the town centre provides opportunities for great heritage outcomes.

### **How will the visual impact of buildings be considered?**

This Bassendean Town Centre Masterplan will inform future design guidelines for this area. It is therefore a process that ensures more influence over design outcomes, rather than relaxing the rules for developers.

Any future development that might arise from the masterplan and Local Planning Scheme will be required to submit a detailed development application that responds to the design guidelines and meet the planning rules. The Council also recently began using the City of Bayswater’s Design Review Panel: an independent panel of expert architects from across WA, that provides oversight and design advice to development proponents to ensure high quality design and development outcomes.

### **How will the masterplan consider quality development with increased housing and commercial diversity and density in the town centre?**

We are aware that some people may not have experienced many examples of well-designed diverse and more dense developments. Key features and expectations of well-designed developments will be considered in the masterplan and subsequent design guidelines that will be developed for the town centre. Examples include:

- A range of housing choice, including affordable options
- Accessible housing for residents of all abilities
- Green and functional open spaces retained and created, with deep soil zones for large trees
- Limited impact upon neighbouring lots, by locating the highest density in strategic locations, and lower density adjacent to suburban, heritage and character areas
- The integration of mixed-use, commercial and community buildings in activity centres
- Sustainable design features, such as renewable energy
- Diversity in design (not a monotonous type of development across all sites)
- A high standard of design, construction and building materials, suitable for the local character and environment
- A mix of private spaces, communal and shared spaces

You may have other ideas of what constitutes good diversity and density, which we look forward to hearing throughout engagement.





A pedestrian-focused, mixed-use precinct in Sydney. Source: [e-architect.co.uk/sydney/rozelle-mixed-use-development-in-sydney](http://e-architect.co.uk/sydney/rozelle-mixed-use-development-in-sydney)



Transit-oriented development in the United Kingdom. Source: [gbplacemaking.com/](http://gbplacemaking.com/)



Townhouses alongside a park with gum trees in Parkville, Victoria. Source: [homeworlddesign.com/parkville-townhouses-fieldwork-project/](http://homeworlddesign.com/parkville-townhouses-fieldwork-project/)



Concept for apartments integrated with public open space in Erskineville, Sydney. Source: [domain.com.au/news/woolworths-metro-announced-as-first-major-retailer-in-erskinevilles-mixed-use-park-sydney-project-880349/](http://domain.com.au/news/woolworths-metro-announced-as-first-major-retailer-in-erskinevilles-mixed-use-park-sydney-project-880349/)



Maylands' mixed use heritage area. Source: <https://www.realestateview.com.au/real-estate/30-80-eighth-avenue-maylands-wa/property-details-buy-residential-13268054/>



Award winning and environmentally sustainable Evermore Apartments in White Gum Valley. Source: <http://www.evermorewg.com.au/>

## How do you attract high quality development?

Encouraging development of a high quality (i.e. a development that delivers the key features above and contributes to broader community benefit) relies on providing a balance of incentives to encourage investment and design controls to ensure that great outcomes are achieved. There is a need to ensure investors have a viable project if they are to be attracted to invest in Bassendean, as opposed to other areas.

We will be engaging the industry experts to test what will attract investment in the Bassendean town centre, while retaining what is loved by the community.

## What is currently possible under the existing planning provisions?

Under the current planning provisions (the existing Local Planning Strategy and Scheme) a range of land uses may

be possible in the town centre, depending on the site in question. These land uses include mixed-use, commercial and residential development, with a range of commercial uses such as small bars, shops and offices.

There is an opportunity for the masterplan to clearly demonstrate more beneficial opportunities that can then be reflected in future changes to the planning provisions.

## How will open space be retained and protected?

A core principle of this project is a commitment to enhancement of open spaces, not a loss of open space.

This Masterplan does not only plan for buildings, it also provides opportunities to create better visual and practical connections between buildings and spaces.



## How will trees be retained and protected?

Our community values the connection to the natural environment, and we want to retain as many trees as possible during development, whilst ensuring that there are opportunities to improve the town centre and enhance its environmental sustainability overall.

Opportunities to manage the balance between retention of trees, the provision of trees in better locations and revitalising our town centre will be a key consideration.

A range of matters are being considered for tree retention in the draft Local Planning Scheme, and the new State Planning Policy 7.3 Volume 2 (Residential Design Codes – Apartments) requires planting of trees in new developments.

## How will car parking in the town centre be addressed?

We understand that parking within the town centre is important to many people. Balancing car parking with the provision of other amenities and proximity to the train station and public transport will be a key consideration of the planning process. Opportunities to provide parking, and otherwise improve accessibility to the town centre will be open for discussion and community feedback throughout the process.

## What elements of the project will the community provide feedback on?

As noted above (page 11 – reference to the question BassenDream Our Future was a comprehensive engagement process. Why is there more engagement happening?), the engagement for the Masterplan is building upon the feedback already collected through BassenDream Our Future. As a result, the team will develop some key design principles for the town centre prior to conducting engagement. Topics on which we will consult the community include:

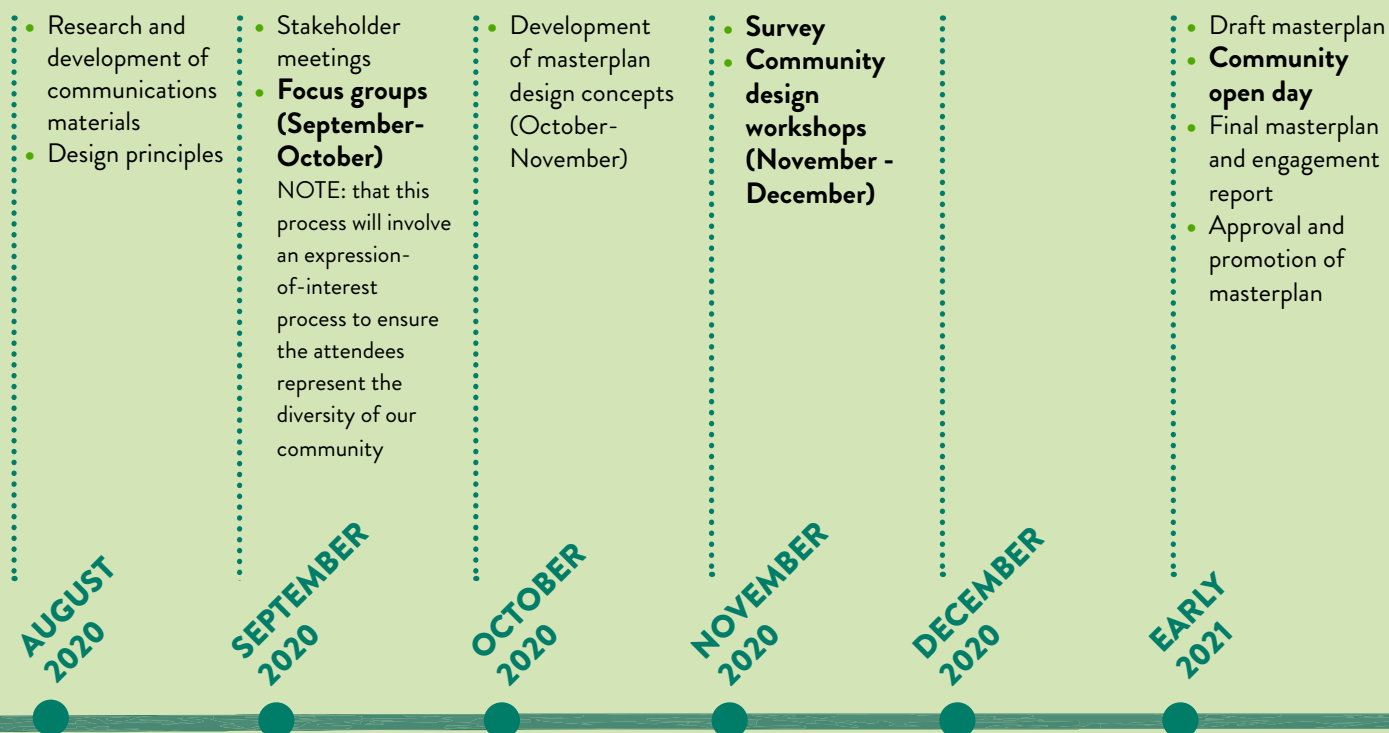
- Collecting feedback on the town centre design principles
- Key precincts within the town centre
- Land uses / scale within the town centre
- Feedback on design concept options (once draft concepts are developed)
- Identification of other opportunities

Feedback on these topics will be collected through the engagement initiatives outlined below.

## What is the project timeframe, and when can the community get involved?

The timeline below is indicative only and may be modified. Items in bold indicate opportunities for community involvement.

▼ Figure 2. Project timeframe





# DEFINITIONS OF KEY TERMS

## MASTERPLAN

A masterplan is a strategic document, not a statutory (legally binding) document, and therefore may take many forms depending on its purpose. A masterplan is usually a visual plan proposing future land uses and building scales. It is generally accompanied by design principles and shows what could be possible in a particular area. More specific development plans and development applications would also be required for specific property developments following the development of the masterplan.

## TRANSIT-ORIENTED DEVELOPMENT

Development which aims to encourage and support public transport use and discourage use of cars. Transit-oriented developments or TODs are generally located around train stations, bus stations or hubs where multiple routes meet. They are typically designed to be more walkable, “cycle-able,” and have higher density residential, commercial and mixed-use buildings close to the stations. TODs are generally considered to have positive environmental, health and social benefits.

## URBAN DIVERSITY / URBAN DENSITY

There are multiple ways to measure urban diversity and density, but it generally refers to the population or number of dwellings in a particular land area. In WA, the State Planning Policy for the Residential Design Codes or “R-Codes” is commonly used and defines density as the maximum number of dwellings that can be developed on one hectare of land (i.e. R60 means that a maximum of 60 dwellings can be developed per hectare).

## LOCAL PLANNING SCHEME

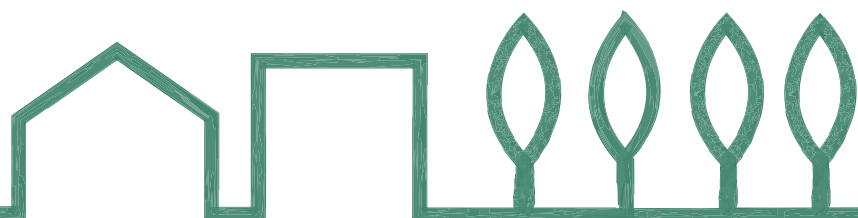
Although not the focus of this project, the masterplan will inform the Local Planning Scheme. This is the primary statutory (legal) planning document for our Town. It includes the written laws (Scheme Text), a Use Class Permissibility Table (which defines which land uses can be approved in which locations) and a map which outlines the zones where different land uses are permitted.

## LOCAL PLANNING STRATEGY

Although not the focus of this project, the masterplan will inform and be informed by the Local Planning Strategy. This is the primary strategic planning document. It presents a vision for our whole Town in terms of planning for open space, road and pedestrian networks, built form and more.

## DESIGN GUIDELINES

These will be developed after the completion of the masterplan to guide the built form elements within the masterplan area. These guidelines help ensure that high quality buildings are developed that reflect the vision of the future of the town centre.





For information about community engagement contact Joseph from Creating Communities at [joseph@creatingcommunities.com.au](mailto:joseph@creatingcommunities.com.au) or by calling (08) 9284 0910.

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